

## 7 Seas Roasting Company



### Economic Impact:

- Capital Infusion: \$450,000
- Owner Investment: \$450,000
- Jobs Created: 4
- New Business Start



### Location:

San Diego, CA 92102



### SBDC's Assistance:

- Investor Negotiations
- Lease Negotiations
- Financial Projections
- Business Plan
- Marketing Strategy



**“I knew the coffee business extremely well but starting a company was an entirely foreign concept. The SBDC got me up to speed incredibly quickly, and we sprinted from ‘idea’ to ‘startup’ in only two months!”**

**- Eric Dobbs,  
Founder/CEO**

### Summary:

After 16 years of active duty with the United States Navy, Senior Chief Eric Dobbs shifted to Reserve duty to create time for another passion: coffee.

Upon leaving active duty and returning to US soil, transitioning from the battlefield to the boardroom was a challenging assignment for the decorated combat veteran.

Dobbs came to the SBDC for help in getting his company started. Within a matter of weeks, 7 Seas Roasting Company was born thanks to a fleshed out business plan, an aggressive marketing plan, and support with investor and lease negotiations.

### Description of Business:

Featuring highly sought after Laotian coffee beans, 7 Seas' distinctive coffee can be found at their retail location in South Park and throughout the Internet including the company's website ([www.7SeasRoasting.com](http://www.7SeasRoasting.com))

### Use of Capital Infusion Funds:

The company utilized its financing for equipment purchases and construction costs.