Ortho Pedal LLC: Cranking up Sales with Widener SBDC Support

What successful small business owners have in common is an intense passion for their product and service, and Bill Moseley is a strong believer in his product. Bill has a passion for cycling, but he could not ride today without the creation of the Ortho Pedal. After numerous injuries to his legs and knee, Bill underwent knee replacement surgery. He tried to get back on his bike after surgery, but it was impossible for him to achieve the required range of motion to ride.

Thinking he would never be able to return to his favorite activity, Bill conducted intensive research, but could not find a way for him to get back on his bike. Eventually, Bill learned that if you shorten the length of a bicycle crank arm it allows you to pedal with limited range of motion. He teamed up with an inventor and manufacturer to market the product that could get him back in the saddle. After experiencing such powerful results with the Ortho Pedal, he continues to ride comfortably, and Bill decided to share his breakthrough with others who could no longer pursue their passion for bike rides.

Building a business around the Ortho Pedal provided several challenges, however, In addition to creating Ortho Pedal, LLC, Bill owns a construction business and grass-fed beef business. Owning and managing one business is a full time effort so three businesses was an obstacle to the most dedicated of entrepreneurs. A crucial challenge was providing Ortho Pedal the exposure it needed to make the difference Bill was seeking. This marketing need sparked the contact between Ortho Pedal and the Widener University Small Business Development Center to assist Bill on his mission to get others back on their bikes.

Bill received assistance with strategic marketing to expand the growth of his business. The SBDC made him look at his business differently, and informed him about aspects within the business that he did not know about. He also sought help from a senior management capstone class that is part of Widener University’s School of Business Administration, MGT 451.

In MGT 451, Bill was assisted by a team of seven students that were in contact with him on a weekly basis. He said the students were “all in” and it was the highlight of his work week. The class gave him a lot of insight and research that benefited his business greatly. The students from the class produced an extensive strategic plan, and wrapped up with an engaging presentation to Bill, University faculty, administrators, and students. The students encouraged Bill to take his business to the next level, which made Bill start to dedicate more time to the business.

The consulting support and help from the SBDC and senior management class took Bill’s Ortho Pedal Business to new heights. Even though he considers his business is still in the startup phase, his sales increased by 300% this past spring. More people are hearing about his product, and Bill says a lot of that comes from the strategic marketing advice the SBDC provided. Bill believes the pace that he is experiencing with the business would not have been possible without assistance from the SBDC. He takes pleasure in what Ortho Pedal does for people, and gets passionate thanks and client testimonials that he would never receive from a customer in his construction business. Bill enjoys his work, and says that he would not have the satisfaction in his life without this business.

“The real-world experience I gained working with Bill Moseley, gave me a solid foundation to build from, I could never gain from any textbook.” –Billy Morgan (Student)