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STRONG ROOTS. SMART BUSINESS.

Fall 2023 Newsletter



**Capital
Deployed**

\$133M



**Square Feet
Developed**

2,821,842



**Jobs Created/
Retained**

3,295

(as September 6, 2023)

Three Roots Leverages LendTN, Bank Partners and Technical Assistance to Support Two Woman-Owned Small Businesses

[The Complete K9](#) and [The Houndry](#) are woman-owned brick-and-mortar businesses focused on serving man's best friend. Three Roots Capital (3Roots) is proud to provide



them with financing and technical assistance to promote their long-term success.

"3Roots supports small and growing businesses," said President, CEO and Founder Grady Vanderhoofven. "The beauty of running an outside-the-box financing institution is that we work on major deals, like the recent projects at the University of Tennessee Research Park, and smaller, grassroots operations like The Complete K9 and The Houndry."

[Read the rest of the story](#)

Three Roots Staff Spotlight: Dennis Corley



Dennis Corley has been a valuable member of 3Roots since 2017 and currently serves as Director of Small Business Lending and Investing. With a diverse background as a technology executive, advisor and business owner, Dennis offers lending and business technical experience for 3Roots' clients, especially startups and small businesses.

"I'm not big on taglines, but if I were, mine would be 'Always be kind and helpful when you can,'" said Dennis. "I like helping people in general and have some business acumen that is helpful to the small businesses I work with."

[Read the rest of the story](#)

Updates: 3Roots & Valued Partners



3Roots is proud to be the Investor Track sponsor during [Innov865 Week 2023](#). Innov865 Week is a weeklong celebration of 20+ events celebrating Knoxville's entrepreneurial community. Innov865 Week's premier event is [Startup Day](#), an annual pitch competition and networking event. 3Roots CFO Chris Miller will serve on the panel of three judges. [Register for the free event](#) on September 12 from 2 to 5 p.m. Additionally, Portfolio and Reporting Analyst Anderson Olds will be the moderator for [Raising and Rising 2023](#) on

The Spark Cleantech Accelerator at the University of Tennessee Research Park recently welcomed [six new startups](#) to its 12-week program! Additionally, the latest cohort of the Innovation Crossroads program at ORNL will [complete the Spark CTA program](#) alongside these startups. To meet the entrepreneurs, attend the Premier Partner Program: Cohort Showcase during Innov865 Week 2023 on September 11 from 5-6:30 p.m. in downtown Knoxville. Register for free [here](#).



President and CEO Grady Vanderhoofven joined the Funding Your Future panel for the [Sync Space Entrepreneur Center](#) alongside LaunchTN, Kingsport Chamber, Sims Venture Capital, ETSU and Powell Valley National Bank. 3Roots was invited to speak as a potential source of capital for small businesses and projects in the Appalachian Highlands. Since our first loan in Johnson City in 2018, 3Roots has deployed almost \$11M in capital to Northeast TN.

President and CEO Grady Vanderhoofven spoke on the Startup Financing Panel at [Cultivate Appalachia 2023](#), hosted by AgLaunch and Knoxville Entrepreneur Center. He was joined by valued partner Ken Woody, President of Innova Memphis. Innova Memphis manages the [TennesSeed Fund](#) alongside 3Roots and Meritus Capital. 3Roots is committed to bringing access to capital to the greater Appalachia region and is proud to provide valuable information to the startups in the area.



3Roots is proud to be a core partner of [TEAM TN](#), a partnership with the National Science Foundation and an alliance of academics, industry, and technical societies led by The University of Tennessee, Knoxville. President and CEO Grady Vanderhoofven recently attended the Mobility Showcase, where TEAM TN was officially kicked off.

3Roots is participating in another NSF coalition, the [GAME Change Engine](#). This coalition is dedicated to advancing carbon-centric circular economy technologies for advanced manufacturing solutions. In August, President and CEO Grady Vanderhoofven attended the GAME Change Summit #1 in Burkesville, Kentucky.





3Roots team members Chris Miller and Dennis Corley attended the Truist Leadership Institute earlier this summer. Truist, a valued bank partner, invited 3Roots to send Miller and Corley to participate in a leadership development program in Greensboro, North Carolina.

Our Products/Services

Meet the Team

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