



RIVER ROOTS CANOES & KAYAKS

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**EXECUTIVE
SUMMARY**

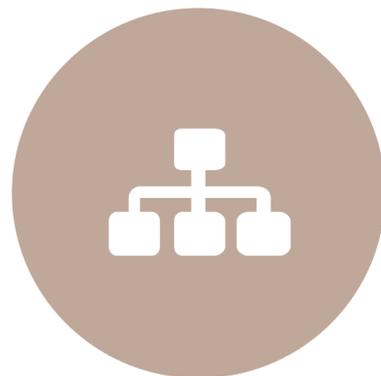
ABOUT RIVER ROOTS

Nonprofit organization that rents canoes and kayaks for trips on the southwest stretch of the Tippecanoe river.



CUSTOMERS

Families
Scout Troops
Local Community Schools
Companies



ORGANIZATION

Nonprofit
Board of Directors from established local organizations



FUTURE

River Tourism is growing
Untapped environmental asset
Brings diversity to Kosciusko County's economic drivers



FUNDING

\$50,000 startup for the bare bones of the business



**THREE
PILLARS**

THE THREE PILLARS

The mission of River Roots is to provide a paddling experience, utilize a naturally given asset, promote wellness, and inspire others with environmental stewardship.

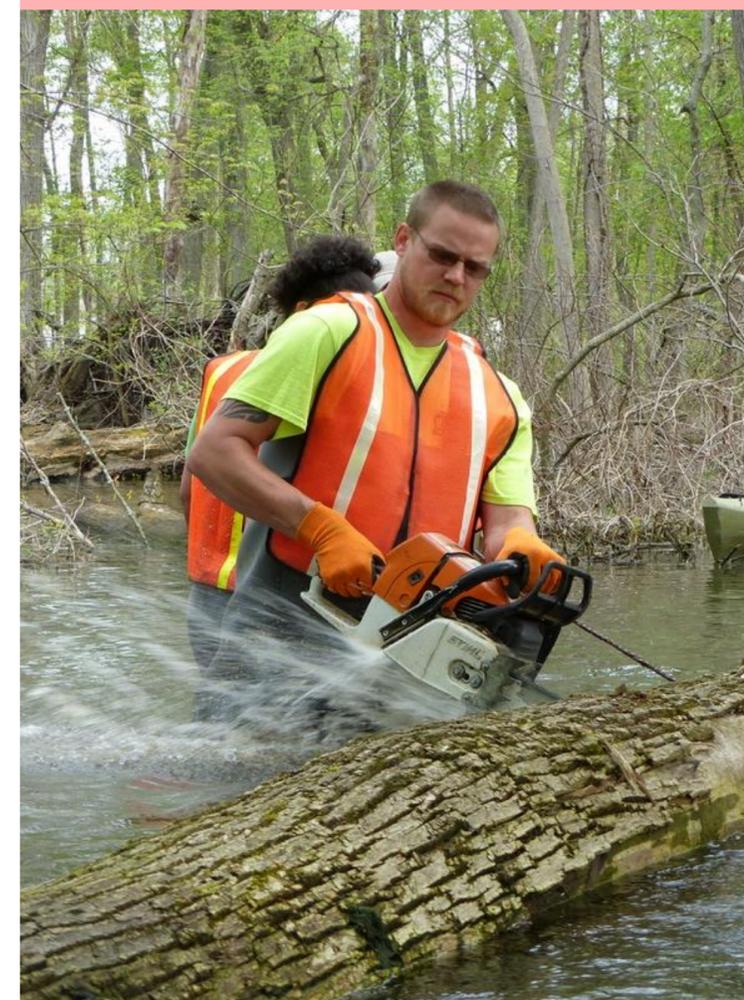
HEALTH AND WELLNESS



RECREATION



CONSERVATION

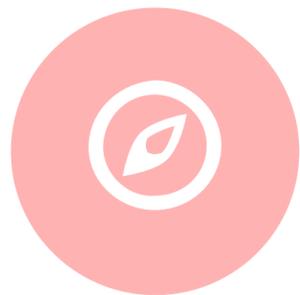




IMPROVEMENTS

IDEAS TO INTEGRATION

Becoming Tangible



LOCATION

Chinworth Bridge
Kosciusko County Historical Society
Log Jams Removed
Jerry Frush



FINANCIAL

Startup Expenses
Inventory Cost Estimates
Financial Plan



COLLABORATION

Diverse Interested Parties
Potential Mother Company –
Paddlers for Conservation



INTERESTED ORGANIZATIONS

More than just us four...

With the potential of River Roots canoe and kayak livery being the causative agent to positive water quality, health and wellness, recreation, and conservation within our community, a diverse group of interested organizations have stated their interest in the implementation of River Roots for the community.

FINANCIAL

FINANCIAL DETAILS



Northerner Award

FILL



50k Startup

FILL



Turning Profit on 4th Year

FILL

