

# AN INVALUABLE STRATEGIC GROWTH PARTNER

## SBDC Resources Help Steer All Good on Growth Trajectory

*Cal Poly CIE SBDC and All Good*



**CAL POLY**  
Center for Innovation  
& Entrepreneurship  
Small Business Development Center



# ABOUT THE CAL POLY CIE SBDC

The Cal Poly CIE SBDC offers a wide variety of services for both startups and established companies. Our services include no-charge expert counseling, low-cost training, information resources, events, and seminars. All counseling services are confidential and free of charge. Our Business Advisors assist their clients with a wide range of services, including:

business planning; marketing strategies and planning; sales; access to capital, including bank finance, SBA loans, and asset financing; venture funding; government contracting; strategic technology acquisition and practical, hands-on application; financial projections and budgeting; and operating challenges.



The SBDC helps entrepreneurs launch new businesses, and small business owners survive and thrive in SLO County. To take advantage of our no cost, expert business services, visit [SBDC.CALPOLY.EDU](http://SBDC.CALPOLY.EDU).

# ABOUT ALL GOOD

Back in the olden days (the 90s), All Good's founder, Caroline Duell, whipped up her first batch of plant-based hand salve for her merry band of climbers, farmers, and makers. She called it, poetically, All Good Goop: a glob of pure n' simple organic ingredients that smelled like a dream and worked like a charm. Fast forward and All Good is a certified B Corporation with a more than triple bottom line business: they measure their success by environmental, social, and economic vitality. In the same way

that their products are good for the people, it's important that their business is good for the community, their customers, their vendors, and the land from which their ingredients are sourced. The All Good Team is headquartered in Morro Bay, California and just up the road is their organic farm where they grow herbs for the products. They also support environmental restoration and education projects through a partnership with 1% For the Planet.



**“A successful business journey is rooted in maintaining integrity and a true essence of who we are as a business, as people. Staying true to our core, to the environment, to our team, has allowed us to scale and build successfully.”**

- Caroline Duell  
All Good Co-Founder and CEO

# THE CHALLENGE

By 2013, All Good recognized they were on a solid growth trajectory. The product line was expanding, sales had grown to 500 stores nationwide, the company had rebranded from Elemental Herbs to All Good, and had already been a Certified B Corp for four years. They were quickly outgrowing their 800ft office space — a good problem

to have. Caroline, along with her partner in business and life, Ryan Rich, found themselves in need of guidance on how to establish a new space for the team, production and warehouse. This was completely new territory for them, and they turned to the Cal Poly CIE SBDC for counsel and guidance.

A photograph of All Good personal care products arranged on a rustic wooden surface. From left to right: a white deodorant stick with a green label, a white tube of sport sunscreen with a teal label, and a white jar of lip balm with a black lid. In the foreground, a small orange and white lip balm tube is visible. The background shows a scenic view of rolling green hills under a bright sky.

“We could not have moved our facility and ultimately our company forward without the resources and guidance that the SBDC provided.”

-Caroline Duell, All Good Co-Founder and CEO

# THE SOLUTION

Being novices to finding scalable warehousing and office space, and wanting to keep the company headquarters in Morro Bay, Caroline reached out to Cal Poly CIE SBDC Director, Judy Mahan, for guidance. Judy immediately connected Caroline with an SBDC consultant, who had extensive background in warehousing. Judy together with the consulting team, helped All Good leadership identify a first-in, first-out facility under the notion of lean principles.



**“It is a humbling experience to be surrounded by business experts, who don’t have any self interest in your organization, but still desire to guide and mentor you toward success.”**

**- Ryan Rich, VP of Sales for All Good**

# RESULTS

Due to the guidance Caroline and Ryan received from the Cal Poly CIE SBDC, All Good now occupies an 8,000 square foot facility in downtown Morro Bay. The facility serves as office space for most of their 27 employees, warehouse and post production facility where the All Good Goop is carefully labeled and prepared for ship-

ping. The facility has helped All Good scale to support an international multi-million dollar body care business, offering over 50 products both in retail locations and online, all while remaining true to their core and being the first business in Morro Bay, CA to be a Certified Green Business.

**“The SBDC is an invaluable resource for any entrepreneur.”**

**- Ryan Rich, VP of Sales for All Good**

