

2010 BUSINESS RECOGNITION

HOSTED BY
Weber State University,
Ogden SBDC



Business Details

OWNER
Jeff Hill
Jonathan Wright
Tehmina Mian

NATURE OF BUSINESS
Retail Food Service

CITY
Ogden

COUNTY
Weber

PHONE
801-827-0222

WEB SITE
www.brixtonsbakedpotato.com

BUSINESS STRUCTURE
S Corporation

BUSINESS BEGAN
2010

EMPLOYEES
2 full-time, 10 part-time

SBDC CONSULTANT
Beverly King
Jo Canfield



Brixton's Baked Potato



It took a city contest to jump start Jeff Hill and Jonathan Wright's 15-year-old plan and finally get the ball rolling.

In 2008, they came to Beverly King, Weber County Small Business Development Center director, with an idea for a restaurant featuring baked potatoes. They started researching and putting ideas for the restaurant together, but King said she knew development can drag on. So when she saw an article about The Retail Challenge, a business plan challenge in Ogden, Utah, she set the entry deadline as a personal deadline for the launch strategy and business plan. Cash prizes for the top three entries gave them the motivation they needed to meet the deadline.

By combining due diligence and writing with help on the financials from King, along with some ideas and a lot of encouragement from Jo Canfield and Jeanne Harris at the Business Information Center (BIC) in downtown Ogden, Hill and Wright were able to squeak in just before the deadline.

The business plan and spreadsheets were printed, bound and turned in 20 minutes before the contest closed. Hill and Wright got their biggest surprise when Brixton's Baked Potato won first place in the contest. He found out the good news at a Sep. 11, 2009, press conference.

Within weeks, they recruited a third partner, Tehmina Mian, and began the hard work to make their dream a reality. The contest stipulated that to collect the cash prizes, the business had to be open in the downtown business district and have a business license issued within 12 months.

Brixton's Baked Potato had its grand opening in March 2010, where they got their 4-foot long, \$10,000 check from Ogden Mayor Matthew Godfrey.

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

Secret to Success

"Many thanks to the visionaries in Ogden for sponsoring the contest and selecting Brixton's Baked Potato and to the talented and enthusiastic folks at the BIC and the SBDC."

"We combined our due diligence and writing with some excellent assistance on the financials...from Beverly King at the Small Business Development Center located at Weber State University along with some ideas and a lot of encouragement from Jo Canfield."

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revenues



Governor's Office of Economic Development

