

Success Story



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Mad Jack Outdoor

The Most Comfortable Ski Boot System

At Mad Jack Outdoor we bring the most innovative gear on the market, next to world class brands, alongside a collaborative retail outlet. Curated in one unique online marketplace. We source gear from new companies and entrepreneurs who are pushing the innovation envelope in the outdoor industry. In tandem we work with proven brands, the outdoor industry veterans if you will, to hand select the best of the best of gear.

The final piece of the puzzle is we partner with independent outdoor retailers nationwide to bring their end of season, overstock and last year's models to our discount online outlet. The end result is an outdoor marketplace with the best gear selection to keep you outdoorsy!

SBDC Assistance

Projections
QuickBooks

Economic Impact

3 Jobs Supported
\$2K EIDL Advance
\$200K Gross Sales



“The SBDC has been an invaluable resource. Our leadership team has solid backgrounds in eCommerce, Marketing, Sales and Operations — we leaned in on the SBDC to help guide us in areas we were not strong; financial projections and QuickBooks integrations. We received vital guidance for our business that would have typically cost thousands of dollars, but we received it at no cost. **Any new or small business should 100% become an SBDC client, it is a no-brainer.**”

—Kristin Mehiel, CEO of Mad Jack Outdoors



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