



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

William J. Peterson,
President
My Pop's Specialty Foods
1019 Main Street
Republic, Pa. 15475
Fayette County

Industry:
Meat Processing

Year Founded:
2016

SBDC Assistance:
Business Plan, Loan
Assistance, Operational
Analysis

Additional Partners:
Bridgeway Capital,
Pennsylvania Office of
Vocational Rehabilitation,
Republic Food Enterprise
Center

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My Pop's Specialty Foods

Client was referred by the Republic Food Enterprise Center (RFEC). He was interested in establishing a meat production operation within the RFEC, focused on his recipe for beef ribs. Will had spent many years in the food service industry and has developed a method for preparing beef ribs that has been well received by family and friends for years. Unlike pork ribs, beef ribs are difficult to prepare properly. Often times they are fatty and tough. Will has a proprietary method of preparing that he has developed over many years. The RFEC would provide a kitchen incubator type of location to launch this venture on a small scale. He was also a client of the Pennsylvania Office of Vocational Rehabilitation (OVR) and had discussed this concept with them. Of course, all involved indicated the need to prepare a solid business plan.



The Saint Vincent College SBDC provided their step by step business planning guide and walked client through the planning process. We also reviewed his preliminary operating expenses and analyzed equipment specs on the mobile wood burning smoker he hoped to purchase. We focused on capacity and how much time he could devote to this project. The SBDC used this information to

estimate sales from an operational perspective.

Assistance provided by the Saint Vincent College Small Business Development Center included loan assistance, business plan development and a comprehensive market analysis of the business operation. During the engagement various suggestions were made to improve the business operation. In addition, industry specific information was analyzed and incorporated to further demonstrate the feasibility of the project. Due to organizational lending guidelines, the eventual funding request required the participation of both OVR and another mission based lender, Bridgeway Capital. Upon initial review by OVR, several business plan revisions were requested.

Working with Will at our Fayette County outreach offices we reviewed the requested revisions made by the OVR loan committee. The SBDC consultant addressed four major points including support letters from vendors and potential customers, cost adjustments to include delivery charges, more specifics on marketing efforts, and supporting documentation demonstrating the nutritional value of beef over pork. Client did a very good job of gathering information and provided very reasonable responses to the questions raised. We discussed in great detail and revised client's business plan accordingly.

In June of 2016, Bridgeway Capital agreed to provide \$15,000 in funding to complete the loan request for Will's meat processing business. Their funds were complemented by \$10,000 from OVR and a cash injection of \$17,500 from Will's son. Client was understandably thrilled and pleased and couldn't thank us enough for our assistance throughout this process.

Success Story