

**Background:**

Big Moon Enterprise is a manufacturer of textile products for everyday wear. Over the years, as an athlete and a runner, I became fascinated with socks. While training for the New York Marathon and later qualifying for the Boston Marathon, I noticed how durable running socks were. However, I realized they weren't practical for everyday shoes—they were designed for running. I started thinking about creating socks that were versatile for women's daily use, including activities like Pilates.

**Solution:**

This idea stayed with me for years until one day, I shared it with my husband. We went to the Colombian American Chamber of Commerce, where I presented my idea and sought manufacturers in Colombia or Latin America. They connected me with the Florida SBDC at FIU under the Business Growth and Acceleration Program (BizGap). The BizGap project in FL-27 is funded by a grant from the U.S. Small Business Administration (SBA). Focused on providing hyperlocal consulting, training and outreach to small businesses in targeted communities and commercial corridors.

Through the BizGap project that's where my journey truly began as they helped me register my company, understand financial management, and prepare for discussions with manufacturers locally and abroad.

After registering the business, began to create a prototype of socks, but I quickly realized I needed to refine my target demographic. BizGap consultant Adriana Madrinan helped me clarify my product's vision and identify my ideal customer base.

Through many sessions & workshops, I developed a clear marketing strategy. Was also inspired by the idea of incorporating a nonprofit aspect into my business, which aligned with my strong desire to give back to the community. After attending of the workshops titled, 'Creating Brand Experience", resulted to create detailed customer personas, which clarified my target market: pre-teens to 25-year-olds, both male and female.

While my product line has expanded from socks to hoodless hoodies, the core concept is providing products that make young people feel cared for and empowered.

### **From the Owner:**

I've always sought out mentors, and they've played a significant role in my journey. My advice is to find specific mentors who have the expertise you need and to keep an open mind. Sometimes, we think we have everything figured out, but guidance from others can bring clarity and direction. I am excited about where the business is taking me this year and the future.

When I decided to start my business, I considered pursuing an MBA, I chose to learn by doing. I call this my "MBA in action." The hands-on experience I've gained from working with Florida SBDC at FIU and BizGap has been invaluable. The consultants help you break things down step by step, ensuring you stay on track and don't rush the process. Their guidance has been priceless.

There are so many people—women, men, young adults, and even seniors—who need to start over, and there are resources available to help them. I feel fortunate that the Colombian Chamber connected me with Florida SBDC at FIU, but I also want others to know about these opportunities.

Business Owner Name: Sofia Torres

Company Name: Big Moon Enterprise

Location: Pinecrest, FL