

Jay Fisher and James Marvin



Jay Fisher and James Marvin first started Eleven Hockey, (Hockey Sticks) when they were working on another project and testing various materials. Their idea was to come up with a cost effective way of making a strong composite material, which resulted in and what they ended up with was a special material that was relatively indestructible. Since Jay and James were living in Warroad and attending school at UND, their first thought was that they could make a hockey stick out of the newfound material. The first prototype had a great puck feel, shot very well, and was also impossible to break. Both Jay and James have been refining their product and their business plan for over a year. In order to bring the best possible composite hockey stick (which will be made in the United States) they started establishing partnerships with the Christian Brothers and many other local hockey experts for advise in order to bring this hockey stick to the market in the fall.

Jay and James connected with a professional business consultant from the SBDC to ensure they were better informed and more prepared. As Eleven Hockey is developing, it has been and will continue to be beneficial to get as many eyes to look it over to see it from as many perspectives as possible. "The 'unknowns' keep us up at night and the smarter we can be at managing those risks the better off we are," said Jay.

"The SBDC professional business consultants worked together with us on topics pertaining to our business entity selection, marketing, patents and also assisted us with identifying the holes in our plans. They also worked with us to prepare for the IDEA Competition, where we were one of five top winners. Trying to shoestring a start-up with a business partner leaves you with plenty of gaps in expertise and having the SBDC resource available to fill those gaps has helped to accelerate us towards long-term success," stated Jay.