

Starting a new business in the economic crisis of 2009 presented many challenges, especially when it comes to finance. The two were able to personally finance the first year of operational expenses. However, when it was time to expand and hire due to an increase in business, this young company was in need of financial assistance. Securing traditional financing with a start up business is very difficult, but the KSBDC was able to provide the necessary resources to assist in bridging this gap. "Ken had experience working with the South Central Kansas Economic Development District (SCKEDD), and we were able to secure the funding we needed to expand our business," says Doug. With this funding they were able to hire the individuals they needed and were able to triple their gross sales from the previous year.

Having a solid business plan and understanding the financial impact of every decision you make is recommended by Doug and Sean. For small business start ups, a planned approach and cash flow are keys to success. Doug says, "understand the needs of your business and use the resources and services available at KSBDC to help drive your success story."