



**Small Business
Development Center
Gannon University**

*Helping businesses
start, grow, and prosper.*

Hair 2 You
Business Owner
Jessica Schierberl
(814) 969-6836

County: Erie

Industry: Hair Care

Year Founded: 2020

SBDC Assistance:
Business Plan Development
Financial Projections
Market Research
Financial Assistance

Consultant: Jacob Jones

Additional Partners:

Gannon University SBDC
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Rethinking Hair Care from A to Z

Feeling confident is a struggle for many people in their day to day lives. Choosing the right clothes, contacts versus glasses, or even how to style your hair, for some this can be a harder choice due to pattern baldness or various skin conditions.

This led Jessica Schireberl to offer her decades of hair care experience to a wider audience. Jessica has worked in hair replacement and care for over twenty years in Erie County. After graduating from Toni and Guy Cosmetology Academy, she began working a local hair salon. After years of employment and raising two kids she decided to explore how to begin her own hair care center.

Jessica found that the salon employing her was missing a large market of men and women looking for hair replacement services. Her ideas to serve this market led her to the Gannon University Small Business Development Center.

The Small Business Development Center was able to assist with business and financial planning, professional referrals, target market research, and guidance on the micro lending process. Jessica is currently working with a national micro lender to secure funding for the salon.

“I cannot believe this has been here for so many years. I would have come years ago if I knew you guys were here to help!” Jessica Schierberl

Success Story