



How one Mother of Three Opened Her Business with the Help of The Launchbox® Workshop

The Background

A little over a year ago Kristi Hyde was working in a comfortable corporate job. She was busy raising three sons and going about the business of juggling work and home life like many of the rest of us. There were concerns of downsizing and layoffs at her job because of the downturn in the economy. Kristi was not willing to sit back and wait to see what happened to her; she was ready to be in charge of her own destiny. One day while attending a child's birthday party, she was talking with some of the other parents. They all expressed a need for a child's party venue closer to their homes in Eldersburg, MD. At that moment Kristi saw a need and an idea formed for her own business. Kristi recalls, "I was always driving a long way to take my kids to birthday parties. I decided what Eldersburg needed was its own children's play and party destination."

The question was "Where to begin?" There are so many components to opening a new business. Kristi had to navigate government agencies and regulations; find financing; learn product sourcing and marketing just to name a few of her obstacles. For guidance and resources she reached out to her local Small Business Development Center (SBDC) in Carroll County. The SBDC office reviewed her business plan and helped her with creative financing options. They also suggested she attend The Launchbox workshop to aid in developing a strategic marketing plan for the business.



Founded
2011

Location
5965 Exchange Drive
Eldersburg, MD

Services
Birthday Parties
Fundraisers
Open Bounce
Parent's Night Out

Contact
www.hopperskidzone.com

"Attending The Launchbox was an investment in time necessary to set the right foundation from which to launch my business. Having an advisory community helped me get where I needed to be faster than had I tried to do it alone"

Kristi Hyde, Chief Fun Officer



Join the Movement. Grow your Business.

The Workshop

The Launch Box is a workshop designed to assist business owners and executives who are ready to build their own marketing toolkit. The workshop helps small business owners develop their marketing strategy and provides tools and resources to execute that strategy successfully. Kristi shared, "What attracted me to the workshop was the comprehensive agenda. The workshop touched on all the components of marketing a new business that I needed to know." The key to the workshop's success is the collaborative environment. Each participant commits to attending all of the sessions, completing homework assignments and providing open and honest feedback to others in the group. "Because I attended the class I got to network and create relationships with other small business owners. I liked being able to share information freely. It was nice to have a support network." Kristi stated. After completing the workshop, Kristi used the tools she learned to create a Facebook fan page for her business, develop her logo and branding and start a public relations campaign reaching out to schools and local community events.

The Results

After months of research and long hours, Kristi launched Hoppers Kid-Zone, Eldersburg's ONLY inflatable children's play center. Now nine months later, Hoppers KidZone is thriving, and Kristi is looking forward to her second year in business. "Kristi is a great Launchbox success story." said Laura Meck, CEO and creator of The Launchbox. "Each workshop is different, incorporating personalities different geographic and socio-economic backgrounds. When we see someone like Kristi engaging actively in discussion, completing assignments, providing honest feedback and implementing the skills they are developing, we declare success."

"Being able to help small businesses navigate the complexities of marketing, branding public relations and product launch has driven us to the development of The Launchbox. The goal of the workshop is to provide working exercises in a collaborative environment; helping small business owners understand, execute and measure results."

Laura Kirby-Meck, Chief Executive Officer

The Launchbox Founded

2008

Location

77 E. Main St

Suite 320

Westminster, MD

Services

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