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EXECUTIVE SUMMARY

DESIGN SCHEMES AT HOME

Design Schemes At Home (DS@H) is a full-service design firm as well as retail store founded by interior designer Linda Lindsay. Located at Restoration Plaza, a 300,000 square complex, in Brooklyn New York's historic Bedford Stuyvesant, DS@H is committed to the redevelopment of America's urban communities. The firm offers builder services, real estate staging, product design and production, project management from concept to implementation, and interior design services (e.g., window treatments, upholstery, space planning, creating a home office, color schemes, lighting, and fabric selection, etc). Additionally, DS@H is the official design company for the renovation of Restoration Plaza and its tenants.

The retail operation consists of a home accessories gift shop and tea lounge (Zeni), a kitchen and bathroom – mini showrooms – where the product on display (e.g., cabinets, sink, faucet, toilet, etc) is available through the store, and a venue for hosting design seminars and monthly events showcasing the work of local and international artisans.

In addition to founding DS@H, Lindsay is the owner of Lindsay Design Management (LDM), based in Sherrells Ford, North Carolina. LDM provides an opportunity for Lindsay to work with investors and builders in North Carolina. Both companies, DS@H and LDM, reconnect Lindsay to her earlier years as a realtor and designer for a private developer.

Linda Lindsay

Prior to starting her own business, Lindsay worked for the Herman Miller Showroom Corporate Furnishings as a sales manager, Brueton Industries in sales and administration, and for two retail design stores, Ethan Allen and Domain, as a design consultant. She is a graduate of UCLA in Business Administration and completed her design training at the New York School of Interior Design.

Lindsay has been a featured designer in several show houses including Designers Showcase - Mansions and Millionaires (2005), West Harlem Show House (2005), Brownstoners of Bedford Stuyvesant 26th Annual House Tour (2004), Mount Morris Park Historic 13th Annual House Tour (2002), Bridge Street Show House (2000), and Madame C.J. Walker Designer Showcase (1998), among others.

Over the years, Lindsay's work has appeared in *The New York Times*, *Essence*, *New York Magazine*, *Skywriters Magazine*, *Newsday*, *WABC Eyewitness News*, *Suburban Styles*, *Chicago Tribune*, *Black Entertainment Television*, and more.

PRESENT

Lindsay is poised to build upon the considerable publicity her work has garnered to help move her business to the next level in Brooklyn, Harlem and beyond. Clients include domestic and foreign companies interested in her sense of style and taste, her product line and the talented team working with her.

Currently, Lindsay is working with the Corcoran Group and a boutique developer providing real estate staging services to market their properties in one of the most preeminent areas in Brooklyn, Carroll Gardens. Her concept is to promote urban design by cultivating a look that mixes classic contemporary with understated elegance for a renovated townhouse condo.

In addition, Lindsay is in discussion with filmmaker Rebecca Israel, who is interested in doing a documentary on the gentrification of Bedford Stuyvesant through the story of a local business, DS@H.

FUTURE

Long-range plans in development include expanding the retail operation and the wholesale and commercial business applications and revenue streams through the creation of a fabric product line to be sold at DS@H locations throughout the United States and possibly the Caribbean.

The strategic approach involves creating five revenue streams based upon product and consulting services that utilizes the strength of the team contracted to work with Lindsay for the expansion of the business. Those five revenue streams include:

- Interior Design
- Builder Services/Real Estate Staging
- Product Design and Production
- Retail Store/Gift Shop/Tea Lounge (Zeni)
- Media

Since 2004, Lindsay has been testing the potential of each revenue stream. The research and information derived has identified specific niche markets, which is outlined in DS@H's business plan under marketing strategy.

The approach recognizes the continuing move by national companies and homeowners to relocate their business operations and living space to urban areas that have been ignored for years, but are now leading the economic boom. Cities such as New York, NY, Newark, NJ, Mobile, AL, Charlotte, NC, Chicago, IL, Miami, FL, Philadelphia, PA, Dallas, TX, St. Louis, MO, Seattle, WA, and Memphis, TN, to name a few.

The rise in new homes and apartments purchased by first time homebuyers and the return of baby boomers to the cities has created a need for more home improvement centers providing a new market niche for designers comfortable and familiar with urban trends.

Lindsay's strategy is two-fold:

- To take advantage of the trend of the young and baby boomers purchasing and renovating urban properties by providing design products that are rooted in the ethnicity and demographic profile of these new home and apartment owners.
- To locate DS@H stores in areas experiencing a growth in the real estate market and an increase in new businesses needed to provide goods and services to these new residents.