



Louisiana Small Business Development Center at Greater New Orleans Region

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Serving Assumption, Jefferson, LaFourche, Orleans, Plaquemine, St. Bernard, St. Charles, St. James, St. John the Baptist, and Terrebonne Parishes

XS Martial Arts Dojo

7826 Earhart Blvd, New Orleans 70125



Owners, Monica and Jason Horne

Economic Impact

- 2 full-time jobs created
- Student enrollment jumped 133%
- Summer camp enrollment up 211%

Helping small businesses grow often impacts communities in both tangible and intangible ways. Jason Horne and his wife, Monica started the XS Martial Arts Dojo in 2002 with a mission to instruct youths in both martial arts and life. With more than 17 years in the martial arts industry as a practitioner, instructor, and studio manager, Horne is dedicated to keeping kids off the street and giving them something constructive to do with their time.

Horne first came to LSBDC at Greater News Orleans Region in July of 2005 for help in setting up his martial arts dojo in Mid-City New Orleans. LSBDC consultants helped Horne secure a SOHO loan. After Hurricane Katrina flooded out his martial arts dojo, Horne returned to the LSBDC for help to reopen his business. His goal was to get operating capital and money to reopen and to increase his marketing budget in order to build up student enrollment. LSBDC consultants helped Horne develop a new business plan and marketing strategy, helped him obtain bridge loans and a LRA grant to reopen his dojo, and gave him training on how to run a small business more efficiently.

Because of the lessons Master Horne learned from the LSBDC, he increased his student enrollment by 133%, and his summer camp enrollment by 211%. Those successes allowed Horne to start a non-profit foundation, whose focus is the families and youth of the metropolitan New Orleans area. Horne has also organized numerous crime prevention initiatives in his community. Currently, Master Horne is working with the City of New Orleans to help keep 20 students from Samuel J. Green Charter School off the streets. Horne focuses on the importance of discipline, self-respect, respect for others, the value and importance of an education, good grades and a great attitude.

LSBDC at GNOR Services Given to Client

- Update business and financial plans
- developed new marketing strategy
- 130 hours of individual counseling and preparation
- Helped obtain \$65,000 in Bridge loans, SOHO loan, and LRA grant
- Provided entrepreneur training



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development Center, and participating universities

