

**Seth Allison**  
Owner, Hometown Jiu-Jitsu  
(724) 456-3242

**County:** Mercer County

**Industry:**  
Service

**Year Founded/Acquired:**  
2017

**SBDC Assistance:**  
Business Plan, Financing

**Consultant:** Jill Newcomer

**Additional Partners:**  
Greenville Chamber of  
Commerce

## Hometown Jiu-Jitsu Opens in Downtown Greenville

In so many instances, we find that it is a point in our lives that something dramatic happens that then provides us the opportunity to do something we have always thought of doing---starting a business. That happened to Seth Allison, owner of Hometown Jiu-Jitsu. He was faced with a job furlough after moving back to his hometown area.



He thought about opening his own studio to train others as he had been and have the impact that this training would have on others as it did him.

“Couldn’t do any of it without your help, If I hadn’t walked into your office and have that initial conversation I would never of had the courage to do any of this!” stated Seth Allison, owner.

He walked in to the Greenville Chamber of Commerce and was provided some great information.

After speaking to the Chamber contact, he felt it was one other sign that he was going down the right path. The Chamber provided him the SBDC contact and also information on the Greenville Chamber Challenge—a \$5,000 grant to a Greenville area business or start-up.

After meeting with the Mercer SBDC Outreach Consultant, Seth understood the requirements in starting a business in Pennsylvania. He also was provided the business plan outline as this would be needed to submit for the Chamber Challenge. SBDC assisted with review and suggestions for the plan.

Seth’s Grand Opening for Hometown Jiu-Jitsu was held on October, 6, 2017. State Senator Michele Brooks and State Representative Mark Longietti were in attendance to mark this event. Also, in attendance were his parents and his best friend from that drove all the way from Philadelphia to be there to support him.

Seth was not only a finalist in the Greenville Chamber Challenge, he was the winner!