

CLIENT SUCCESS STORY

KIND KARE DANCEWEAR

PENNSYLVANIA

S B D C

Small Business Development Center
Duquesne University

Helping businesses start, grow, and prosper.

KASAUNdra HARVEY TURNS PASSION INTO ENTREPRENEURIAL SUCCESS

Slippery Rock University senior Kasaundra Harvey, a dual major in Marketing and Dance from New Castle, demonstrated the power of passion, perseverance, and entrepreneurial vision at the Butler County Chamber of Commerce's Emerging Entrepreneurs Shark Tank Competition.

Competing in the Student Track category, Harvey was one of only two finalists selected to present a business pitch before a panel of local business leaders and entrepreneurs. Her company, Kind Kare Dancewear, earned widespread support from the audience and ultimately secured the competition's Fan Favorite Award.

Kind Kare Dancewear was born from Harvey's firsthand experience as a dancer and her understanding of the industry. Recognizing that many stylish dance leotards are priced beyond the reach of students and families, she developed a business model focused on delivering high-quality, affordable dancewear to meet an underserved market need. Her success at the competition reflects not only a strong business concept but also her determination to pursue an entrepreneurial dream at a young age.

As a finalist, Harvey received \$500 from the Butler County Chamber of Commerce, a \$1,000 scholarship from Slippery Rock University, and additional scholarship support from donors. Beyond the awards, the experience provided valuable opportunities to refine her business strategy, gain feedback from experienced professionals, and build connections within the regional business community.

A key contributor to Harvey's success was the mentorship she received from Cynthia Valenta Oliver of the Duquesne University Small Business Development Center, who met with her weekly to help prepare for the competition.

Harvey's achievement highlights how a combination of education, mentorship, and determination can transform an idea into a growing business venture. Her journey serves as an inspiration to fellow students and aspiring entrepreneurs, proving that with the right support and commitment, a vision can quickly become a reality.



SBDC ASSISTANCE

Investor Plan Write-Up and
Presentation, Starting a Business

CLIENT IMPACT

\$500 from the Butler County Chamber for being finalists, along with \$1,000 scholarship from Slippery Rock University and an additional \$2000 from two of the sharks that graduated from SRU.



Thank you to Cynthia Valenta Oliver with Duquesne University Small Business Development Center for meeting with me weekly to prepare me for this competition, and I'm looking forward to continuing our partnerships as I develop this brand.

Pennsylvania Small Business Development Centers are funded in part through a cooperative agreement with the U.S. Small Business Administration; by the Commonwealth of Pennsylvania through the Department of Community & Economic Development; through Service Center host institutions; and by other sources of state and federal funding. All services are extended on a non-discriminatory basis to all legal residents and citizens of the US. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.

Funded in Part by:



Accredited Member of:

