



# Executive Summary

## Mission Statement

Our mission is to modernize the craft of weaving in the average home of the tech savvy Do-It-Yourselfer.

## Date Handwoven Goods Began

Handwoven Goods started on May 31, 2011. We are still in the development stages, and have not yet sold our first product.

## Employees and Functions

Holly Latta, Founder

Ronald Miller, Mobile App developer

## Location and Description of Facilities

- Handwoven Goods is primarily an internet storefront at [www.HandwovenGoods.com](http://www.HandwovenGoods.com) with additional frontage at [www.Etsy.com](http://www.Etsy.com) and [www.ArtFire.com](http://www.ArtFire.com).
- MacBook Pro and iPhones
  - Adobe Creative Suite Software Developer Kit
  - Xcode Software Developer Kit
- Physical address is also home address: 4895 Student Ln, San Jose, CA 95130
  - Weaving studio
    - 65 Inch 4 harness loom
    - Warping board, winders, bobbins, shuttles, and cones of yarn inherited from previous loom owner
    - Spinning and fiber preparation equipment including wheel, swift, picker, drum carder, and several spindles.
  - Packaging room
  - Garage for storage
- Mailing address is PO Box 9493 San Jose, CA 95157

## Products

Actual handwoven products themselves will be sold at local events for the purpose of marketing. These will include:

- Handwoven banners of QR codes. Once a customer deciphers the code, they receive a free gift of promotional material.
- Handwoven bags or purses with our logo and/or geeky memorabilia
- Large wallhangings that hold wine bottles in double weave panels surrounding handwoven art.
- Handwoven fat quarters still attached by the warp. When one square is purchased, a big show will be made of cutting the square out of the larger fabric.



The bread-and-butter products will be sold online. These will include:

- The only iPhone/iPad app available for weaving. Easily calculate setup and supplies. Paperless patterns. Keep track of where you are in a pattern by touch or by the shake of your floor loom.
- Cardboard boxes of various sizes with the warp and bottom already completed. Customers can then easily create their own tapestry woven baskets.
- We intend to develop a mini 4 harness loom that can be used anywhere to create fabric with patterns made for thousand dollar looms.

## Bank and Finances

We are currently waiting for government paperwork to complete enough to open a bank account with Meriwest Credit Union. Founder, Holly Latta intends to use \$20,000 of her own savings to get started. We currently have not solicited investors yet.

## Company Highlights

- Currently there are no mobile apps for weaving. Anywhere. There are plenty for knitting, crocheting and many many other crafts. We intend to be the first to fill this vacuum in the crafting industry.
- Weaving is associated with expensive equipment. We intend to make this craft more appealing accessible gadgetry.
- Our website is already loaded with free information about weaving. We feel if you are inspired to play with cardboard boxes and pdf instructions, you will want a mobile app to simplify, and a portable loom to expand your creations.

## Future

- Once our first app, "Twill" is completed, there are other kinds of weaving to be explored and simplified with an application, including patterns that cannot be duplicated by industry, and weaving a no-sew saddle back right off the loom.
- More free information on the blog might develop into a class. Founder, Holly Latta has been invited to develop and present a history and future of human uses for woven material at NASA Ames Research Center. Such information and presentations could be recorded and produced as a salable DVD.