

If at first you don't succeed ...

- After the failure to set up a new colony in North America with Roanoke, England took a bit of a break from establishing another colony.
- In 1607, some wealthy individuals in England pooled their money together and created a new trading company.
 - They wanted a “piece of the pie” to take advantage of the new wealth England was gaining in the Americas.
- This new trading company was called the **Virginia Company of London**.
- Not only did they want to trade, but they also secretly hoped to discover silver and gold in the Americas, too.

WHAT WAS THE VIRGINIA COMPANY?

- Joint stock company
- Group of wealthy investors are shareholders
- Plan to establish settlements in America for a profit



KING JAMES I



- Grants a charter to the Virginia Company in 1606 to settle & civilize America.
- England creates this company to keep the Spanish from taking over more parts of the New World.
- Find a quicker passage to Asia for trade.

- King James I absolutely loved this idea!!!
 - Why?
- Because King James I and England could make lots of money from this new trading company, a **charter** was created.
 - What is a *charter*?
- A **charter** is a document created by the government to allow a person or company to perform business elsewhere. This charter allowed the Virginia Company of London to create the colony of Virginia.

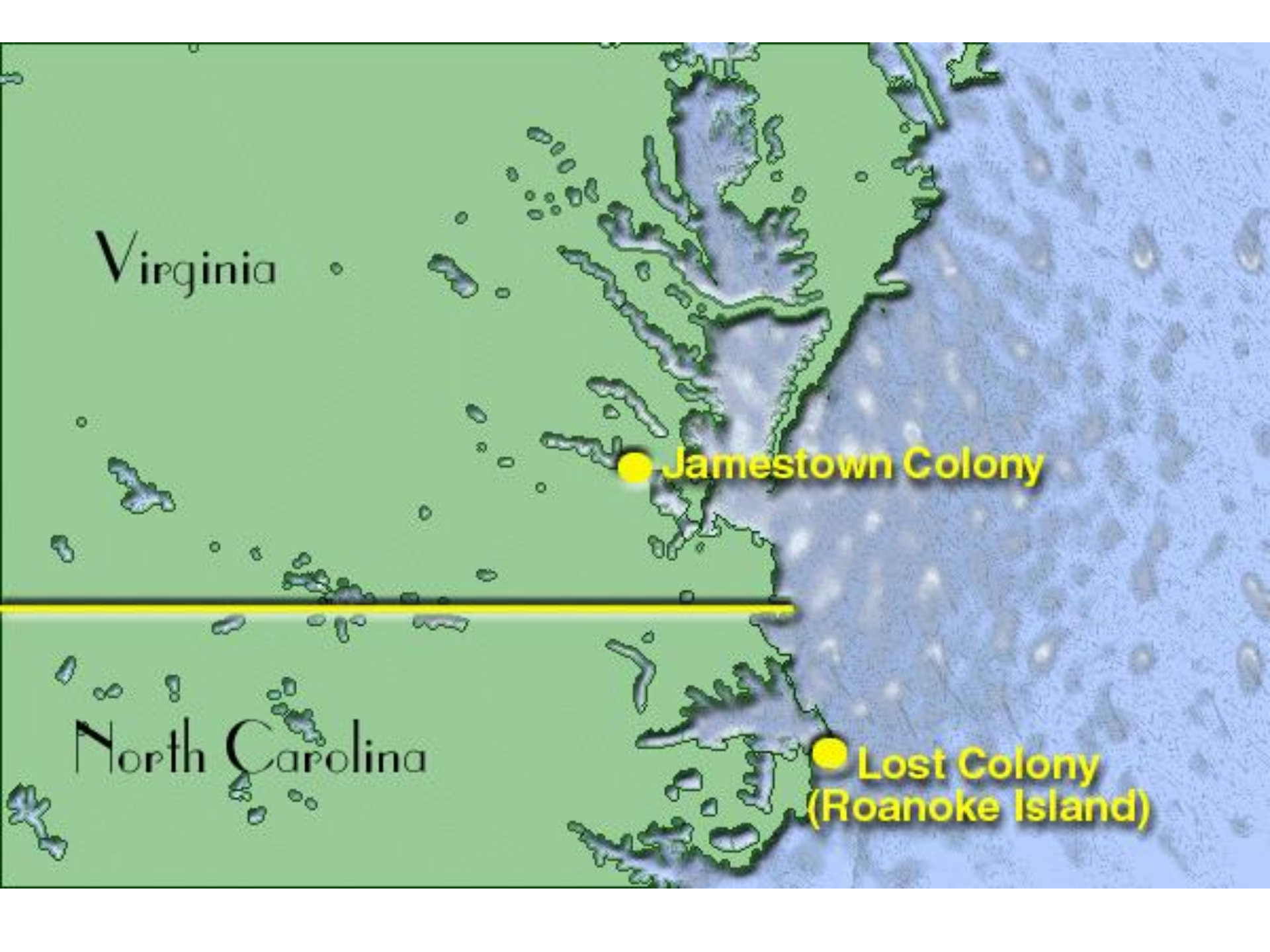


How could investors convince people to go?



- Advertised economic opportunities

- Promised wealth from gold & minerals



Virginia

● Jamestown Colony

North Carolina

● Lost Colony
(Roanoke Island)

Virginia Company of London

- The Virginia Company hoped to discover silver and gold, but they also wanted to start trading with the Natives (Indians) of the Americas, and use the land.
 - ***Can you think of anything the British would have wanted from the Natives?***
- Items of great interest:
 - Fur pelts
 - Beads/Jewelry
 - Spices
 - Lumber
 - New food items unfamiliar to England
 - Silk from mulberry trees
 - Grapes