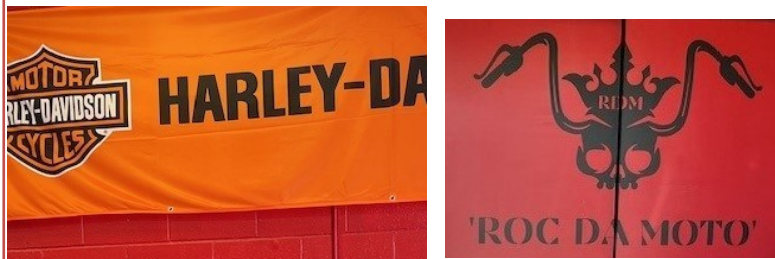


HAWAII SBDC SUCCESS STORY - WEST HAWAII CENTER



Roc Da Moto

Aldo Martinez has worked in motorcycle repair, with a specialization on Harley Davidson motorcycles, since 2011. When Aldo's employer, Big Island Harley Davidson, closed the island was left with a void for certified repair services for Harley owners.

Aldo saw this misfortune as an opportunity and decided he could fill that business niche and support the large number of HD enthusiasts he had worked with over the years by opening his own shop. He was able to locate a property, obtain some interest from investors, and, of course, was intimately familiar with the costs and technicalities of fixing these bikes. However, Aldo was brand new at entrepreneurship.

Aldo approached the SBDC about starting a company, writing a business plan, and projecting out his finances. He and his advisor painstakingly worked their way through the minutiae of the costs associated with bike repair jobs and then projected out for several years, demonstrating the feasibility of this endeavor.

Over time the investors fell through, as often happens, so Aldo and his advisor turned to financing. The SBDC advisor was able to connect Aldo with a local institution who saw the potential for this business. "I couldn't have done it without you", Aldo says of his experience with the SBDC.

Harley Davidson aficionados on Hawaii Island now have a partner they can count on—Roc Da Moto.