



Background

I officially started Tidy Pets Pooper Scoopers part-time in December 2018 while I was still working for the City of Miami. Eventually, I resigned in February 2020 with only one client because I believed in the potential of the business. Interestingly, it was right before COVID hit the U.S., which made things even more challenging.

Our business is all about pet waste management. For residential clients, we clean designated spaces, deodorize the area, and spray down as needed. For commercial clients—such as Midtown Miami—we handle all the public spaces by scooping, removing waste, and sanitizing areas. Essentially, we take care of the part of pet ownership that nobody wants to handle. I like to think we're in the same category as dog walking and grooming services—helping pet owners manage their responsibilities more easily.

Solution:

I started working with Florida SBDC at FIU early in my business journey, and they've been incredibly helpful, especially in the last year. One of the first areas they helped me with was human resources. HR isn't my area of expertise, so they helped me ensure all my policies were in place and my processes were correct. This gave me the confidence to hire staff and set the foundation for expansion.

In addition, one main area for my business growth was to navigate certifications. I secured certification for the State of Florida, and a few other certifications are still pending. Having these certifications has added credibility to my business, which is important when submitting proposals for government contracts. Even with my pending certification, I include it in my bids to demonstrate legitimacy.

Additionally, the workshops have enabled me to further understand my marketing strategies to position myself in my business niche market. Although I have a marketing background, it was from years ago, and sometimes you just need an outside perspective, to bring everything back together.

From the Owner:

My advice is: You don't have to do this alone. Build or find a community. Starting out as an entrepreneur can feel very lonely, especially as a solopreneur. You're often so focused on the work that you forget to connect with others. Having a community is invaluable. Organizations like the Florida SBDC at FIU and SBA, networking events, and entrepreneurial cohorts can all help you feel supported. You'll get to share ideas, exchange energy, and build off others' experiences. This is especially important if you're transitioning from corporate America, where you have colleagues around you. As a solopreneur, you need to create that network for yourself.

Having a community also helps during the lows. It gives you people to lean on and a support system to help you get back in the rhythm. So, finding your people, it will make the journey less lonely and much more rewarding.

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