SBIR Success Stories

Small Business Innovation Research (SBIR)

E-Commerce for Rural Areas

Holmes & Associates
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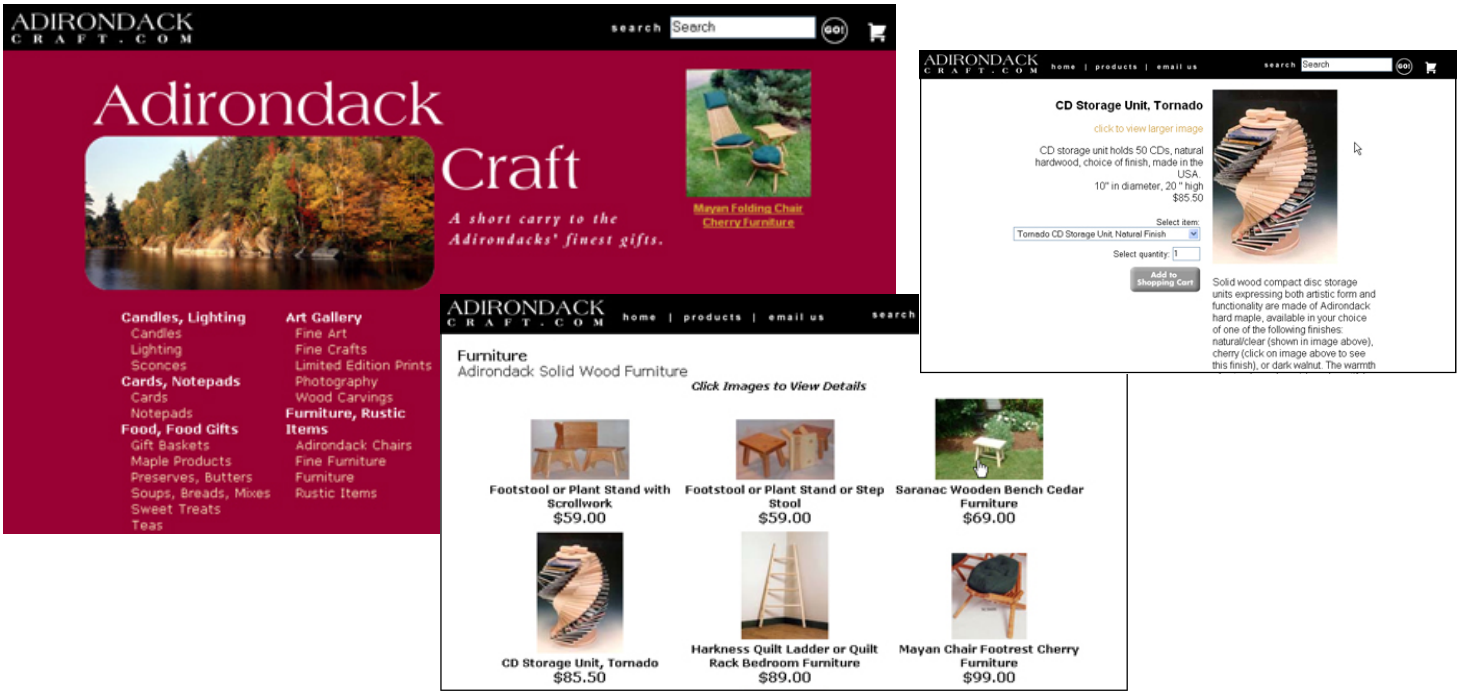
Innovation

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.