

**Amanda and Adam
Fetsick**
Owners,
Baby Bee Ultrasound &
Boutique
babybeoultrasound@gmail.com

County: Crawford County

Industry:
Retail Store

Year Founded:
2021

SBDC Assistance:
Business Plan Development
Financial Projections
Capital Acquisition

Consultant: Shane Foster

Additional Partners:
Northwest Commission
Erie Bank

Gannon University SBDC
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Momprenur is Turning Passion into Profits

Amanda Fetsick is turning her two passions into profits. Amanda is a licensed ultrasound technician, budding entrepreneur, and most importantly, a mom of three. Over the past few years, she has worked with Gannon SBDC to bounce business ideas around and perform feasibility studies. Unfortunately, she always felt that a lot of the business ideas were not just a great fit. After several attempts and a lot of brainstorming, Amanda finally developed a fantastic concept that would turn her passion of being a licensed ultrasound technician and a mom into a business.



Amanda decided she wanted to start a boutique shop that would offer elective ultrasounds to expecting mothers, and she would turn those images into customizable gifts and keepsakes. Also, local moms in Titusville, PA have no place to buy affordable and stylish clothing for themselves and their children. Therefore, she wanted to create boutique expertise.

Amanda began working vigorously with her consultant from Gannon SBDC, Shane Foster. They began to perform the initial due diligence and pulled vast amounts of research regarding the local demographics and industry trends. This business is unique in that the closest competitor is over 120 miles away, and there are only a handful of similar companies located in the United States. With their hard work, Amanda was able to develop a detailed business plan and financial projections. Confident in the feasibility study and wanting to proceed, Amanda found herself needing financing and locating a potential location.

Amanda was able to find a retail location in the downtown sector of Titusville, PA. She immediately fell in love with the layout and placed an offer on the city owned building. On came the need to find financing. Since Covid-19, it appeared that some banks were less willing to work with startups, especially startups in the retail sector. Amanda was able to find a bank willing to work with her-Erie Bank. Her loan officer suggested she also seek additional financing from Northwest Commission.

Amanda successfully acquired the needed funds to purchase the building, equipment, and inventory to open BBUB. Both lending institutions were very much thrilled with the business plan and projections. Amanda is now renovating the store and building an eCommerce platform to sell her products across the United States. Amanda has continued to work with Gannon SBDC and has already begun crafting her marketing plan and strategy. She continually communicates with her consultant when she needs advice or guidance. Gannon SBDC looks to continue to help Amanda grow and prosper and looks forward to her grand opening scheduled tentatively for late spring.