

Become a Centre for Discovery



THE GROMMET

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CONTINUUM 

 **Ziggs™**
My People. My Hub.


THE GROMMET®
Discover What's Next




With Big Company Stuff In Between

stride rite®

Keds®

PLAYSKOOL®





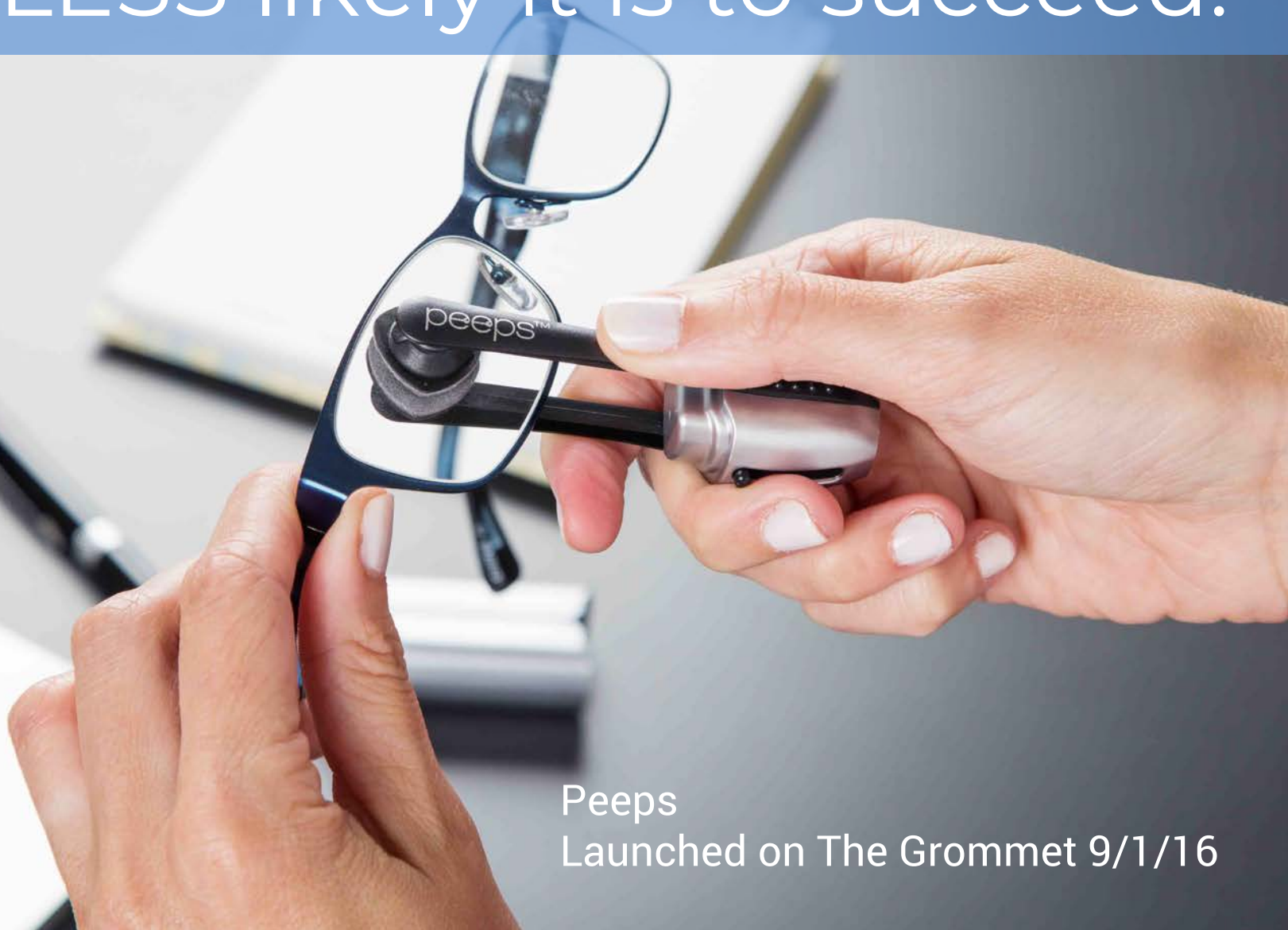
I learned that the business
of product launch was both
massive and very broken.

What product launch looks like:



A very uneven playing field.
The big—and the lucky—win.
The best products do not.

The more innovative a product,
the LESS likely it is to succeed.



Peeps
Launched on The Grommet 9/1/16

Go Big or Go Home

Uuni
Launched on The Grommet
11/15/16



Why “go” for changing Product Launch?
Consumer spending drives 70% of the US economy. The products we buy and the companies we support create the world we live in.

The image features a background of horizontal wooden planks with a natural grain and some knots. A solid blue horizontal band runs across the middle of the image, containing white text.

Some of our Grommet
success stories...

Launched on The Grommet 6/17/11



FitBit: wireless activity tracker

Launched on The Grommet 9/23/10

SodaStream: home soda maker



Launched on The Grommet 12/18/09



Bananagrams: tile word game

Launched on The
Grommet 4/3/12

S'well: insulated reusable bottles



Retail is one of the most competitive and secretive businesses on Earth.

A retailer is not in business to launch products into other retailers or to trumpet their best products.

BUT THE GROMMET IS.

We would build a media platform to tell the story of new to market products.



Keysmart
Launched on The Grommet 7/23/14

eTape16
Launched on The Grommet
3/10/15



A place where success or failure would
be decided by users.

Video would be central to our storytelling.





Embr Wave

*“It’s the collision between the digital generation
and
the physical world.” –Chris Anderson*

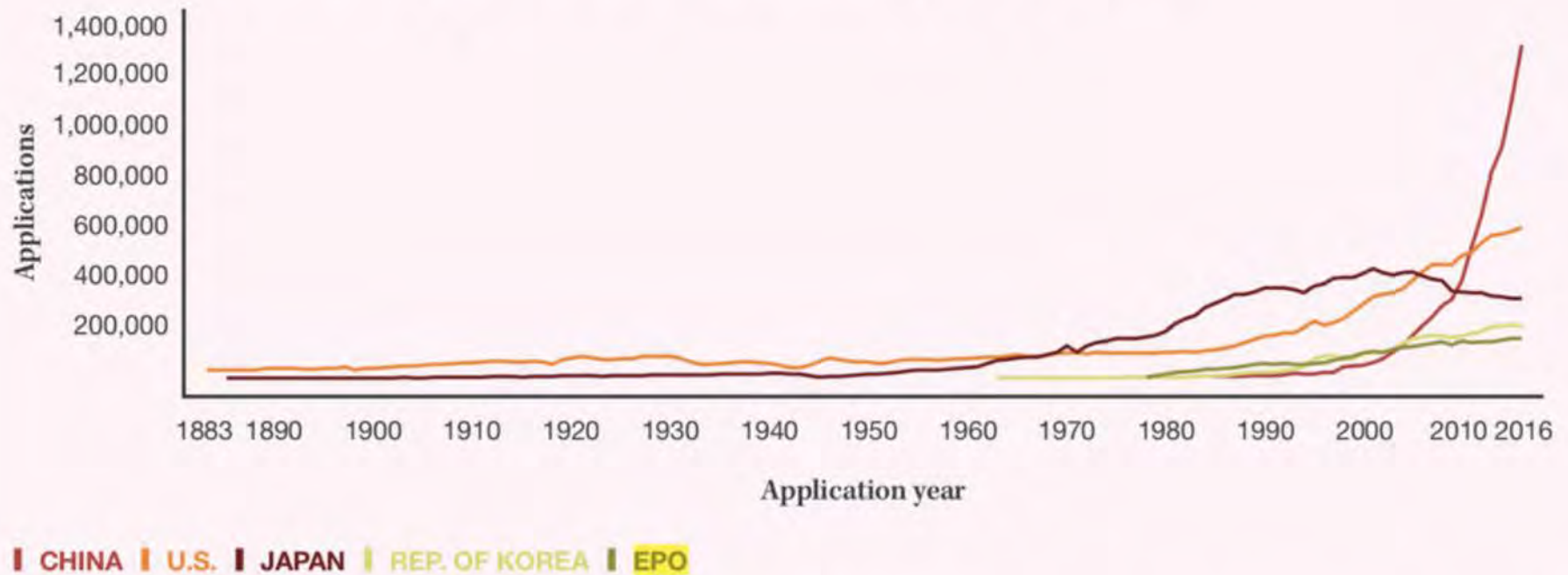
the

M  **K**  **R**

MOVEMENT

People are “making” like crazy...

Trend in patent applications for the top five offices



Note: The IP office of the Soviet Union, not represented in this figure, was the leading office in the world in terms of filings from 1964 to 1969. Like Japan and the U.S., the office of the Soviet Union saw stable application numbers until the early 1960s, after which it recorded rapid growth in applications filed.



The Maker Movement is the third Industrial Revolution.

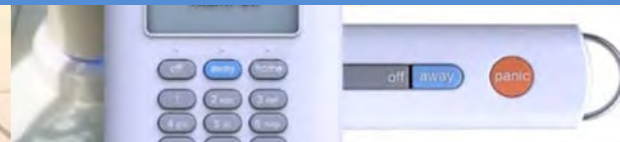
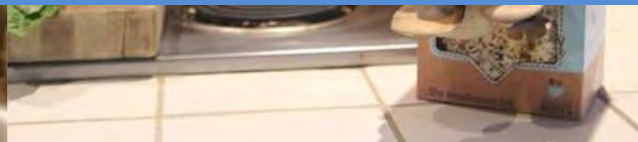
Big companies will be built...

Grommet Makers are also career changers.



The Negg
Launched on The Grommet 4/18/17

No one else cracks the hardest problem: market launch and scaling



Within one hour of our daily launch, we know what America thinks of any previously unknown product.



In 2017, Ace Hardware acquired a majority stake in The Grommet, helping our Makers to reach Ace's 5,000+ stores with new, innovative, and unique products.



How to become a centre for discovery



Bear Paws
Launched on The Grommet 1/19/16




How we think customers will view shopping vs. discovery

Finding synergies with Ace Hardware



Quickloader
Launched on The
Grommet 2/6/18



Quickloader:
innovative
tie downs

Serving Grommet customers and now Ace's customers



Barebones Living
Launched on The
Grommet 18/4/17

What does success look like now?



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