



**Small Business
Development Center
Gannon University**

*Helping businesses
start, grow, and prosper.*

Business Owners

Dr. Joseph DiFranco
(814) 217-0618

County: Erie

Industry: Podiatry

Year Founded: 2020

SBDC Assistance: Business
Planning, Financial
Projections, Market
Research, Digital Media
Marketing

Consultant: Dan Pertl

Gannon University SBDC
Center for Business Ingenuity
900 State Street, Suite 100
Erie, PA 16501
P (814) 871-7232
F (814) 871-7383
gusbdc@gannon.edu
www.sbdcgannon.org

DiFranco Family Foot Care

Successful strides toward a private practice

Dr. Joseph DiFranco has practiced podiatric care and surgery in Erie since 2006. In the late summer of 2020, Dr. DiFranco decided to make the leap from practicing with a major hospital to opening his own private practice.

Dr. DiFranco began this process by researching his options, and made contact with the Gannon SBDC for assistance with his business plan, financial projections and marketing strategy. The practice would require not only substantial startup funding, but access to working capital required for a heavy patient and surgical load.

In just over 3 months, Dr. DiFranco, with the help of the Gannon University SBDC, was able to make his business a reality. After meeting with Business Consultant Dan Pertl, the SBDC assisted business planning, detailed financial projections, and marketing.

Dr. DiFranco has combined his podiatric expertise with staffing his practice with a highly trained and organized team to achieve rapid success in the first quarter of practice operation. To date, the practice has actually surpassed revenue expectations month over month, and continues to grow and improve beyond expectations.

With the practice up and running, Dr. DiFranco was grateful for having the Gannon University SBDC to rely on, with his Practice Manager Meagan Finazzo stating, "Their services were instrumental in the successful startup of this new business and their ready availability will help the continued success."

Success Story