

SUCCESS STORY

Brighter Solutions

Manuel Andrews had years of technical experience and a passion for his job before he decided to create his own family-run company in 2021. Based in Akron, Ohio, Brighter Solutions serves the public and private sectors by maintaining and installing commercial lighting.



Manuel had previous work experience in the lighting field, so he was confident he could assemble a knowledgeable team. Still, he needed help accelerating the startup process. He sought out his local Small Business Development Center (SBDC) at the Summit Medina Business Alliance.

Manuel teamed up with SBDC Director Mary Ann Jasonowski and Small Business Advisor Todd Packer. Their top priority was to formally establish the business in Ohio and then obtain access to capital, but they also needed to plan long-term strategy, contracts, and marketing development for the business.

“We are grateful for the counseling and resources from the Summit Medina Business Alliance SBDC, and we encourage any small business to reach out to your local Ohio SBDC to help plan for growth,” Manuel said.

All the planning paid off. Together, Manuel and Todd were able to reduce the startup timeframe from three years to just six months and successfully open in October 2021. They were also able to increase the staff to include 11 employees and boost sales revenue from \$12,000 to more than \$200,000.

By the end of 2022, Brighter Solutions had a revenue of more than \$900,000 with above 20% profit. Additionally, the company rolled out a maintenance department,



created a website, became part of South Summit Chamber of Commerce, and received disabled veteran-owned company status.



“We strive to treat our employees as family, find great lighting solutions for our clients, and care for our environment as we develop a business culture of sustainability, efficiency, and innovation,” Manuel said.

He expects that 2023 will generate even more success for the company. The company is working on putting its technicians through basic skill courses for Occupational Safety and Health Administration and safety regulations and strengthening the maintenance department calls to serve clients. He hopes to find a warehouse and expand Brighter Solutions’ departments to include sales and marketing. Brighter Solutions is just getting started.

To learn more about Brighter Solutions, visit brightersolutionsco.com.



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Learn more about the Ohio Small Business Development Centers:
SBDC.development.ohio.gov