

**Nancy Geller, Owner  
Solidworx**

221 Jayhawk Drive  
Jeannette, PA 15644  
Westmoreland County

**Industry:**

Kitchen Cabinet and  
Countertop Manufacturing  
NAICS 337110

**Year Founded:**

2016

**SBDC Assistance:**

Business Plan, Business Start,  
Women Business Enterprise  
Certification

**Additional Partners:**

Bridgeway Capital

**St. Vincent College SBDC**

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## Woman-owned Kitchen Countertop Manufacturing Company

Nancy Geller first approached the Saint Vincent College Small Business Development Center in April 2016 for assistance in starting a custom countertop manufacturing company specializing in the use of solid surface and plastic laminate materials. Ms. Geller had, for the past sixteen years, served as the Secretary of the board of directors of her husband's cabinet manufacturing business. In this capacity she had attended numerous networking events and established important contacts in the region's construction industry. These contacts had indicated to Ms. Geller a demand for capable, reliable, woman owned businesses in the construction industry.

While exploring potential funding sources for her business, Ms. Geller had come in contact with two former clients of the SBDC. They both independently suggested that Nancy contact the SBDC for assistance with developing a business plan to pursue funding for her business venture.

During the initial meeting with her SBDC consultant, business plan development and Woman Business Enterprise certification was discussed as well as the SBDC role in the process. Additionally, the subjects of funding, business start-up compliance issues, legal entities, customers, business model, marketing and working capital were also covered.

The SVC SBDC was able to assist Ms. Geller with the development of her business plan by providing; primary and secondary market research, detailed industry analysis, economic census reports and demographic analysis, in addition to the preparation of financial projections.



"Thank you again for all of your help."

**Nancy Geller**

Ms. Geller submitted her business plan to a local lender and unfortunately, was turned down. At this time the SBDC consultant suggested that Nancy submit her business plan to one of the area's alternative lenders, Bridgeway Capital. Bridgeway Capital approved the loan request and Nancy acquired the money needed to start her business.

Nancy Geller directly benefitted from assistance received from the Saint Vincent College Small Business Development. Recently Nancy again contacted the center for assistance in acquiring her Woman Business Enterprise Certification.