

## **Know** how to create a better staff... through **Knovex**, LLC



**“The Shippensburg SBDC showed a high level of professionalism throughout the entire process.”**

**- Jessica Diehl**

**Jessica Diehl**  
**Knovex, LLC**  
419 Carlisle Street  
Gettysburg, PA 17325  
Adams County

[www.knovex.com](http://www.knovex.com)

**Industry:** Education Management

**Year Founded:** 2010

**SBDC Assistance:** Business Plan, Financial Projections, Benchmarking, Strategy

**Additional Partners:** SBA, Gettysburg Chamber of Commerce, Chambersburg Chamber of Commerce

**Shippensburg University SBDC**

**Mike Unruh**, Director  
405 Grove Hall  
Shippensburg, PA 17257  
(717)477-1935  
[sbdc@ship.edu](mailto:sbdc@ship.edu)  
[www.ship.edu/sbdc](http://www.ship.edu/sbdc)



Jessica Diehl had the determination and mindset to establish a new business, in an unfamiliar environment, with a tough economy. After moving from Lehigh Valley, Jessica and her husband settled into a new home in Adams County. She debated on whether to look for a job or to follow her dream of becoming an entrepreneur. She believed, because of her background, that a staffing and training solutions company would be a good business to start and would allow her to pursue this dream.

After working at two different universities, Jessica knew that a Small Business Development Center (SBDC) would be able to help her establish a business. She searched her local area and located the Shippensburg University SBDC. She worked closely with SBDC consultant Cheryl Young to get her business started. They worked on her financial projections, business plan and establishing the company's goals. Jessica believes the Shippensburg SBDC helped her to "...measure progress and external benchmarking while giving great references for future use."

Knovex, LLC became operational in May 2010 after having small contracts already established in the beginning of the year. Coming from a strong background, Jessica had the determination, knowledge and experience to get the business started. She had previously worked in the leadership development departments at Lehigh University and the University of Pennsylvania. She believed a talent and training company would benefit clients through the hiring and training process, while still giving her the opportunity to work with great professionals. With signed contracts in place she knew there would be work from the start.

Jessica and her team faced many obstacles, as do most start-up businesses. She never could have imagined all the small things that went into starting a business. Learning about everything from business licensing, to developing financial projections and paying quarterly taxes to building the right team was essential to get her business started. Through these ups and downs came positive outcomes - Jessica and her team have seen growth in the company. They have received more contracts, increased their marketing efforts, and have become more strategic thinkers which has led to more innovation for the company.

Jessica was greatly appreciative of the guidance and help from the Shippensburg SBDC. It allowed her to create a small business which is growing during these tough economic times. Not only did the SBDC save her time, but she was able to gain valuable strategic benchmarking information that has helped her prioritize and focus on necessary goals. Jessica reflected on her experiences with the SBDC, "The SBDC was crucial in helping me with direction for my business. From financial projections to writing a formal business plan, their guidance provided a foundation for our growth and success."