



SBIR Success Stories

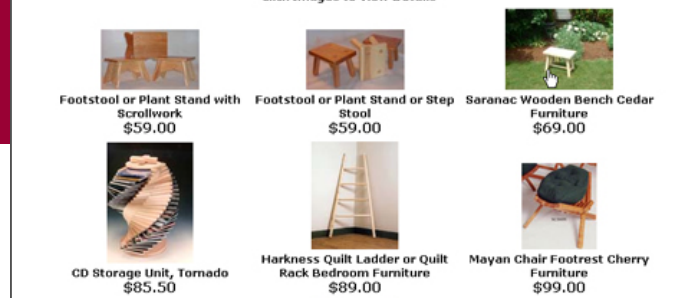
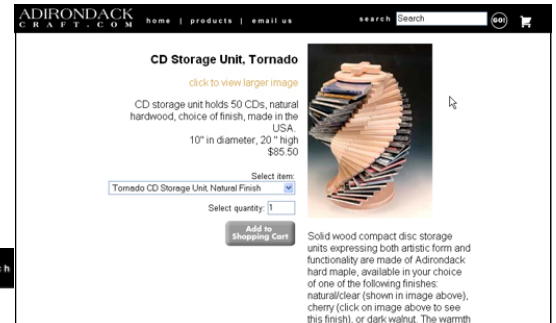
Small Business Innovation Research (SBIR)

E-COMMERCE FOR RURAL AREAS

Holmes & Associates
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INNOVATION

Internet promotion of wood products made in rural communities



COMMERCIALIZATION

- ▶ Launched online regional catalogue, AdirondackCraft.com, featuring rural-manufactured wood products.
- ▶ Developed strategic partnership with regional, not-for-profit community development organization, the Adirondack North Country Association (ANCA).
- ▶ Increased sale of locally produced, value-added wood products in conjunction with ANCA.

IMPACTS

- ▶ AdirondackCraft.com represents over 400 products from 70 small manufacturers in rural upstate New York.
- ▶ Strengthened the diversification of the area's seasonal, tourism-based economy through internet sales
- ▶ Annual sales of \$30,000, with approximately 60 percent of revenue transferred directly to the local manufacturers and artists.
- ▶ Improves entrepreneurial and marketing skills among local producers through hands-on experience with Internet-based sales.

SBIR COMPETITIVELY AWARDS SMALL BUSINESS GRANTS FOR INNOVATIVE RESEARCH THAT HAS THE POTENTIAL OF SOLVING IMPORTANT AGRICULTURE AND RURAL DEVELOPMENT PROBLEMS.