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Crowdfunding to Grow the Business

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A newer company in the garden business, Thriving Design, is looking to the masses to help build its company into a global brand.

The company, which designed the clever C-BITEs garden clips that connect garden stakes and ties in a way that gardeners can customize their plant supports and reuse the clips, recently announced its first registered equity crowdfunding campaign in partnership with WeFunder. The two co-founders of Thriving Design, siblings Jason Rider and Morgan Rider, want to raise capital to continue to grow the brand.

“Supporting plants fulfills our mission: to support the planet and the people who live there,” says Jason in the announcement. “C-BITEs speak to a universal need for creativity, customization and the flexibility for growth in gardening, which is why they’ve been a breakout success.”

The founders will use the capital to keep expanding into new and existing territories, and to develop new products. So far they’ve raised almost \$34,000 and the investment will be open to the public until they reach their goal of \$500,000. Visit wefunder.com/thriving.design for investor details. **GP**