SITUATION: Mathias Ihlenfeld, an avid biker, worked with SBDC advisor Dick Johnson to start his own bike online retail business in 2014. In 2015 Amazon contacted Mathias to inform him that they wanted to carry his product because he was getting great reviews.

CRITICAL ISSUE: Amazon initially wanted Mathias to ship from his warehouse, and after a period of time agreed that they would begin stocking the items. Mathias needed assistance securing a loan to fund this additional growth.

SBDC PROVIDED: Dick and Mathias discussed the future growth of the business extensively, and decided to reach out to Amplify FCU who had funded the start of the business. When further funding was needed, Dick introduced the client to Able Lending.

RESULTS/IMPACT: Mathias was approved for the line of credit totaling $250,000 through Amplify FCU as well venture funding from Able Lending for another $250,000. His sales have also increases tremendously which has allowed the retention of existing jobs.

- Sales Increase: $1,600,000
- Retained Jobs: 8
- Business Expansion
- Venture Capital: $250,000 Able Lending
- Line of Credit: $250,000 Amplify FCU