

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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ECONOMICALLY EMPOWERED ENTREPRENEURS FIND RESOURCE TO GROW AUSTIN BUSINESSES

The journey of entrepreneurship is often marked by the complexities of the ever changing businesses world. Austin small business owners find themselves in need of effective resources to navigate through the challenges of pursuing economic empowerment through entrepreneurship.

Emerging Success of Local Entrepreneurship

In 2003, Fred White founded WhiteKo, Inc. a sales, distribution and service company, focused on microbial oil eater (MOE) line of products, which had strong positioning in the military market.

After years of initial work, White ventured into various entrepreneurial endeavors including a cleaning service, a travel service and a partnership with EnvironSource- environmentally conscious company-to use the MOE product in car washes.

Mr. White's ventures led to the expansion of WhiteKo to FJ White & Co., LLC. To assist with the initial startup cost and purchase of product inventory cost WhiteKo obtained a \$18K small business loan from BIG Austin. This entity has currently franchised with an international auto detailing spa called Prontowash.

"To succeed as an entrepreneur it is critical to aquire resources that assist in increasing the knowledge and understanding of the business world," said White. "I have found that help through BiGAUSTIN."

White participates in several BiGAUSTIN training courses, has received an Ebay Techquity grant and continues to pursue resources where available including entering his current business plan in a competition sponsored by BiGAUSTIN. White hopes to be featured at the upcoming BiGidea day as the winner of \$5,000 cash prize which he will use to further his business goals.

White is scheduled to open his latest venture, Prontowash in the newest Austin shopping development, The Domain.

BiGAUSTIN is the leading self-sustainable small business development organization that provides innovative growth strategies to underserved entrepreneurs in Central Texas. BiGAUSTIN offers entrepreneurial education, tailored business counseling and flexible loans for small business owners.

For more information on the BiGAUSTIN, call 512.928.8010 or visit the website at bigaustin.org.

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