Success Story

AMERICA'S SBDC CALIFORNIA
CENTRAL CA NETWORK

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

From Garage to Gallery

In 2020, Ben's Automotive Decor (B.A.D.) grew from a hobby into a full-fledged business. Founder Ben Harvey, a sports car technician, began by creating unique home decor and gifts from repurposed car parts. As demand increased, B.A.D. expanded from a garage operation to an industrial setup, and now includes an automotive art gallery and coffee shop.

The seeds of B.A.D. were planted years earlier during Ben's career as a mechanic. Known for restoring vintage cars to their former glory, Ben developed an eye for the beauty hidden in every gear, piston, and crankshaft. His first piece—a coffee table crafted to display an engine—was both functional and eye-catching, sparking an idea to explore automotive decor further. Encouraged by friends and customers, Ben experimented with more intricate designs, like wall art made of timing chains, blending his technical skills with creative vision.

Today, B.A.D. stands as a testament to the beauty of reinvention—both in the materials it reclaims and the way it has redefined Ben's career.

SBDC Assistance

Financial Projections

Retail/Sales

Marketing & Social Media

Economic Impact

$60K Capital Funding

+144k Increase in Sales



"I couldn't really believe this program exists when I first heard about it. You can meet with industry experts regularly, and they'll give you advice. It's fantastic."

Ben Harvey, CEO of Ben's Automotive Decor

bensautodecor.com

