



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

Ms. Alaina Breakiron
**Serenity Hill Counseling and
Wellness**
615 W. Crawford Avenue
Connellsville, PA 15425

724-603-2657



Fayette County

Industry:

Mental Health and Substance
Abuse Services Industry
NAICS 621420

Year Founded: 2020

SBDC Assistance:

Business Plan Development,
Financial Projections,
Demographic Analysis,
Market Research, Capital
Acquisition.

St. Vincent College SBDC

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Saint Vincent College SBDC assists in new Health and Wellness Counseling Center

Ms. Alaina Breakiron was referred to the Saint Vincent College SBDC by the Fayette County Economic Development Council. She was interested in developing a Counseling and Holistic Wellness Center in Connellsville, PA. She hoped to offer individual, group, and family counseling; and evidence-based services for addiction and basic mental health diagnoses. She also planned to offer holistic services such as yoga, meditation, massage therapy, PEMF Mat therapy, chakra healing, nutrition education and other holistic methods.

Alaina's vision was to offer independent contracts to professionals with the appropriate certifications and educational background to assist in providing the holistic services. Her goal was to increase treatment and awareness centering on the whole person - mind, body, soul. She also was exploring have a retail section of the counseling and wellness center centering around self-care items such as journals, pens, yoga mats, crystals, essential oils, candles, etc.

Alaina had extensive education and lifelong experience in this industry and possessed a tremendous amount of knowledge and passion. She had completed formal graduate level training in addiction counseling, health and wellness, and fitness. Her plan was to combine traditional counseling practices with holistic wellness in order to treat the whole person - mind, body, soul. She sought to treat addiction and mental health as co-occurring disorders instead of separating the two. However, she lacked any formal business training and turned to the Saint Vincent College SBDC to assist her in turning her dream into reality.

Technical assistance provided by the SBDC included extensive Mental Health and Substance Abuse Services industry and Health and Wellness industry research, site analysis, pricing and market potential assessment, cash flow projections and the development of a formal business plan. Total project costs for the new venture were calculated at roughly \$20,000. With guidance provided by their SBDC consultant, Alaina was able to connect with Fayette County's SBA micro lender, the Washington County Council on Economic Development. She applied and was ultimately approved for her SBA micro loan request to capitalize her new venture.

The SBA microloan coupled with her own equity investment was enough to successfully realize her dream. The new business was launched in October of 2020 and has hit the ground running despite the challenges presented by the COVID pandemic. Moreover, Alaina has subsequently referred independent contractors operating out of her location to the Saint Vincent College SBDC for technical assistance.

Success Story