

# Small Business Development Center at UCF Get Bit Entrepreneur Gets Bit



**Get Bit LLC** was founded to offer the ultimate in extreme adventure. And, with the assistance of the Small Business Development Center at the University of Central Florida (SBDC at UCF), the company is on its way to doing just that.

Whether its supplying custom rod building components, teaching rod building classes, guiding gator hunts or managing world class tarpon fishing trips, Capt. Kevin Brotz, the owner of Get Bit LLC, has an obsession for the outdoors. His passion is focused around sharing the world of nature in ways that most people don't get to experience. When Kevin was two years old, he would wake his parents at 6:00 am to go 'pishing'. He couldn't pronounce the word 'fishing' but could cast his own rod even at that young age. He started his outdoor life then and hasn't looked back since; he was hooked for life.

Harking back to the old saying that "It isn't work if you love what you're doing," Kevin knew he wanted to build a business that incorporated his love of the great outdoors. After graduating from the University of Florida with a Bachelors Degree in Business Administration and a minor in Entrepreneurship, Kevin was licensed by the United States Coast Guard. Today, Captain Brotz has combined his professional designation, experience and solid foundation in business to make his dream a reality.

## Help from the SBDC at UCF

Kevin wanted to set his business up for success from the very beginning and knew he needed assistance in getting the business off the ground. He contacted Pauline Davis, consultant at the Small Business Development Center at UCF, for no-cost assistance. Together, they worked on several versions of Get Bit LLC's business plan and cash flow projections. Recognizing that he would have to fund the business himself, the planning process became even more crucial. Through a lot of prayer and even more hard work, Get Bit LLC opened for business in February 2011 and has been well received.

There's a reason why Get Bit LLC is off to a strong start: it's a sportsman's paradise and a dream come true for anyone who enjoys the outdoors that is built upon a strong business foundation developed with the help of the SBDC at UCF. The business services include:

- Custom Rod Building Supply & Academy – distributing components to wholesale and retail custom fishing rod builders. Through their full service e-commerce site, Get Bit has a global marketplace. Holding monthly classes in the shop, Get Bit Rod Building Academy teaches first timers how to build and customize their very own fishing rods.
- Extreme Adventures – Guiding Trophy Alligator Hunts in Central Florida and Trophy Tarpon Fishing Trips in World Famous Boca Grande FL, Get Bit provides the Experience of a Lifetime!
- Trophy Fish Mounts – Get Bit has a world renowned Taxidermist whose sole job is bringing that Trophy of a Lifetime back to life as a true piece of art.
- Outdoor Ministry – Kevin loves nothing more than using the outdoors as a platform to help others find and build relationships with Christ. Kevin has full intentions to build Get Bit Out doors to a level where he can devote his efforts to this ministry full time.

Kevin is very excited about the business's potential and is grateful to his wife for her unwavering support and confidence in his ability to build this business. He also appreciates the assistance of Pauline Davis and the SBDC at UCF and states, "The SBDC has a wealth of knowledge and experience with small businesses. Every meeting forced me to do more due diligence and build a stronger business plan. Just knowing the resource that is the SBDC at UCF is available was and is reassuring and gave me the confidence to move ahead".

Working within a tight budget, Kevin finds creative ways to market his business. "With huge potential for growth I refuse to let our limited marketing budget hold us back," he commented. We have to think outside the box."

## Looking Ahead

Kevin loves nothing more than helping clients experience the extreme outdoors. "The opportunity to build this business is a blessing in many ways, not to mention the excitement of playing tug of war with Swamp Lizards weighing an average of 500 lbs!" says Kevin. "There is nothing to compare it to! It is an absolute Blast!" He is confident that his faith will successfully see him through this business adventure and hopes to be an inspiration for others to reach and achieve their dreams. And he is grateful to the SBDC at UCF for its assistance in getting him off to a strong start.



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*Helping Businesses Start, Grow and Succeed*