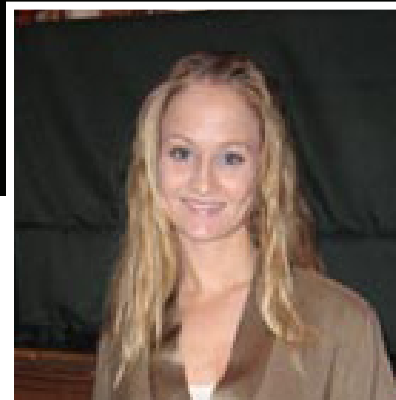


OLIVIA BUSS

Owner: Olivia Caroline
Manhattan, NY



“Learning not to limit herself, even if it means putting her business plans on hold while she learns more about design, was the best advice the WBDC could have given her.”

- WBDC on Olivia Buss

Fresh out of college, Olivia Buss had the idea to sell the accessories she had been busy designing, but didn't have the business background to do this the right way.



Olivia enrolled in FastTrac®, where she learned to create a business plan and identify her clientele. Unlike many of the other members of the class, Olivia had her own breakthrough moment, realizing that she wasn't really ready to proceed with that step of her business. She knew she had to analyze her target demographic and what they wanted. FastTrac® made her re-examine how ready she was for business, prompting her to identify the need to go back to the roots of her idea and go back to school.



Fall 2008 will find Olivia as an Accessories Design student at FIT, where she will learn more about the style for which she wants to design, and then back to the WBDC to launch her new and improved business idea.

www.oliviacaroline.com

