**Why Rooted Investing?**

MBA students at [Bainbridge Graduate Institute](http://bgi.pinchot.edu/) planted the seeds for Rooted Investing in the Fall of 2011.  We shared a common goal of “Changing Business For Good.” We each had very different experiences in our business careers and our personal lives. We shared our stories and learned from each other. A vision for a new category of investing began to emerge – community-based, relationship-based investing that we call Rooted Investing.