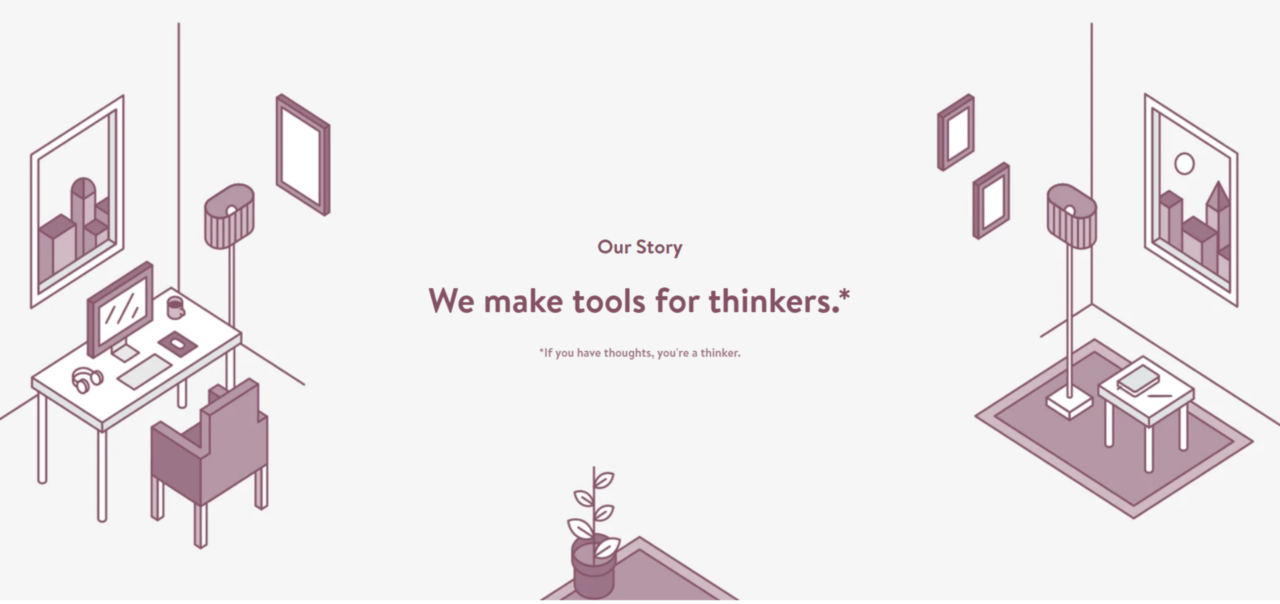


Our Story

We make tools for thinkers.*

*If you have thoughts, you're a thinker.

Five things you should know about Baronfig.

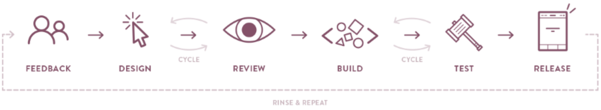
Hey, who doesn't love a list? Here are a few things that you should know.

1

Our products are designed by the community.

Customer feedback is a fundamental element of our company.

Feedback Cycle



Baronfig started as a Kickstarter project based on feedback from hundreds of thinkers around the world. Today we continue this tradition by keeping an open dialog with our customers as we constantly evolve. Each new product is based on conversations via phone, email, twitter—you name it. We're in this together.

2

We have a mission.

Everything we do is weighed against a singular goal.

OUR MISSION

To champion thinkers around the world through inspiration and imagination.

Throughout our journey in designing products and coming up with creative projects, our mission continues to drive us. It's the singular rule by which every move we make is measured against.

3

We plant a tree for every Confidant sold.

Together, we're giving back. One book at a time.

We're dedicated to empowering and inspiring thinkers. This includes a responsibility to leave the earth better than we found it—one tree at a time.

4

We're 100% employee-owned.

We're making things we love to use.

Joey Cofone
CEO & CO-FOUNDER

Adam Kornfield
CO-FOUNDER

Jay Desai
CHIEF OPERATING OFFICER

Chandler Reed
DESIGNER

Andi Talarico
CUSTOMER EXPERIENCE LEAD

Peter Papadimitropoulos
SENIOR DEVELOPER

Laura Toffolo

SENIOR DESIGNER

Danielle Boudreau

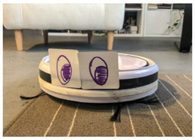
MARKETING MANAGER

Erica Feuer

CUSTOMER EXPERIENCE SPECIALIST

David Fellows

JUNIOR DEVELOPER



Steve McClean

CHIEF OF STAFF

Our small team is committed to creating products that people love to use. We are a completely independent company. Say hello on twitter via @baronfig.

5

We follow three principles.

Three focused principles that guide us on our mission.

Simplicity

Simple design is direct, more intuitive, and easy on the eyes. It should just work, every single time.

Usefulness

Your tools need to be functional. We work to make sure you have the best tools for the job at all times.

Community

All of our designs are a product of community feedback. We keep improving based on your needs.

We lean on these principles to move forward with our mission. Each principle is part of a unique recipe to create truly useful and beautiful goods that anyone can enjoy.

Want to know even more about Baronfig?

It means a lot that you care. Thank you. Here's a bit more about us.

BONUS!

Baronfig started as a project between friends.

We couldn't find what we were looking for—so we made it.

Founders Adam Kornfield and Joey Cofone on the magic purple couch

We contacted hundreds of thinkers around the world and asked them one simple question: “What do you like in a sketchbook or notebook?” Then we took all of that feedback and consolidated it into a notebook. We called this notebook the Confidant.

We put the Confidant on Kickstarter with high hopes and a genuine passion for ideas. At the end of 30 days we sold nearly 9k notebooks to thousands of customers around the world. Baronfig was official.

ANOTHER BONUS!

We created a name with meaning.

Everyone always asks, “What does Baronfig mean?”

Apollo
Discipline

Dionysus
Impulse

The creative journey revolves around the dichotomy of Discipline and Impulse: having the discipline to work hard and the impulse to play like a child.

The Greek gods and brothers Apollo (discipline) and Dionysus (impulse) represent this dichotomy perfectly. Baron is derived from the Apollonian symbol of soldier, and Fig is a symbol of Dionysus.

Thus Baronfig—Discipline & Impulse.

***BONUS* BONUS!**

We have a common philosophy.

If our Mission is the destination, our Philosophies are the fuel that get us there.

We believe that action is the loudest voice.

Baronfig’s forward and upward strategy is modeled after