

Mission

BiGAUSTIN assists small businesses to successfully grow by providing comprehensive education, tailored business counseling and flexible loans.

Vision

BiGAUSTIN fosters economic development as THE resource for small businesses to stimulate prosperity.

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NEWS RELEASE

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BiGAUSTIN TO REPOSITION ITSELF AMONGST EXISTING BUSINESSES

BiGAUSTIN, like many small businesses, started small with just five clients in a modest office on East 11th Street in 1995. Currently, BiGAUSTIN serves more than 6,000 hard-working entrepreneurs and disburses loan packages totaling more than 4 million dollars in capital.

Although BiGAUSTIN is primarily known as the organization that assists start-up entrepreneurs develop their businesses, the organization is shifting its service focus through the launching new programs and services to meet needs of existing businesses in the growth stages of business development.

“Many small business owners are so deeply entrenched on the day-to-day operational challenges that they do not take the time to reevaluate the market, customer trends or finances to determine how to grow their company and take it to the next level,” said BiGAUSTIN President & Founder, Jeannette Peten. “Businesses must adapt and implement innovative growth strategies that will bring them closer to their business goals,” continues Peten.

Renia Harris, client of BiGAUSTIN and owner of Hair Corner Salon, recently celebrated her grand opening at the Mueller project. With a loan and training services from BiGAUSTIN, Harris was able to move her 30-year old salon to her current larger space that has allowed her to expand her services to include spa features.

“Having a place to go to for support and access to resources is critical for existing business faced growth opportunities. Most of us are consumed by working in our business that we need assistance to work on our business,” said Harris.

In 2008-2009 BiGAUSTIN will offer services that will give seasoned entrepreneurs additional tools and information to address their progression through the growth stage in the business lifecycle including:

- The launch of the *Path to Success* Program, a tailored approach to training, counseling, and tools to meet the specific individual needs of existing business owners at all stages of growth.
- *Truth From the Trenches*, a quarterly breakfast roundtable series, featuring Central Texas’ business leaders and other established small businesses owners.
- Co-op corporate membership: to include co-op accounting & marketing services

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