

SUCCESS STORY

Freeform Fitness

Melissa Jenkins & Ivan White, co-founders
804 S Aiken Ave
Pittsburgh, PA 15232
<https://freeformfitnesspgh.com/>

Industry:

Fitness Industry

Year Founded:

2020

SBDC Assistance:

Business Plan Writing,
Financial Projections,
Market Analysis

Consultant:

Doug Harding



Small Business
Development Center
Duquesne University

Helping businesses
start, grow, and prosper.

Duquesne University SBDC

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Opening of Freeform Fitness Location

When Melissa Jenkins and Ivan White first stepped into the Duquesne University Small Business Development Center (SBDC) in December 2020, they brought with them a vision: to create a fitness space that empowered individuals to move freely, confidently, and with purpose. As co-founders of what would become Freeform Fitness, they were determined—but like many new entrepreneurs, they needed expert guidance to turn their dream into a thriving business.

At the Duquesne SBDC, Melissa and Ivan partnered with Douglas Harding, Senior Business Consultant. Together, they rolled up their sleeves and began shaping the foundation of their business. Over several months, they worked through every pillar of a successful launch:

- A comprehensive and strategic business plan
- Detailed financial projections
- A deep, data-driven market analysis

This careful planning paid off. With a solid business case in hand, Melissa and Ivan successfully applied for and secured a small business loan. This funding became the catalyst that allowed them to purchase the essential equipment and resources needed to bring their new fitness studio to life.

Fast-forward to November 2025, when Freeform Fitness proudly opened its doors at 804 S. Aiken Ave, Pittsburgh, PA 15232. The studio now stands as a testament to Melissa and Ivan's hard work, determination, and willingness to seek out the right support at the right time.

Congratulations, Melissa and Ivan!

We wish you continued success as you inspire and uplift your community through fitness, wellness, and the power of entrepreneurship.



FREEFORM
FITNESS