

Kiwi Lane

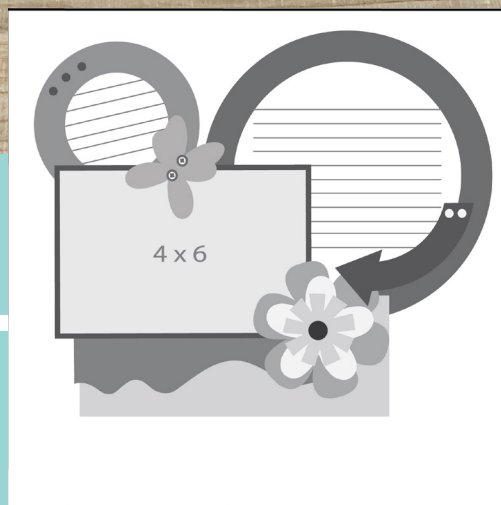
Includes 22
scrapbooking
layout ideas
and sketches

Memory Lane

DIGITAL IDEA BOOK

Our Journey 2009-to-2020

(Shiloh, Susan, Debbie)



Rings (2,4) Tiny Charmed (1T,4T) Tiny Springtime (6T)
Tiny Accents (2T) Breezy (3B) Arrows (5) Photos and Photo Mats

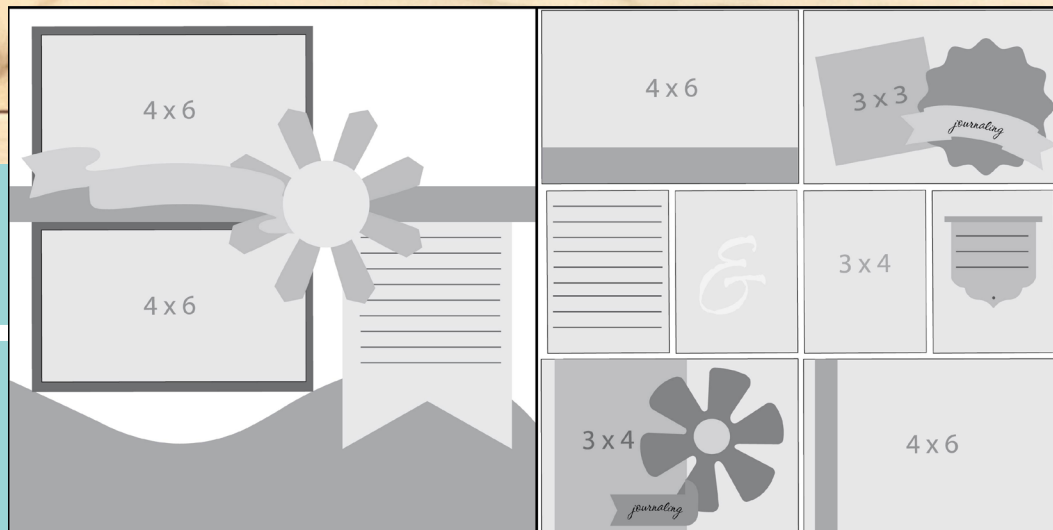
2009

March

The three of us meet up in Idaho to make an official business plan and decide on a company name.

Aug

We finalize our business license in Cedar City, UT, start to produce product out of our homes, and open an Etsy shop.



**Clara Lane (1A), Tiny Notations (1T,4T,7T) Tiny Floral (3T)
Tiny Tags (6T) Sparkle (A La Carte) Ribbon (Kiwi Club)
Photos and Photo Mats**

2010

Dec

We attend our first craft show; the Simple Treasures Craft Show in Ogden, Utah.

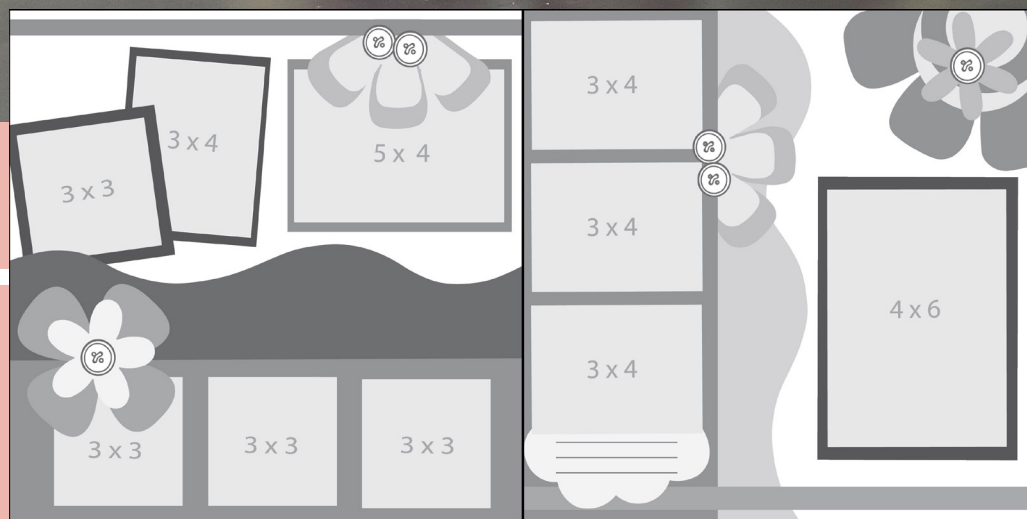
Jan

We attend our first Scrapbook Expo show in Riverside CA.

2010 - 3 shows
 2011 - 7 shows
 2012 - 12 shows
 2013 - 14 shows
 2014 - 15 shows
 2015 - 19 shows



Abbie Road (2A,2B) Wildflower (1) Tiny Wildflower (1T,4T)
 Tiny Accents (1T,2T) Springtime (5) Tiny Wacky (2T) Rings (1)
 Strips, Photos, Mini Photos and Photo Mats



Feb

2010 - travel to 3 shows

Aug

We travel to many expos, sharing our new creative process with others...and we meet so many amazing people along the way!

We spend hours researching and calling so many U.S. manufacturers until we find one that will work with us as a small business!



Clara Lane (3A,3B) Rings (2, 3) Sweetheart (1,2)
 Tiny Sweetheart (2T,3T) Elements (2,7) Tiny Accents (1T)
 Strips and Photos

2011

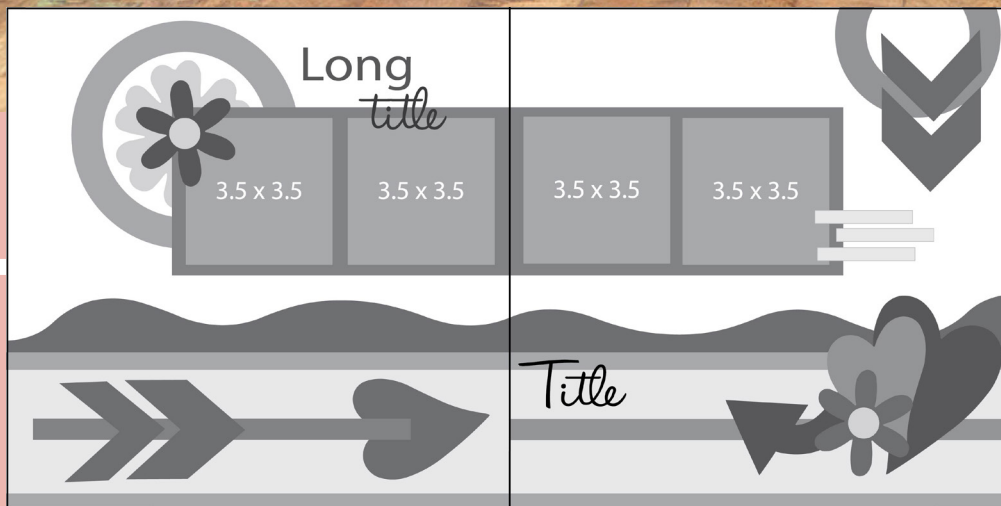
2011 - travel to 7 shows

Nov

We keep growing, sharing and learning. Two of us move from Utah to Idaho, so we are all in one place for the first time.

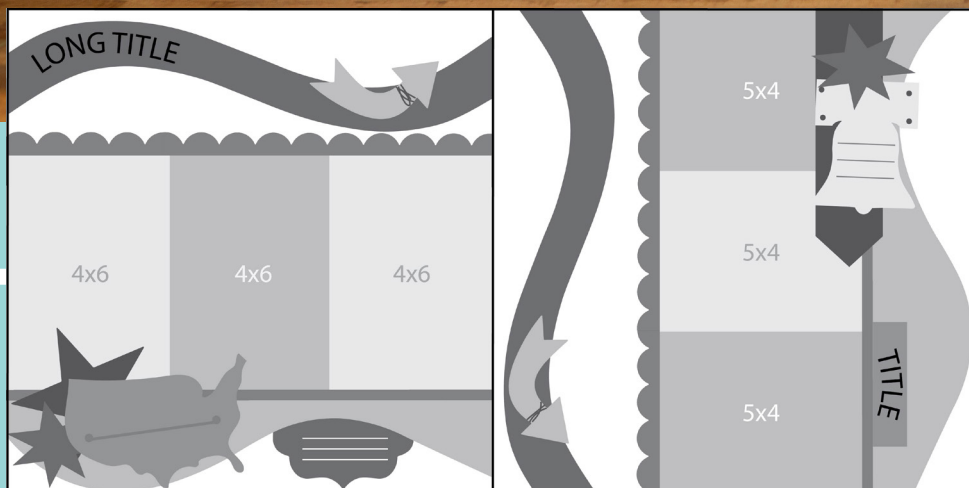
Dec

We finally move our 'shop' out of our basements and into our first rented office space with a warehouse for shipping and inventory.





Aspen Court (3A,3B) Cascade Trails (1A,1B)
 Tiny Brackets (1T) Tiny Explore (3T) Liberty (1,4,6,7)
 Scallops (1A,1B) Adventure (1) and Photos



April

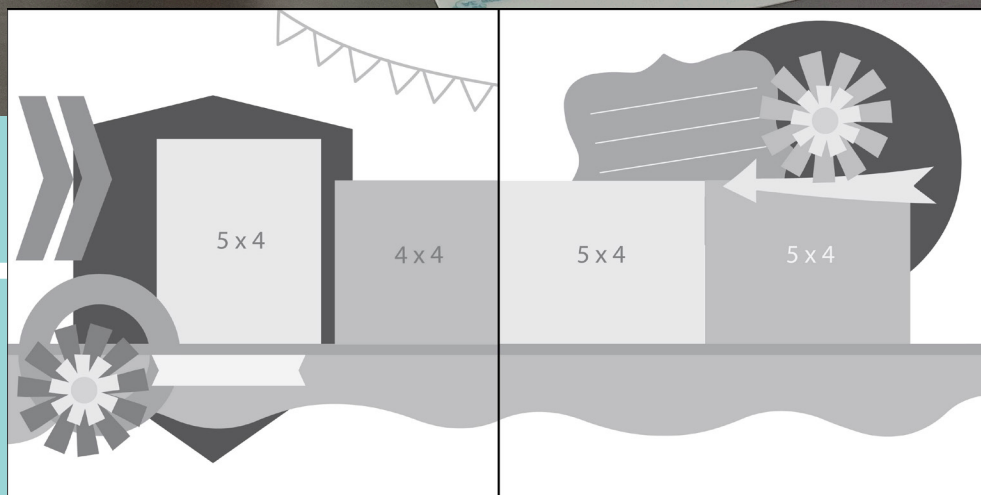
We file for a U.S. patent on our creative designing process.

July

We continue to travel around the United States, attending scrapbooking expos and sharing this system, which had transformed our own creative process, giving us the freedom to have fun and play our way to creativity!



Clara Lane (3A,5B) Brackets (1) Country (5) Tiny Charmed (1T,7T)
Rings (2,4) Tiny Highlights (7T) Gadgets (2)
Tiny Notations (5T) and Photos



2012

May

2012 - travel to 12 shows

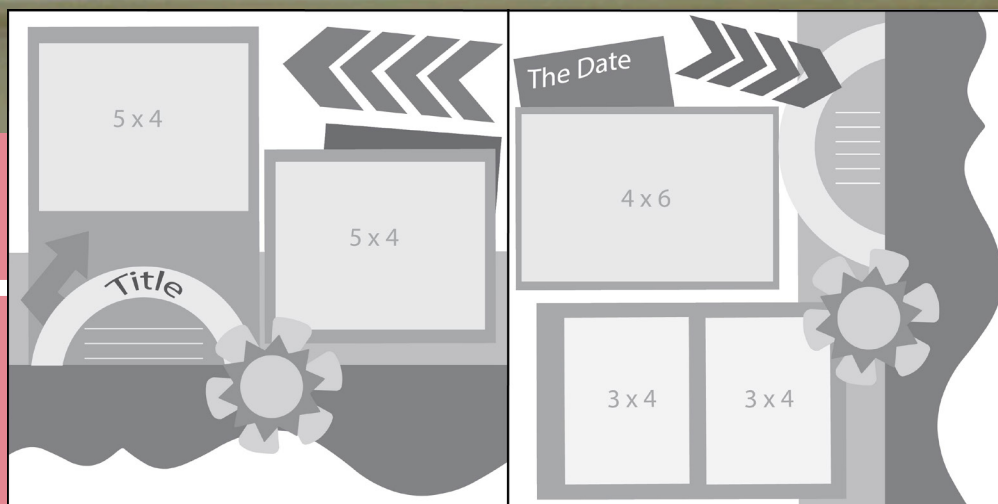
June

We upgrade our website, and work hard to develop a business plan to help us bring in investors.

We attend the tv show 'Shark Tank' in hopes of bringing in capital to help us expand to the next level. What an experience!



Sunnybrook Lane (2A,2B) Tiny Floral (3T) Tiny Accents (4T)
Adventure (4) Elements (2,7) Rings (3,4)
Strips, Photos and Photo Mats



2013

Jan

2013 - travel to 14 shows

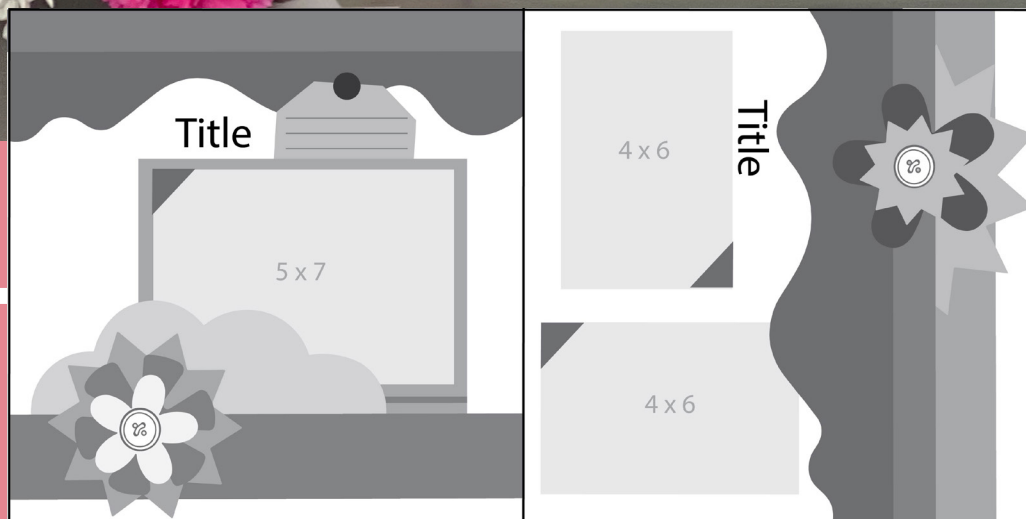
We produce and release our first idea book.

April

We attend a Launch Smart training conference to educate us on the necessary steps to transition to a Direct Selling business model.



Chestnut Drive (1A,1B) Accents (2, 4) Tiny Accents (2T,4T) Tiny Floral (3T) Wacky (2,3) Tags (5) Photos and Photo Mats



June

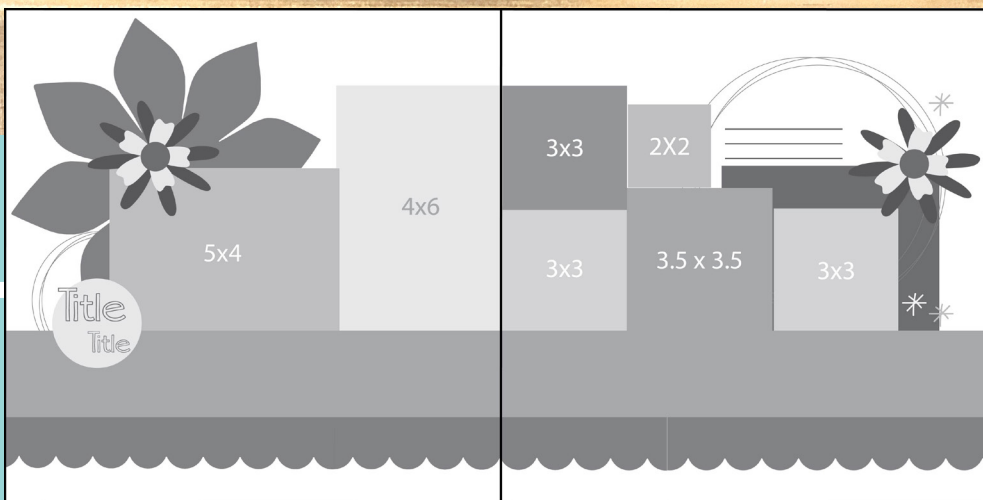
We hold a business planning retreat to brainstorm ways to keep growing the business.

July

We try and fail to draw in capital again with a crowd funding campaign.



Scallops (1A.1B) Rings (1,2,3) Sunflower (Kiwi Club)
 She Love Me (Kiwi Club) Forget Me Not (Kiwi Club)
 Strips, Photos and Mini Photos



Sept

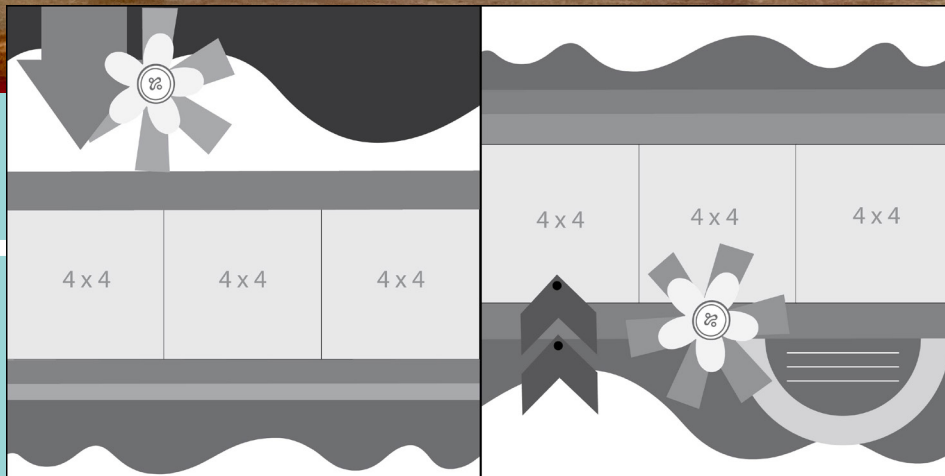
We don't give up! We continue to work hard, pull on the help of our supportive and hard-working family, and save up as much money as we can to expand the company.

Oct

In the meantime, we start to personally test out the home party platform by developing and holding events with our own friends and family.



Paisley Place (1A,1B,3A,3B) Elements (1,6,7) Rings (3)
Tiny Accents (2T) Strips and Photos



2014

May

2014- travel to 15 shows

Feb

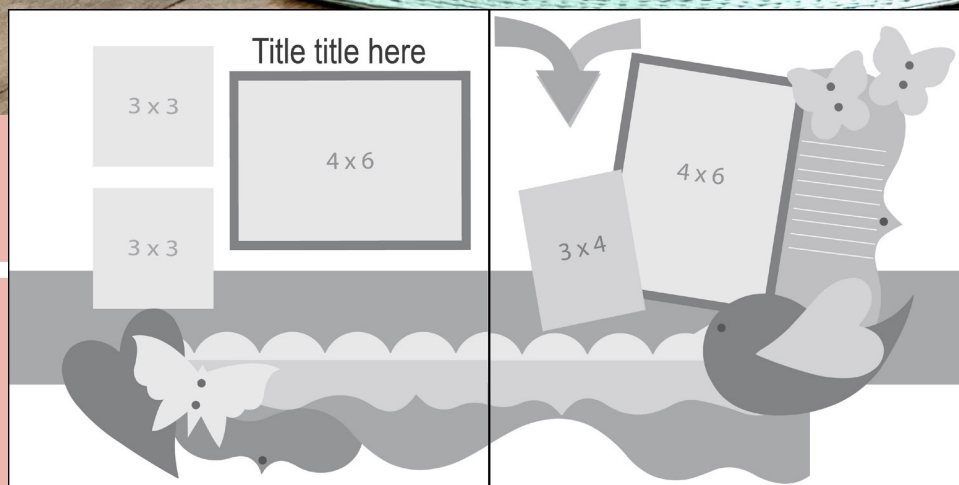
We move our shipping to a full-
fillment center in Ohio so that
we can focus on other tasks,
and rent office space in Star,
Idaho.

We start to create our own
Kiwi Lane paper!

Replace the discontinued Mini Sets for any of our Tiny Border Sets. Super fun to use on a 12x12 layout!



Mini Madison (1A,1B,3A,3B) Mini Scallops (2A,2B)
Springtime (3) Sweetheart (2, 4) Celebrate (7)
Tiny Sweetheart (1T,2T,4T) Tiny Nature (2T)
Strips, Photos and Photo Mats



June

We focus all of our energy on the many requirements needed to launch a direct selling opportunity for those interested in partnering with us to spread our products, and fulfill our mission.

Dec

We have finally saved enough money to put in a Purchase Order for the tools and inventory necessary to launch our direct sales opportunity.



Frolic (1A) Blissful (2A,3A,3B), Rings (3,4) Country (1) Tags (5,7) Love at Home (A La Carte) Strips and Photos

2015

2015 - travel to 19 shows

April

We move our office to our hometown of Middleton, Idaho...which is where we still operate to this day!

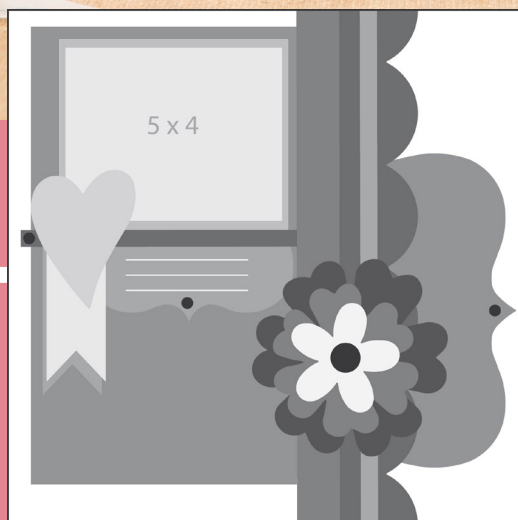
May

We finish setting up the direct sales software, compensation plan and legal paperwork in order to move forward.

<div>3x4</div> <div>3x4</div> <div>Title</div>			<div>4x4</div> <div>4x4</div> <div>4x4</div> <div>Title</div>		
4x4	5x4	3x4	<div>4x4</div> <div>4x4</div> <div>4x4</div> <div>Title</div>		



Scallops (2A) Tiny Accents (2T) Tiny Tags (1T)
Tiny Sweetheart (2T,3T,4T) Sweetheart (3,4) Strips and Photos



May

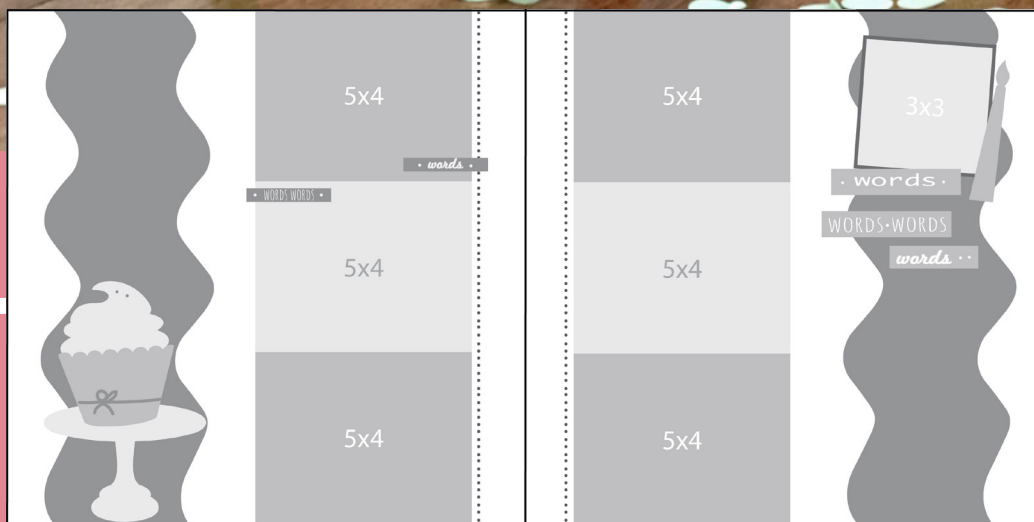
We do a 'soft launch' of the Instructors program and sign up our first 100 Instructors.

Dec

We finalize our patent on the Play-to-Create process. It took 4 years to complete!



**Streamers (1)
Party (2,4,5,7)
Photos and
Mini Photos**



2016

April

We celebrate 7 years of
being in business!

May

We spend the rest of this year
creating processes, hiring, and
training, training, training!



	4x4	4x4	4x4
	4x4	4x4	4x4
	4x4	4x4	4x4

Lacey Trims (3) Sparkle (A La Carte) Tiny Charmed (2T)
Tiny Explore (4T) Photos and Photo Mats

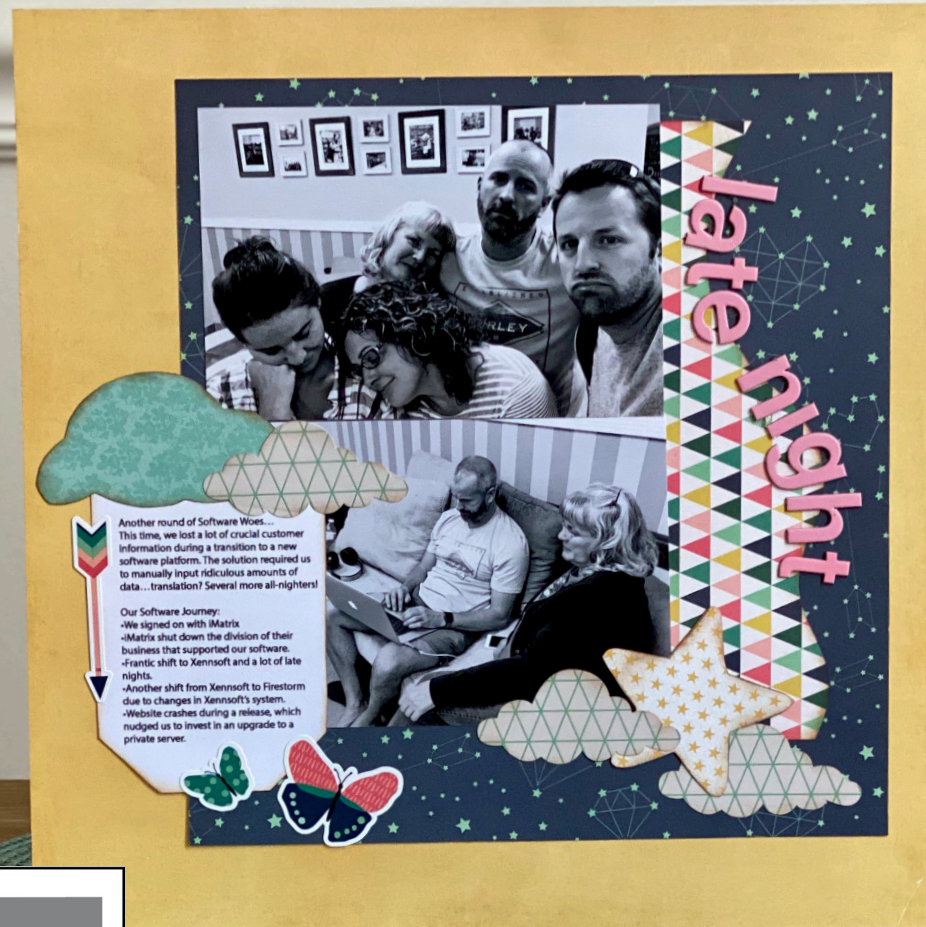
2017

Jan

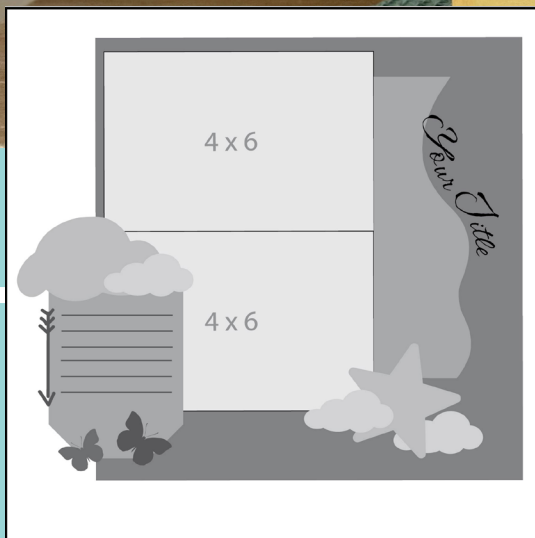
We hire more team members for the home office, and create The Sharing Institute for field training.

July

We host our first Kiwi Lane Instructor Conference in Boise, Idaho. #timetoshine



Blissful (3B) Tags (5)
Tiny Accents (3T)
Tiny Celebrate (5T)
and Photos

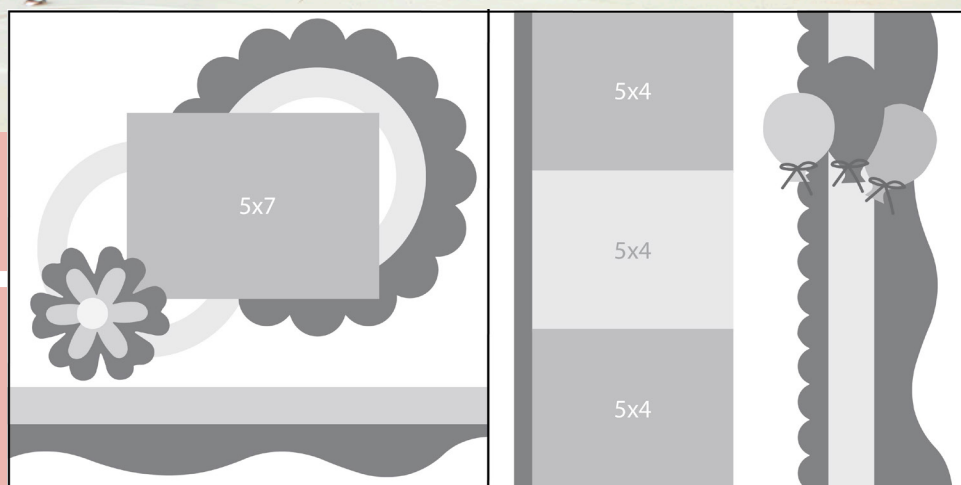
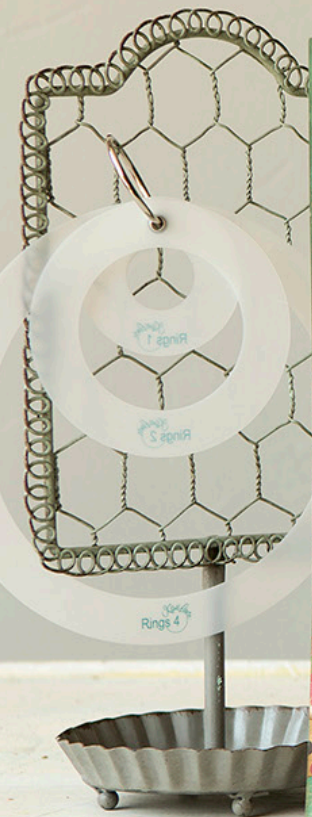


June

SOFTWARE WOES! We have to change our web software to an entirely new company and platform, which results in a complete overhaul of our processes yet again!

Oct

We bring shipping back home so that we can better control our support and shipping experience.



Scallops (1A,1B) Clara Lane (3A,3B) Celebrate (1,2)
Lacey Trims (2) Tiny Celebrate (1T) Rings (2)
Tiny Sweetheart (3T) Tiny Accents (1T) Strips and Photos

2017

Aug

We celebrate eight years!
It's great to be eight!

Dec

We expand into the office next
door to create more space for
growth.



Mckay Blvd (3A, 3B) Springtime (1,4,6) Tiny Springtime (6T)
Tiny Highlights (2T) Scissors (A La Carte) Strips and Photos

2018

June

We host our 2nd Instructor
Conference in Middleton, Idaho.
#keepgoingkeepgrowing

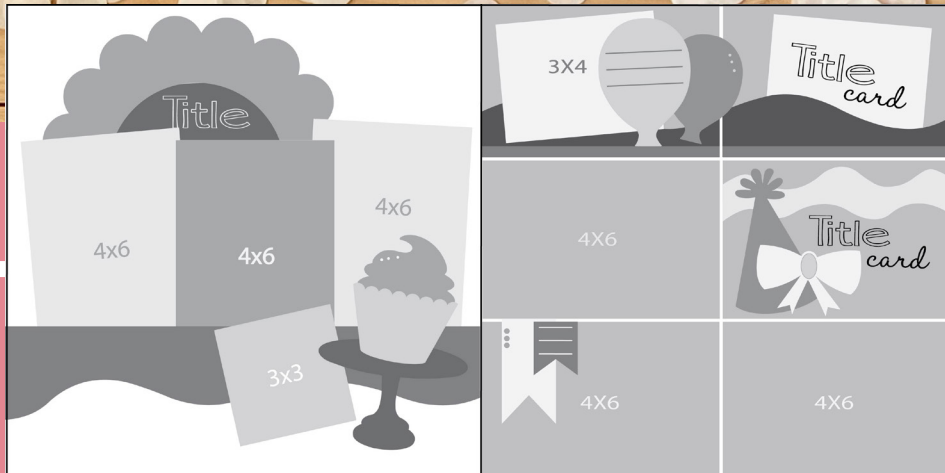
June

We launch our Monthly
Kiwi Club program.





Clara Lane (3A,3B) Party (1,3,4, 5,6,7) Celebrate (1,2)
Lacey Trims (2) Delight (2) Tiny Tags (1T)
Photos and Mini Photos



2018

Aug

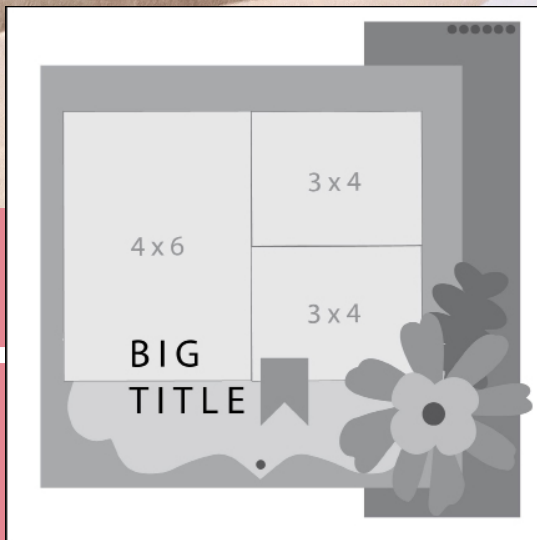
We hire more help, rearranging responsibilities and who wears what hats, and restructuring our core processes once again.

Sept

We focus on training for Instructors, launch a Playing for a Living tour, and start holding Hangouts, and coaching calls with Instructors.



Blossom (1,2,5) Vintage (A La Carte) and Photos



2019

Jan

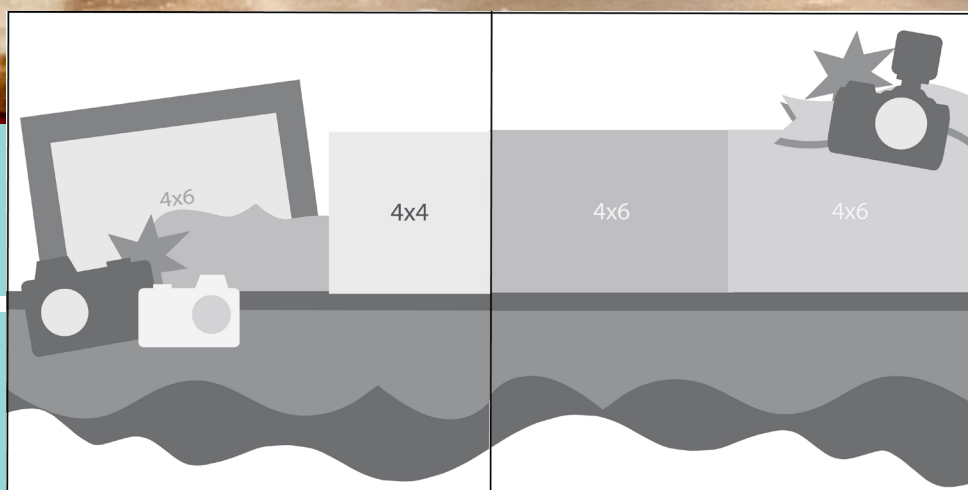
We adopt the EOS system and adjust 'hats' again in the office... this is a pivotal moment for our development as a company.

Jan

As a part of EOS, we hire Aaron as Integrator to work side-by-side with Susan in order to better fulfill the vision and mission of Kiwi Lane.



Jason Lane (2A,2B,3A,3B) Tiny Highlights (2T) Brackets (1) Liberty (1) Springtime (1) Capture (Kiwi Club) and Photos



Feb

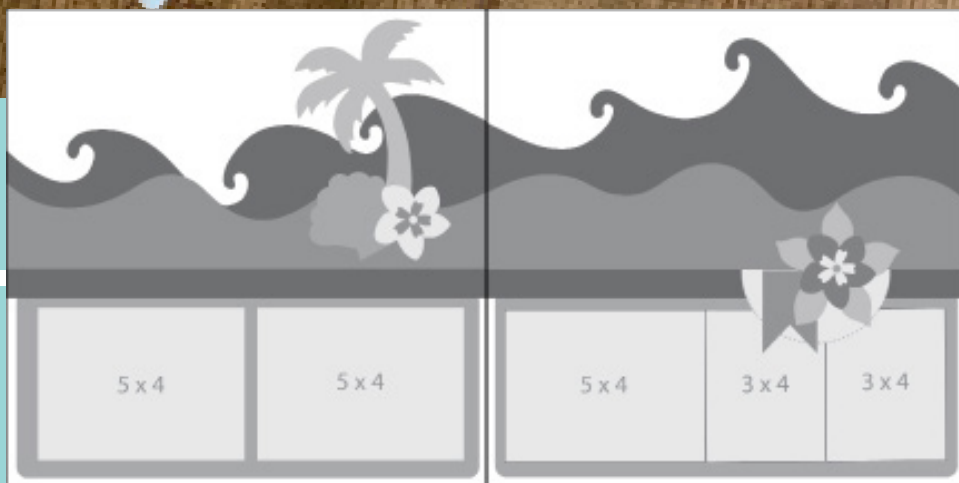
We update our Mission Statement to more clearly include the core value of Connecting. Our Mission: To inspire others to live a more playful, creative and connected life!

April

We launch our Kiwi Lane Checklist App, Connection Club, and Connect App.



Coastal Highway (3A,3B) Paisley Place (2A,2B) Rings (2)
Tiny Seaside (2T,5T,7T) Tiny Tags (1T) Strips and Photos



Sept

We hold an Instructors Getaway conference on a cruise ship!
#makingadifference

Nov

We attend a RISE conference, which inspires a new vision that takes all of our past lessons and will radically shift the company into what we call our One Team model.



Abbie Road (2A,2B) Springtime (4) Tiny Springtime (1T,5T,6T)
Tiny Accents (2T) Fern (Kiwi Club) Wildside (4) and Photos

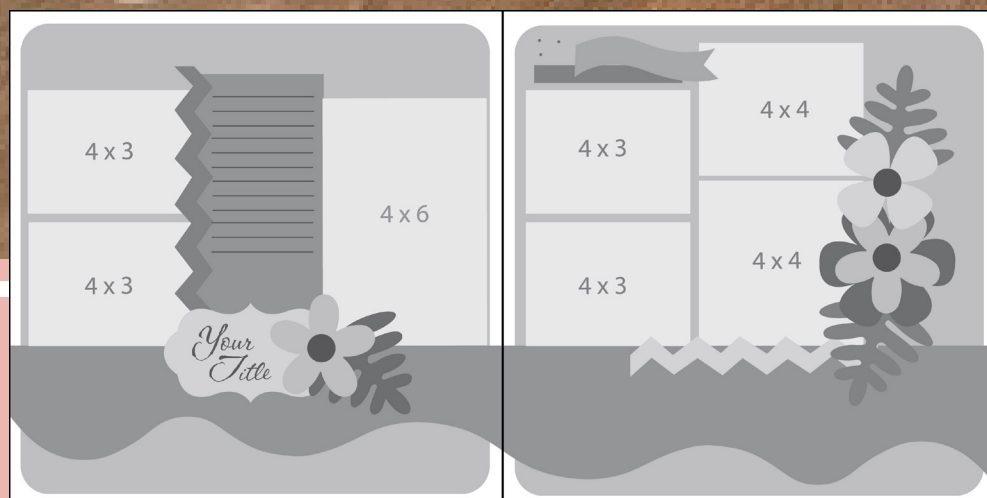
2020

Jan

We host our 3rd Instructor Conference in Charlotte NC, announce Snap Frames, and formally introduce our vision for the One Team model.
#wherefocusgoesenergyflows

March

We transition from 'Instructors' to 'Creative Partners' to better align with the vision of One Team! Of course, this causes us to move website platforms yet again!





Happy Trails (1A,1B) Sunnybrook Lane (2A,2B,3A,3B)
 Tiny Nature (1T, 5T) Tiny Charmed (1T,2T,3T, 6T)
 Photos, Photo Mats and Mini Photos

