



## Stacey's Naturals

### Background

The inspiration behind starting Stacey's Naturals stems from my personal challenges with my skin. Being a military veteran and traveling worldwide, I faced difficulties finding suitable skincare products, especially in harsh conditions during deployments. I struggled with seborrheic dermatitis until my Caribbean grandmother provided a natural concoction that miraculously healed my skin in just 2 and a half months. This personal experience motivated me to start Stacey's Naturals to help others with sensitive skin, offering them natural solutions and boosting their confidence.

Currently, I provide a range of natural products, including soaps, body scrubs, moisturizing creams, and body oils—all crafted to be chemical-free. My primary customer base is the military veteran community, and I sell my products both online and at events, prioritizing veterans with sensitive skin.

### Solution

I connected with StartUP FIU Local, who served as one of the spokes from The Miami-Dade Business Navigator Program which was funded in part through a cooperative agreement with the U.S. Small Business Administration. Since working with StartUP FIU Local, they have played a pivotal role in the growth of my business, and I'm incredibly grateful for the impact they've had. Before joining the MDBN program, my business was in the bootstrap phase, and it was quite challenging. I had a vision of where I wanted to take my business, but there were hurdles, primarily due to a lack of knowledge, capital, and cash flow.

In particular, the business consultants and trainings has been instrumental in exposing me to levels of knowledge that, frankly, I wouldn't have had access to otherwise. It empowered me to navigate the challenges of growing a business strategically. Not only provided me with valuable knowledge but also served as a crucial team member to have a strategic mindset to fulfill our goals. I've come to realize that building a successful business isn't a solo journey; it requires a team. The consultants guided me on where to find various resources and filling the gaps in my knowledge. I'm truly appreciative of everyone who was part of the MDBN as they played an impactful role in my business journey.

#### **From the Owner**

“For those entrepreneurs just starting out, navigating through different strategies, and experimenting with various approaches, my advice would be to consider participating a program like the Miami-Dade Business Navigator. This program provides invaluable complimentary resources to the community. These resources are not only beneficial for startups but also for those at mid-level stages and beyond. It's an opportunity to learn and gain insights that can help you avoid costly mistakes as you build and grow your business.”

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