



STRONG ROOTS. SMART BUSINESS.

Spring Newsletter

A brief word from our CEO to the Clients, Partners, and Friends of Three Roots Capital:

I want to briefly and simply convey Three Roots Capital remains committed to supporting businesses and helping communities in east Tennessee and the surrounding region during the COVID-19 healthcare and economic crisis. We believe the people and businesses in our communities are the engines that drive the economies of these communities, and we know capital is the fuel for those engines. While this is a trying and testing time, it will pass. Today, we reaffirm our commitment to work with our partners to successfully manage challenges that arise, to seek new opportunities together, and to create mutually beneficial outcomes, and more than ever, we embrace our role as a provider of capital, connections, and coaching for businesses and projects in our region.

Be well,
Grady Vanderhoofven



**Capital
Deployed**

\$45.7M



**Jobs Created/
Retained**

1,224



**Square Feet
Developed**

297,090

**Promoting rural economic growth: The Rural
Microentrepreneur Assistance Program**



Committed to the future of rural communities.

Three Roots Capital is helping promote rural economic growth in the region through microloans and business assistance made possible by the U.S. Department of Agriculture's (USDA) Rural Microentrepreneur Assistance Program (RMAP).

Small businesses are the backbone of rural communities, yet rural entrepreneurs often struggle to find easy access to capital and business training. Through the RMAP program, Three Roots strives to address this gap by providing loans and technical assistance directly to rural entrepreneurs and small businesses across East Tennessee. Even now, the global pandemic presents yet another economic obstacle for these companies to overcome.

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Three Roots Capital Valued Partner Spotlight: Bryan Crosby, Southeastern Packaging Technologies



Bryan Crosby, CEO Southeastern Packaging Technologies



FunLPro nozzle

Former professional baseball player, University of Tennessee MBA graduate, and winner of the Boyd Venture Challenge, Bryan Crosby is the Chief Executive Officer of Southeastern Packaging Technologies (SPT) and a valued partner of Three Roots Capital. SPT was a local startup that has grown and matured to offer turnkey solutions for brand managers and retail partners.

[Click to read rest of the](#)



Entrepreneurs, check out the "[Startup Knox](#)" website and download the Ecosystem Guide! It's a great resource map for area entrepreneurs.

Click [HERE](#) for the "rest of the story" on how this came about, from a recent article in [Teknovation.biz](#).



Launch Tennessee

Are you an entrepreneur who wants to help address the impacts from the COVID-19 crisis?

[LaunchTN](#) is working in partnership with [Tennessee's COVID-19 Unified Command](#) to engage companies, including entrepreneurs and startups, to rapidly connect solutions, resources, and capabilities to major issues facing our state. Find out more [HERE](#).

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