

# Rachel Domb, BS'24, Sustainability Economics

FOUNDER, ROOTED LIVING

Rooted Living is an eco-friendly, plant-based snack company with 100% compostable packaging. The company has a commitment to sustainability and health in simple ways that are good for consumers and the planet.

## NORTHEASTERN'S ENTREPRENEURIAL ECOSYSTEM

Through the Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education, Northeastern University Center for Entrepreneurship Education (NUCEE), and our mosaic of entrepreneurial resources across the university, Rachel Domb, BS'24, sustainability economics, developed, launched, and is scaling Rooted Living, her fast-growing startup.

The Sherman Center offers experiential learning opportunities to all Northeastern innovators at any stage in their venture or product development. With support, mentoring, and networking resources, as well as academics, student groups, and co-ops, it furthers the development of both the individual and their ideas.

*"Being surrounded by that community of change-makers, innovators, and truly empowering people is what made me brave enough to venture into a space that was so unknown. The Sherman Center is where I gained that confidence."* – Rachel Domb

## VENTURE GROWTH AND SUCCESS

- Six employees
- Raised dilutive and non-dilutive funding
- Product availability online and in over ten stores
- Expanding to 20 new locations in summer 2023
- Partnered with local restaurant chain B.GOOD, soon to be available in all locations
- Partnered with Nuts Factory for a trial run in New York, with the goal of expanding to all of their locations
- Currently exploring large-scale distribution through partnerships with dining halls and food services



**My three venture co-ops [at the Sherman Center] let me scale my business during college. Getting the time, the freedom, the space to work on my own venture, and then being surrounded by truly one of the most supportive communities that I've ever been able to find—it has been very wonderful."**

Rachel Domb, BS'24

Northeastern University  
Entrepreneurship



Rooted  
LIVING

## ENTREPRENEURSHIP JOURNEY

### Fall 2019

- Started engaging with **IDEA**, Northeastern's student-led venture accelerator that fosters the development of entrepreneurs through the educational experience of developing a business from concept to launch.

### Spring 2020

- Joined Northeastern's **Women's Interdisciplinary Society of Entrepreneurship (WISE) WeBuild** program, a thought-incubator encouraging students to develop an entrepreneurial mindset through problem-solving and building out a venture or business idea.

### Fall 2020

- Developed Rooted Living branding, packaging, and website through **Scout**, Northeastern's student-led design studio
- Won the **Husky Startup Challenge** with \$2,500 prize
- Joined **WISE** executive board
- Ran first crowdfunding campaign through IFundWomen, a funding organization for women-owned businesses
- Began trademark work with the **Intellectual Property Law Clinic**, which provides IP-related legal services to individuals and ventures within Northeastern's entrepreneurship and innovation ecosystem.

### Spring 2021

- Co-vice president of **WISE's WeBuild**
- Soft launch of Rooted Living granola product

### Fall 2021

- Officially launched company in October 2021
- First venture co-op at the **Sherman Center**; Domb was funded to work full-time on her venture
- Co-director of **WISE**
- Client of **Generate**, Northeastern's student-led product development studio, for prototype of tracker and app
- Paired with **Venture Mentoring Network** mentors through **IDEA**, where Northeastern entrepreneurs are paired with high-quality, experienced mentors that help address business challenges and advise on ventures

### Spring 2022

- Second venture co-op at the **Sherman Center**
- Competed in the Global Student Entrepreneur Awards in Chicago

### Fall 2022

- Began building sustainability economics major at the **Sherman Center**
- Became executive-in-residence at the **Sherman Center**
- Hired first team members
- Began work on first pre-seed round
- Accepted into MassChallenge Venture Accelerator startup cohort

### Spring 2023

- Third venture co-op at the **Sherman Center**
- Continued as executive-in-residence at the **Sherman Center**
- Launched the second version of packaging with a new flavor
- Began scaling the company

