



Keshia Otto and Rob Sanders

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-Keshia Otto

Industry: Computer Repair
Year Founded: March 2011
SBDC Assistance: Business Plan, Certifications, Contacts
Additional Partners: York SCORE



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Lost!! Then Found

Technology is wonderful, but have you ever had that terrible sinking feeling when your hard drive dies or your photo disc doesn't download the pictures from that big event? Now you have an option. DataLife Labs can recover your important electronic data as well as repair your computer and set up servers for businesses and residences alike!

Keshia Otto and Rob Sanders began their journey in solving this problem at the York Technical Institute (YTI). As students, with Keshia focusing on the business side and Rob on the technology, they decided to join forces to start a new company – DataLife Labs. While doing their YTI externship on entrepreneurship they chose to be mentored throughout the startup process by York SCORE and the Shippensburg University SBDC. With hard work and numerous meetings with their mentors at SCORE and the SBDC, Keshia and Rob were able to complete the business plan and begin the process of certification as a woman and minority owned business. “SCORE and the SBDC were so helpful in our starting up and being successful!” says Keshia.

Keshia is of Native American descent with roots back to Pocahontas. With assistance at the SBDC, she was able to secure the paperwork necessary for proper documentation and certification. “The SBDC took their time to sit with me for hours to better understand the paperwork and process involved in obtaining my Indian Bloodline card. They also played a major role in helping me better understand the paperwork and time involved in securing government contracts, which I am very excited about. SCORE always offers a variety of workshops and have very dedicated and highly experienced people to answer any question you have.”

In May of 2011 they opened their office in Wrightsville, PA. They also managed to graduate top of their class at YTI in the same month. Today, Keshia says “everything is going great with DataLife Labs! We are getting more and more business every week! Things are really working out, better than I thought! We are going to be interviewing for an intern in the next few weeks to take some of the work load off Rob”.

Claudia Evans, Instructor Business Department YTI Career Institute, states, “Data Life has expert individuals who were students at YTI Career Institute. They have excellent customer service skills and are dedicated to delivering an excellent product. I recommend them highly.”

As much as this is a success story about DataLife Labs it is also a story about the success of the partnership between SCORE and the SBDC. The complementary talents at SCORE and the SBDC provided assistance resulting in the successful startup of a new Pennsylvania business.