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Alicia Tolliver has manufactured all natural soaps and hair products for the past 11 years and decided in October 2013 to utilize the SBDC's counseling services to make her passion a business. She initially inquired the SBDC services to complete a business plan for Capital Area Asset Builders (CAAB) where she received \$4000 to purchase equipment to make her products.

Through the SBDC Ms. Tolliver completed her business plan, obtained her business license in April 2014, attended several training sessions and received Quickbooks Online in June 2017 for her participation in Empowering Business Innovation.

Recent Developments

Two years ago, Alicia Tolliver shared an interest in expanding her business to include holistic healing. Autumn Bailey, Business Consultant, referred Alicia Tolliver to the Holistic Art Institute where she received certifications in Holistic Health Practitioner and Certified Herbalist on April 9, 2017. Ms. Tolliver has conducted 13 Chakra workshops and 6 herbal workshops in the past year and is extending her current business of all natural skin and hair products to incorporate holistic health consulting. This will allow Ms. Tolliver to provide a complete package of remedies for her clients.

Ms. Tolliver has recently incorporated holistic health consultation services in her home and is interested in expanding to a shared space. Autumn Bailey connected Ms. Tolliver to Life Asset in October 2016 where she received \$1000 micro loan to purchase supplies for her skin and hair products and also referred her to Your Whole Body Beauty and Wellness in Silver Spring, MD in April 2017 where she is currently selling her products. Ms. Tolliver has been selling her products at Your Whole Body Beauty and Wellness for the past three (3) months and desires to sell her products in multiple stores.