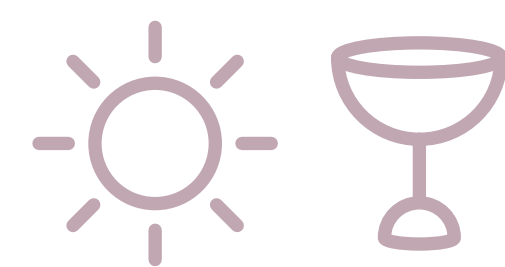


# BARON FIG

Press Kit

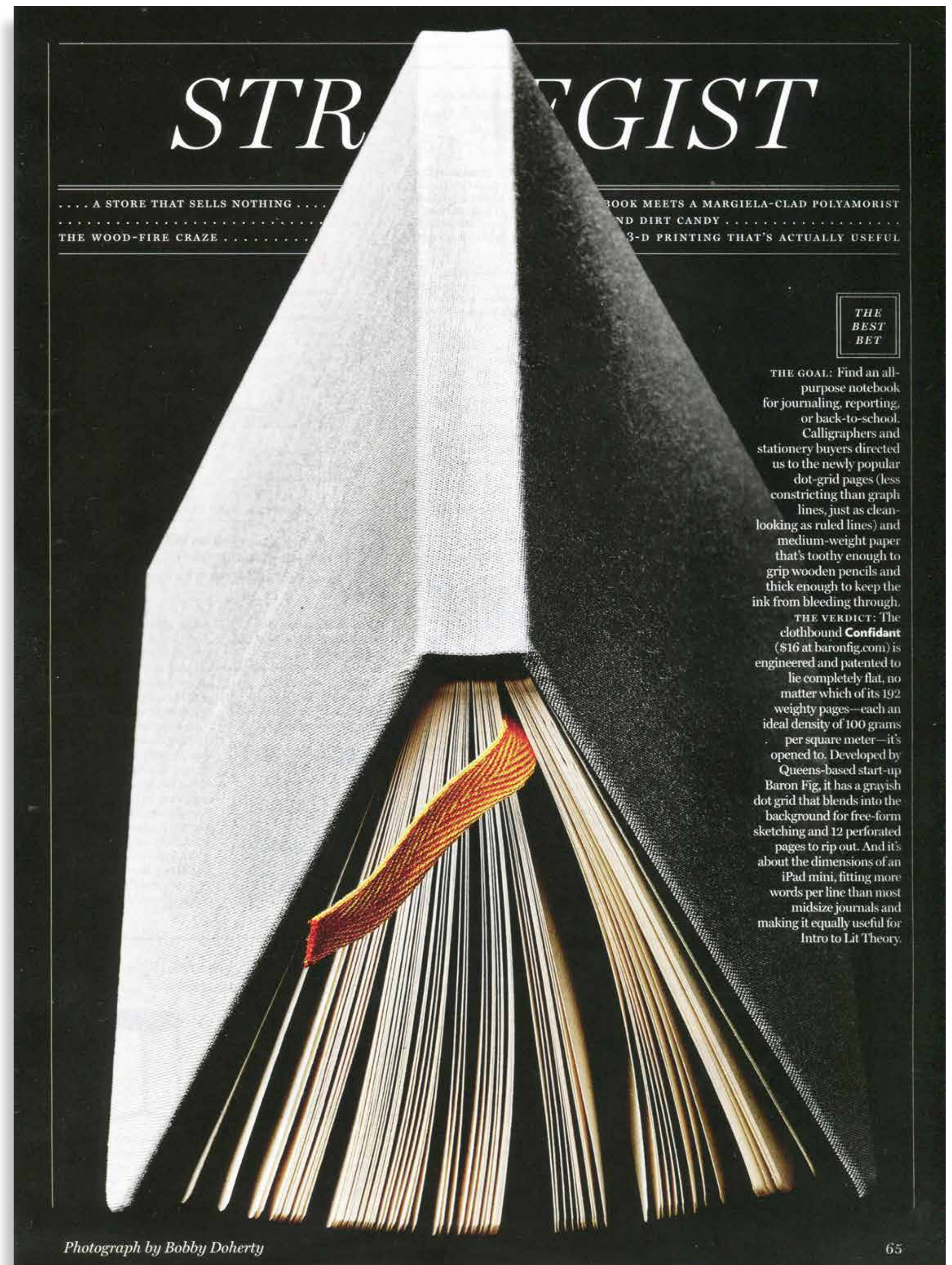
Analog & Digital Notebooks designed with  
a philosophy of simplicity, usefulness, and community.



SEPTEMBER 2015

Flagship Confidant named  
“Best Bet for All-Purpose Notebook”

*NEW YORK*



# PRODUCTS

Highly designed, inspired by the community.



Clockwise from top left: 1. Three-Legged Juggler Limited Edition Confidant. 2. Maker Limited Edition Confidant and Apprentice Set. 3. Time Travel Limited Edition Apprentice  
4. Confidant Flagship Hardcover Notebook. 5. Manifesto Print. 6. River Path Grass Limited Edition Apprentice.

# PROOF IN THE FIG PUDDING

Notebook Sales since launch March '14



**48,000+**

NOTEBOOKS SOLD

---

**31,000+**

PAYING USERS

---

**\$168k+**

KICKSTARTER FUNDING

---

# COLLABORATIONS

Custom Notebooks for incredible companies.



Bloomberg



# MILESTONES



AKA the Incredible Journey  
of the Figgy Wolfpack

## SECOND HALF '13

- Raised \$168k on Kickstarter (\$15k ask)

## FIRST HALF '14

- Launched full site

## SECOND HALF '14

- First custom books for Facebook, Nike, Bloomberg, Goldman Sachs, & General Electric
- Began shipping internationally to 28+ countries around the world

## FIRST HALF '15

- First two hires (only 2 founders up until now)
- Launched Mosaic, our digital notebook

## SECOND HALF '15

- Released Manifesto Print
- Named “Best Bet for All-Purpose Notebook” by New York Magazine



THE WOLFPACK RIDES ON

Named "Best Bet for All-Purpose Notebook"

—NEW YORK MAGAZINE



by Baron Fig user Liang Shi

Baron Fig already makes my favourite notebooks, and now apparently they make my favourite iPhone app.

—CUST. IAN MCMILLAN



by Baron Fig user Kenichiro Chaffee

Unboxing it was like opening a really nice piece of electronics, like an iPhone or a Kindle.

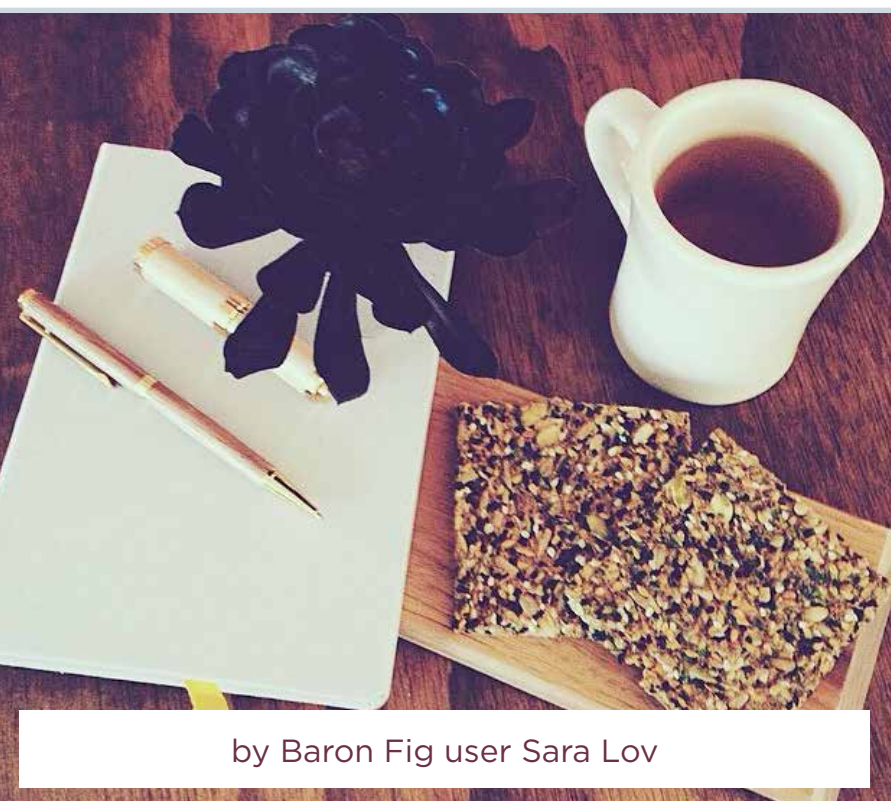
—WOODCLINCHED



by Baron Fig user Jordan Ilko

# CUSTOMER FEEDBACK & PRESS

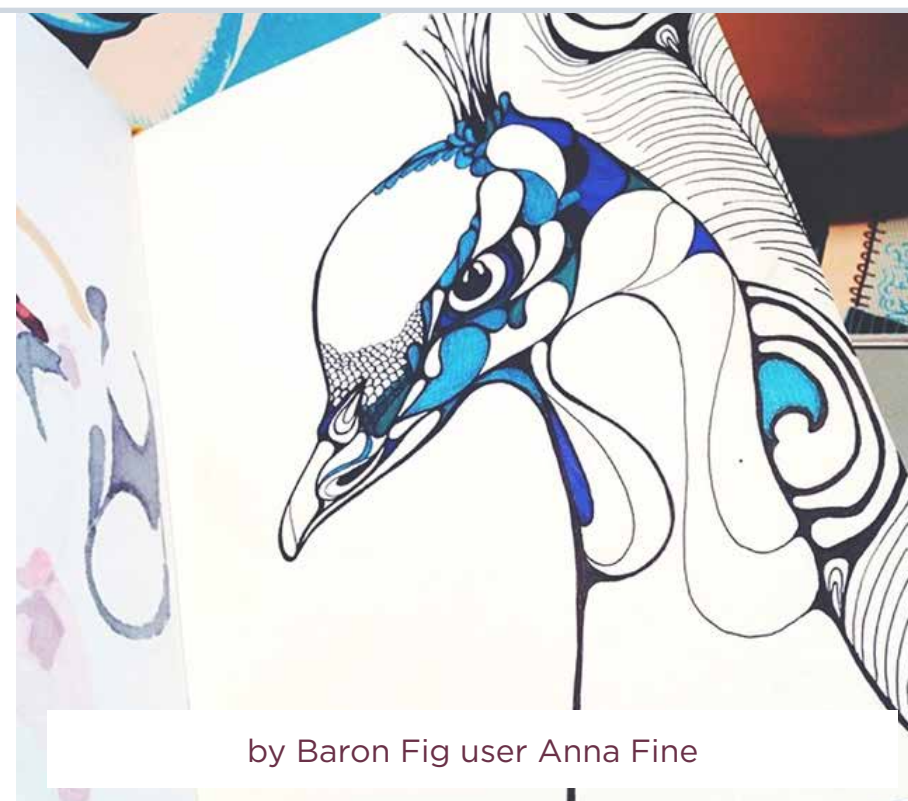
Kind things have been said about us. Very kind things.



by Baron Fig user Sara Lov

You'll love this notebook, and it's clear that the folks at Baron Fig really love it too.

—CULT OF MAC



by Baron Fig user Anna Fine

Mosaic is my new favorite app. Thoughtful, intuitive & very useful.

—FOLLOWER @VINH



by Baron Fig user Colore Lincoln

Baron Fig's Dot Grid Confidant is (in my humble opinion) just about the best journal on the planet -- it's exactly the right size, has exactly the right type of paper, and is very well made.

—TOOLS & TOYS

#RIPMOLESKINE

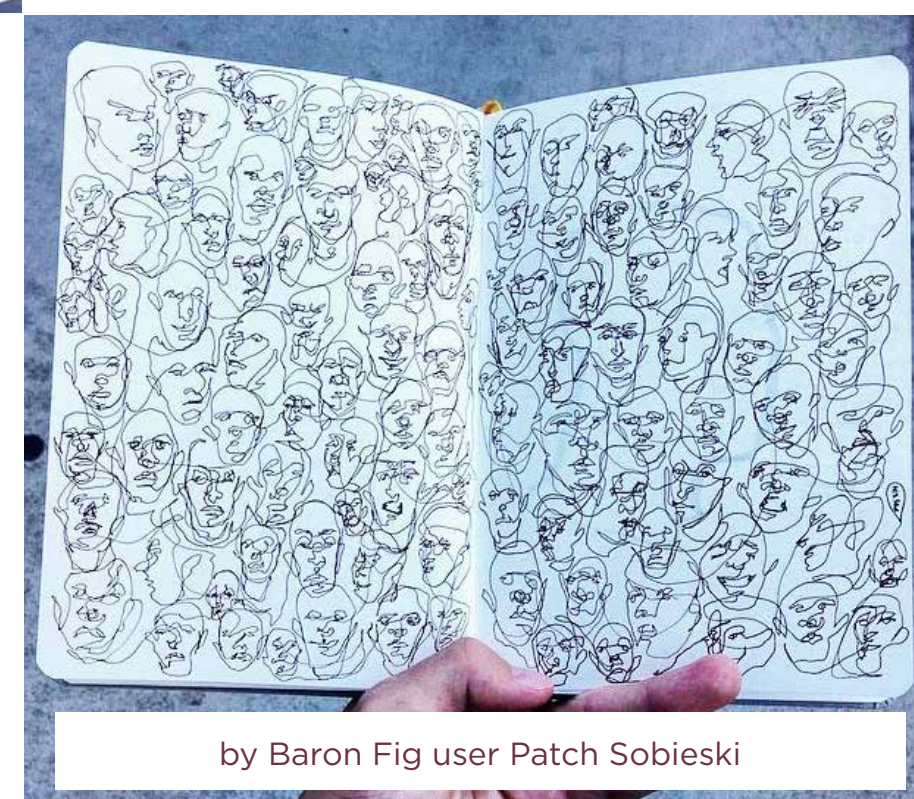
—CUST. JOHNNY DAILEY



by Baron Fig user Jacy Corral

I don't want to come across as a Baron Fig evangelist or company shill, but this is a killer notebook. It really is spectacular. ... I want to use it, carry it and write in it. I want to write well in it. Yes, it's just a notebook, but I want to use the heck out of it until it's filled with stuff. Then I want another one.

—WRITE ANALOG



by Baron Fig user Patch Sobieski

Do you guys offer a Moleskine trade-in program?

—CUST. DAVID MILLAR



by Baron Fig user Geoff Gouveia

## SELECT MEDIA COVERAGE

FAST COMPANY

NEW YORK

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Bloomberg

QUARTZ

KICKSTARTER

MONOCLE



# FOUNDERS

Making things we love to use.



**Joey Cofone, CEO & Co-founder**

Entrepreneur with an eye for design and consumer psychology. Two separate BA studies in Design and Literature.



**Adam Kornfield, COO & Co-founder**

Entrepreneur with a background in finance. BS Business/Engineering.

**OUR MISSION:** To champion thinkers in their journey to create and inspire the world.



# Questions? We're here for you.

Email [james@baronfig.com](mailto:james@baronfig.com) or call 212.390.0103 for immediate gratification.

[baronfig.com](http://baronfig.com)