



COMPANY OVERVIEW

KEY FACTS

Founded:	Fall 2008
Founders:	Jules Pieri and Joanne Domeniconi
CEO:	Jules Pieri
Headquarters:	87 Elmwood St, Somerville, MA 02144
Employees:	55

Business: The Grommet is a product launch platform. This means we find unique, undiscovered products and help them succeed. The Grommet seeks out these unique products, carefully tests them, and produces a video review of each one telling the story behind its creation. Our goal is to level the playing field so the best companies can win. Until The Grommet came along in 2008, that was simply not always the case. We have attracted a powerful community of Makers, Retailers and Consumers whose enthusiasm for suggesting, sharing, and buying Grommets ensures the survival and growth of the ground-breaking companies behind them. We are rooted in the philosophy of Citizen Commerce™ whereby regular people form the consumer experience by suggesting products that reflect their values and interests.

In the summer of 2014 we launched a new Wholesale Platform at the [White House Maker Faire](#) to connect these independent Makers with Main Street Retailers, supporting both and ensuring their success. Our end goal is that within five years 10% of all products flowing through U.S. retail will be originating from independent small-scale Makers, creating vibrant jobs and innovative products in every corner of our country.

Website: www.thegrommet.com

COMPANY MISSION STATEMENT

We launch undiscovered products and help them succeed; we call them Grommets. Grommets aren't just things. Grommets are products with a purpose invented by people with stories. Buy differently.

CITIZEN COMMERCE

We're rooted in the philosophy of [Citizen Commerce](#)™ whereby regular people form the commerce experience by suggesting products that reflect their values and interests. Citizen Commerce™ turns the typical top down retailer approach sideways, encourages global product innovation from small producers, and satisfies the consumer's need to know the stories behind and origins of favorite products.

2013 GROWTH

- Funding: We're backed by Rakuten, the largest online retailer in Japan, because like us, they say "Buy from people, not the internet." They were our lead investor in our series B round in August, 2012.
- Growth: 450% YOY growth in 2013.
- Products launched: Since our start in 2008, we've launched 2,000 products and 6,000 sku's across 20+ verticals.

FOUNDER BIOS



Jules Pieri

Founder and CEO

Jules Pieri is Founder and CEO of the product launch platform The Grommet. She's been an industrial designer for technology companies, a senior executive for large consumer products companies, and VP/President at two prior startups. She completed her undergrad degree at the University of Michigan and people tell her she is the first designer to graduate from Harvard Business School. Jules was named one of Fortune's Most Powerful Women Entrepreneurs in 2013 and in June 2014, she was invited to launch Grommet Wholesale at the first-ever [White House Maker Faire](#).

Joanne Domeniconi

Co-Founder and Chief Discovery Officer

Joanne Domeniconi is Co-Founder and Chief Discovery Officer of the product launch platform The Grommet. Joanne has extensive experience creating and launching consumer products for brands like Stride Rite and Keds where she served as Vice President of Product Development for almost a decade. Joanne attended Simmons College and has a degree in Retail Merchandising and Business. In June 2014, Joanne was invited to launch Grommet Wholesale at the first-ever [White House Maker Faire](#).