



**Small Business  
Development Center  
Saint Vincent College**

*Helping businesses  
start, grow, and prosper.*

**Mrs. Taylor Bryner-Spaw**  
Spin Unlimited  
680 W. Main Street  
Uniontown, PA 15401

724-963-3953



**Fayette County**

**Industry:**

Fitness and Recreational Sports  
Centers Industry  
NAICS 713940

**Year Founded: 2021**

**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 helps new indoor fitness business spin to success.

Taylor Bryner-Spaw was interested in opening an indoor fitness business focused on spinning in Uniontown, Pa. She had identified a potential location at a plaza on U.S. Route 40 that is a high-traffic highway. Her vision was a more holistic studio using a Zen based rhythmic experience. Her SBDC consultant initially discussed business structures and financing needs. She had already invested some of her own funds into this venture and estimated additional funding needs of roughly \$40,000. Her consultant suggested the SBA microloan program as a good source of funds for her start-up. He then reviewed the SBA micro loan process and the need for a formal business plan.

The mission of Spin Unlimited is to provide fun fitness classes that motivate people to be their best and get moving. Their goal is to be a welcoming fitness location that excites individuals to work out and have fun at the same time. This business is unique because it is rhythmic based, so most of the classes provided are structured as a fun, upbeat and welcoming experience. It is like attending a party on a bike! There was nothing like Spin Unlimited in the greater Uniontown area which allowed for competitive and first mover advantages. The purpose of creating Spin Unlimited was based on the exponentially increasing interest in alternative fitness classes and centers, and the demand for many locals who travel a long way to reap the benefits of an upbeat, rhythmic fitness environment.

The SBDC began the engagement by developing preliminary financial projections. They incorporated their client's estimated operating costs and startup expenses into their financial spreadsheets and determined her optimal loan amount while allowing for adequate working capital. Taylor's consultant then attempted to build a sales forecast based on client information and obtained client input on several variables such as number of bikes (capacity), price per seat, number of classes per day, etc. They then prepared sales forecasts and completed the initial draft of the financial projections.

Then began the process of working on the initial business plan draft. The SBDC obtained and incorporated extensive industry research and timely information into her business plan. They also crafted an Executive Summary and constructed her Sources and Uses Statement based on the financial projections. Her consultant also edited her document revising location and product narrative and including additional client information into the management section.

Technical assistance provided by the SBDC included extensive fitness center and spinning 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 \$40,000. With guidance provided by her SBDC consultant, Taylor was able to connect with Fayette County's designated SBA micro lender, the Washington County Council on Economic Development. She applied and was ultimately approved for her SBA micro loan request to capitalize and successfully launch her new venture.