

# Polyglot Analytics

Keith Breedlove and his wife Cheryl had both recently retired from government service and they had an idea. They felt that, with their backgrounds, they would be able to operate a successful consulting and training business. Keith Breedlove has an M.S. degree in Information Systems and Systems Management from the University of Southern California. After serving as a Major in the U.S. Army for 23 years specializing in electronic warfare/signals intelligence, he has served as a senior systems engineer for several major defense contracting companies including Booz Allen Hamilton, Boeing and Northrup Grumman. Cheryl Breedlove was also retired, in her case from the Central Intelligence Agency, with extensive management experience that they believe would enhance their consulting business.



## MEET KEITH & CHERYL

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The Breedlove's had a clear vision of what their company would be about. Their targeted market would be small and mid-sized businesses that want to more effectively use their business data to grow their revenues. The Breedloves' company would provide these target organizations- U.S. and international private, commercial, non-profit and governmental clients -with business intelligence, information analytics and business analysis consulting.

With this as the backdrop, the Breedloves came to the Florida SBDC at UCF office in Southern Lake County, Florida to talk about their business idea with Dr. Dallas Garrett, the FSBDC consultant in South Lake County. Together with Dr. Garrett, they worked diligently and completed their business plan with a projected start date for their company of July 1, 2014. Their company, Polyglot Analytics LLC, is a home based business with very little overhead and within the first few months Mr. Breedlove attended several different training sessions and had the opportunity to deliver on two small development contracts to get his business started. They are currently working on a website and have been attending local Chamber events to develop local and regional contacts. And the company is at this time preparing a proposal on a major software development effort that would bring them a very large contract. Additionally, Mr. Breedlove is exploring business intelligence opportunities with a network of contacts in Burkina Faso, Africa.

"For anyone considering or already in the process of starting their first business I highly recommend the Florida SBDC," commented Mr. Breedlove. "While I had a vision of what I wanted to do, the SBDC consultant, Dr. Dallas Garrett, really helped my focus on the business, assisting with development of a coherent business plan and a realistic financial plan to support it. He has also been instrumental in helping me develop local contacts, especially through the local Chamber of Commerce. My wife and I will also be taking advantage of relevant training courses offered through SBDC, especially those related to business taxes, which is undiscovered territory for us."

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The Florida SBDC at UCF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

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