

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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FOR IMMEDIATE RELEASE

DATE: March 18, 2008

ECONOMICALLY EMPOWERED LOCAL ENTREPRENEURS FIND RESOURCE TO POSITION BUSINESSES NEW AUSTIN RETAIL DEVELOPMENTS

Local entrepreneur to open venture at The Domain

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 acquire resources that assist in increasing the knowledge and understanding of the business world," said White.

White is scheduled to open his latest venture, Prontowash in the newest Austin shopping development, The Domain. Prontowash is an eco-friendly carwash that uses less than a gallon of water per car. The venture is set to open in March.

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.

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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