AMERICA'S SBDC CALIFORNIA
SAN DIEGO AND IMPERIAL NETWORK

Success Story

We Help Businesses Start, Grow & Get Financing

William Painter

Economic Impact:
- Capital Infusion: $780,000
- Owner Investment: $100,000

Location:
San Diego, CA 92109

SBDC's Assistance:
- Financing
- Financial Modeling & Analysis
- Accounting

Client Quote:

"The SBDC helped guide us from an unorganized small entity into the streamlined, successfully-funded company that we have become. They have been truly vital to our company's success, and we will continue to rely upon the SBDC's valuable guidance as we continue our expansion."

- Matthew Decelles, CEO

Despite getting off to a very fast start in a fiercely competitive market, William Painter, Inc. hit a major financing roadblock that was making further growth extremely difficult. Without outside capital, the company's significant progress would have been stopped in its tracks.

With various assistance from the **SBDC** including introductions to lenders, financial analysis, modeling, and accounting guidance, the client has raised well over $600,000 among bank loans, private equity, private loans and owner investment, and now has set its sights on reaching $5M in revenue.

Description of Business:

William Painter (www.WilliamPainter.com) is an E-commerce company that manufactures and sells a self-branded line of upscale sunglasses, and their products have been featured in Esquire, Cosmopolitan, Maxim and Us Magazine.

Use of Capital Infusion Funds:

The company utilized its funding to expand its product line and launch global marketing campaigns that have fueled the company's expansion.