



Small Business
Development Center
Gannon University

Helping businesses
start, grow, and prosper.

Jake's Custom Shop
Jake Lehotsky
(814)-746-6596
JakesCustomShop.com

County: Erie County

Industry:
Manufacturing,
Engineering

Year Founded: 2016

SBDC Assistance:
Marketing,
Networking

Consultant: Nadya
Makay

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Jake's Custom Shop: Generating Optimal Solutions to an Array of Challenges



Success Story

It is no secret that passion paired with a recognized need in the market are two huge factors behind the most successful small businesses. Jake Lehotsky is an excellent example of just that. Founded in the summer of 2016, Jake decided to start his business after creating a guitar pedal board.

Jake started *Jake's Custom Shop* in high school when he posted a self-built guitar pedal board on Etsy. After just two short months, Jake made his first sale! Jake's passion for music and his experience in electrical engineering allowed him to continue making the boards exclusively until 2021 when he began to build modular synthesizers. Starting with only a casing, Jake began constructing the electrical components of the musical synthesizers for his shop as well. He noticed an abundance of interest in the products, leading him to discover that hardly anyone offered these products in the United States.

Jake capitalized on this gap in the market, began refining his brand, and focused on marketing. Right now, Jake is working on developing more electronic modules and continuing his mission to develop products that are affordable and accessible to entry-level musicians.

Jake's Custom Shop's biggest milestone was the development of a complete modular synthesizer in just eight months. Jake completed the Modular Zero in early January of 2022 and has seen great success.

Despite the struggle of managing a cyclical sales market, Jake hones the marketing of the unique product and refines accessible, affordable, and easier-to-operate musical synthesizers.

With his business up and running, Jake is very grateful for the assistance he has received from the Gannon University SBDC. "The SBDC has been instrumental in helping me define my brand, facilitate my marketing plan, enhance my website, and build connections with other entrepreneurs."