



## **The SBDC at New Jersey City University**

### **2006 Success Award Mya Jacobson**

#### **Feed Your Soul**

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[Feedyoursoulcookies.com](http://Feedyoursoulcookies.com)

After working as a trader on the American Stock Exchange, and while attending law school in the evenings, Mya Jacobson began to realize that her life might lack the kind of fulfillment that her soul desired. In pondering the question--What could I do that would feed my soul?--Mya not only found the answer, but she also had a name for her new online cookie company.

That was almost two years ago, when Mya would be up and baking in her apartment at four in the morning to fill orders that came in over the Internet. A year later, in a "leap of faith" but also as a matter of necessity, Mya purchased a space in downtown Jersey City which is now home to the baking, shipping, receiving, and customer service departments that once occupied apartment 5B. Today, the gourmet cookies Mya creates are available online, for retail and wholesale. The company's competitive advantage lies in its diversification, its philosophy, the quality of its products and its ability to personalize any gift.

Despite her success, Mya realized that in order to grow and market her business, and obtain financing that would allow her to expand, she would need professional advice. In June of 2006, Mya contacted the SBDC at New Jersey City University, and Al Izzi, SBDC Consultant, who worked with Mya on structuring her financials into a management decision format, and develop Profit and Loss projections to support funding. Al also advised her on several marketing venues for improving market penetration. Since then, Mya has obtained a \$250,000 line of credit from an investor, which will allow her to buy state of art baking ovens, conduct an aggressive marketing program, and hire additional staff.

According to Mya, the assistance she received from the NJSBDC, and notably Al Izzi, gave her the ability to get additional funding. "Al's knowledgeable mentoring helped me gain an understanding of what it takes to develop a solid business plan, and to realize the possibilities of my business' potential. I believe the assistance was an integral part of my business in its beginning phases."

If you ask Al, the credit really goes to Mya. "Mya left a very successful career on Wall Street to pursue her passion for baking cookies. It is this drive, ambition and passion about her business that impressed me the most. Not to mention the cookies are delicious and I can see the next Mrs. Fields!"