

# Small Business Development Center at UCF



## Studio K



STUDIO K Owner Kristin Weissman with SBDC Consultant Roger Greenwald

Kristin Weissman loves dance and dreamed of owning a dance studio catering to young adults/adults. For 15 years she worked as an executive in PR, Marketing and Special Events. However, her passion was for dance. From an early age Kristin studied varieties of dance styles. This continued passion encouraged her to leave the corporate lifestyle and her work history in partnering with her passion, to pursue her dream - the creation of Studio K.

In October 2008 Kristin committed to actively pursuing her dream and looked to the SBDC at UCF for direction and assistance. Over the next two years, Roger Greenwald, CBA worked closely with Kristin developing her business plan with financial pro forma(s), industry and local research, operational and marketing plans and preparing the required documentation to obtain the funding.

Kristin's success, a combination of passion, hard work, excellent planning and a strong character, resulted in a new business "start-up" loan. A rarity in past two years.

"The counseling provided by the SBDC at UCF went beyond the purely business aspects; I believe that without their personal involvement, mentoring and encouragement Studio K might not be."

Kristin's Studio K opened to a packed house October 16, 2010 and will employ 2 full time staff and 11 part time dance instructors.

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Kristin Weissman  
Studio K