



## District 15 Statistics The Honorable Steve Stivers (R)

**367** Jobs Created/Retained

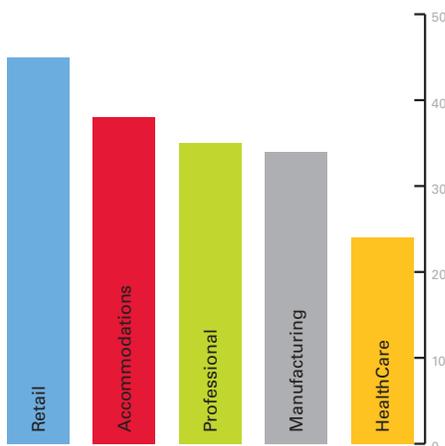
**30** Businesses Started

**\$4,271,252** Capital Infused

**4,067** Hours Counseled

**484** Clients Counseled

Top 5 Businesses Started and Existing



## Success Story Digital Edge Sports

A month after finishing graduate school David Carter came to the Small Business Development Center (SBDC) in Athens with a big idea. Youth sports were growing in popularity, but teams still had to rely on mass emails and telephone calls to communicate; and with the nonexistent budget of amateur teams and increasingly tight finances of athletic programs, the problem wasn't going to resolve itself. Carter wanted to improve the youth sports experience by providing free, professional-quality websites to these teams and met with Certified Business Advisor® Shawn Mallett to discuss the idea.

They did extensive research on who could benefit from this service, what that group needed and how best to fill those needs. As Carter moved forward with developing the actual service, Mallett was able to keep him focused on what the business needed to be profitable and effective. They did work to get local sponsors involved and secured the funding needed for success. "Shawn was instrumental in helping me with a well-rounded approach," Carter said.

Carter's business, Digital Edge Sports, has launched their service, called the Jersey Watch Network, in three cities across Ohio. They provide professional websites where teams can communicate, share ideas and view upcoming events to more than 16,000 youth athletes and let local sponsors connect with those athletes. His monthly meetings with Mallett help Carter set specific goals for the future.

"He was close enough to our business that he knew what we were trying to do, but he was far enough away that he didn't get the emotional sways of daily business," said Carter.



Small Business  
Development Centers

John R. Kasich, Governor  
David Goodman, Director  
Development Services Agency



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