

Seyett LLC

The need for a business plan was news to James Bartek, director of marketing and sales for Seyet LLC in West Lafayette, when he met with Susan Davis, regional director of the Greater Lafayette SBDC in 2002.

"We had no idea where to start, just that we wanted to do it. Susan Davis explained that we needed a business plan, and it should be more than 'We are going to make money,'" he says.

Today, his company is on a fast track to success, thanks to SBDC resources.

Specializing in communicating complex technical information for biotechnology and pharmaceutical industries, Seyet creates three-dimensional movies, interactive 2-D and 3-D programs, mini CDs and other custom media.

After buttoning down the business plan and opening its offices, Bartek returned to the SBDC in mid-2005. This trip, he learned how to generate needed financial information and got feedback on his business plan and performance in the Opportunity for Indiana Business Plan Competition.

"We also received many great networking opportunities and contacts," Bartek says. "The SBDC set up a sales strategy meeting for us with members from Purdue University, Eli Lilly and Co. and the marketing community to focus our sales approach."

By early 2006, Seyet is enjoying "a very large local market share" and is now expanding nationwide. "We'd be a year behind where we are now without the Greater Lafayette SBDC," Bartek says.