# RootOrange

**Press Kit**

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PoolCleaning.com OrthopedicSurgeon.com
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ShoeRepair.com
Orthodondist.com

Imagine having the domain name you've always wanted.

**Our Story**

In 2008, a couple years after graduating from Princeton University, former roommates Camilo Acosta and Frank Langston decided to launch Root Orange to help small business owners everywhere.  They had both eschewed the Ivy League standard of working for investment banks or consulting firms after college and instead returned to their respective home towns to help their family businesses.  When they stumbled upon the idea for Root Orange, they immediately knew it would help small business owners like their parents who are constantly looking for better ways to market their goods and services online.   They applied for a patent and soon thereafter won the Princeton Business Plan Competition... Root Orange was born.

www.RootOrange.com

> *"Root Orange will change the way people use the Internet."*
>
> *-  Rob Carter, CIO of FedEx*

**Company Overview**

Root Orange's revolutionary domain-splitting technology gives every small business affordable use of the most powerful online marketing tool ever: a memorable, generic domain name.  Small businesses can now lease the memorable generic domain name they have always wanted *exclusively* for their local market.  For example, we enable Bob's Brake Service Center in Pittsburgh and "Fred's Brake Shop" in San Francisco to both use the premium domain BrakeService.com by routing traffic to the correct local Web site based on consumers' physical locations. Root Orange has freed the best domains for local businesses from the clutches of domain squatters!

**Problem We Solve**

For years, small business owners have been forced to register domain name leftovers from domain registrars.  Domain squatters have long held the best domains - names that can transform a local business' marketing efforts.  Long, hard-to-remember domains kill marketing response rates when local businesses advertise their goods and services.  No one can remember them.

Our technology opens up the universe of generic domains by making them available for lease on an exclusive, *local* level.  Now, one local business in each city can use the same generic domain for their independent websites.  The memorable brand power of generic names vastly increases marketing response rates and conveys accomplishment, prestige, and professionalism on the local business leasing a particular generic name.  Premium domains also garner vast amounts of search engine traffic, which drive large quantities of qualified leads directly to local businesses who lease them.

**Key Benefits**

- Gives businesses affordable use of memorable generic domains that previously had been held by domain squatters.
- Due to their memorable brand power, generic domains increase marketing response rates by 40-60%, which allows small businesses to save money by spending less on ads.
- Premium generic domains drive enormous qualified web traffic due to their high search engine rankings.

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## Where's Our Name From?

Frank and Camilo are proud alumni of Princeton University, whose colors are black and orange. The "orange" in Root Orange's name comes from the founder's collegiate "orange roots." The company is involved in the routing or "rooting" of Internet traffic, hence, "Root Orange." Root Orange was supposed to be the startup's stealth mode name, but friends and family liked it so much that Frank and Camilo decided to stick with it.

## Key Dates

- April 2008 - In a random shower moment, Frank came up with the idea for Root Orange.
- March 2009 - At age 24, Frank and Camilo quit their jobs and began full time work on Root Orange. Frank left his hometown of Memphis and joined Camilo in Washington, D.C.

- April 2009 - Root Orange is registered as a Delaware LLC.
- April 2009 - Tony Primerano is lured away from AOL after 10 years at the tech titan and becomes Root Orange's VP of Technology.
- May 2009 - The company founders beat out MBA-led teams to win the Princeton Business Plan Competition and the accompanying $35,000 prize.
- August 2009 - The founders raise an angel round of seed capital.
- November 2009 - Root Orange moves into a government-run incubator.
- December 2009 - The company launches the alpha version of its Web site, RootOrange.com.
- January 2010 - The company wins People's Choice Award at DomainFest Global in L.A.
- January 2010 - The company is selected as a finalist for the Microsoft BizSpark Accelerator Competition at SXSW Interactive in Austin, Texas.

**Management Team**

**Camilo Acosta,** *co-President*

Before starting Root Orange, Camilo worked for his mom's government communications company, The Media Network, where he introduced newfangled tools like Facebook and Twitter to the company's communications offerings.  Years later, the federal government is still figuring out how to use social media.  He also oversaw the company's Web site re-design, which introduced him to the headache of website re-design.  Camilo's previous gigs include stints at the Corporate Executive Board and New Vantage Group, a venture capital firm in Northern Virginia.

During the rare times he is not working on Root Orange, Camilo does fundraising and advocacy work for education reform efforts, a cause both he and Frank fervently support. He was almost assaulted once by an angry mob of former public school teachers while testifying at a D.C. City Council hearing. Camilo enjoyed the experience, and *The Washington Post* found it newsworthy.

Camilo received his B.A. in Politics from Princeton University, where his thesis on micro-finance in South Africa inexplicably managed to receive the Picard Prize. He is a graduate of the Sidwell Friends School in Washington, D.C., where he enjoyed pasta dinners with Al Gore at the Vice President's residence and seeing Hillary Clinton in frumpy mom clothes.

**Frank Langston***, co-President*

Before starting Root Orange, Frank oversaw Mr. Pride, a chain of four full-service, headache-full car washes owned by his family.  He oversaw a team of nearly 100 employees, and as a 23 year-old was entrusted to handle legal and accounting duties.  His dad must have been crazy.  Prior to that, Frank worked for technology startup Vehicle IP, where he assisted the successful negotiation of contingency litigation agreements, which he somehow found interesting.  To this day it is unclear how anyone could find this interesting.

During his young days of untarnished idealism, Frank tried to resolve partisan bickering by working for both Congressman Harold Ford Jr.(D-TN) and former Senate Majority Leader Bill Frist (R-TN).  Congress is still debating the success of his efforts. Frank also ran for Memphis City Council despite Camilo's best attempts to convince him otherwise.  He got 15% of the vote.

When he has time off, Frank enjoys quarterbacking a local flag football team and games of pick-up basketball.  He is still waiting for President Obama to invite him for a match on the White House b-ball court. Frank also share's Camilo's passion for education reform and hopes to see the day

when everyone can get a quality education like he did.

Frank received his B.A. in Public and International Affairs from Princeton University, where he was captain of the Sprint Football team, which contrary to popular belief *is* a varsity sport, and received Academic All-Ivy honors.

**Tony Primerano,**
*Vice President of Technology*
Tony was most recently a Lead System Architect for AOL's Buddy Network and Open Chat products.  Basically, he is responsible for your late-night addiction to AOL chat.  He served as Principal Software Engineer and Technical Manager for several AOL web properties including Message Boards, Hometown, Address Book, and AIM Pages.  He also served as a Software Engineer at Lockheed Martin and IBM.  Having never worked for a company with less than 10,000 employees, Tony felt Root Orange would be a perfect fit for his mid-life crisis (it was cheaper than buying a Porsche).

When he is not hard at work on Root Orange, Tony can be found shuttling his two daughters between their numerous birthday parties and other elementary school soirees.  They have a more active social life than anyone at Root Orange.
Tony received his M.S. in Computer Science from Johns Hopkins, and a B.S. in Electrical

Engineering from Rochester Institute of Technology.

**Company Location**
Two blocks outside Washington, D.C. in Silver Spring, Maryland.

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