



Scumaci International, LLC – Illinois SBDC at College of DuPage

Entrepreneur Mina Scumaci, has 20 years business and stylist experience owning her own salon in Willowbrook, IL. Through her work with clients she identified an industry problem from traditional Velcro Rollers. Mina had the drive and tenacity to solve it through the creation of The Original ClassiCurl™ Roller.



Today's salon clients are savvy, demand better, safer products and request blowouts only (no cuts or color). Mina created and patented The Original ClassiCurl™ Rollers to support the recent rocket-ship growth in the "Blow Dry Salon" concept in the US, offering women affordable luxury.

The Original ClassicCurl™ rollers were started through bootstrapping and funds from a family member who believed in Mina's vision. Her patented ClassiCurl™ rollers are designed with 100% boar bristles to help stylists and consumers achieve a salon look at home.

Trained as a cosmetologist, the process of developing a new product was daunting for Mina. She approached the SBDC for guidance in 2014 and advice on launching a new venture, business structure and steps to understanding how to turn an innovative product in a new retail category into a profitable endeavor.

Selected among the 12 semifinalist in the 2014 Ideas to Profits event, Mina worked with the SBDC to learn how to pitch her product. Preparations for that event helped develop confidence and refine the value proposition to both customers and potential investors.

Mina completed the entire product development process that began with The Art of Starting a Business in IL, Business Plan Boot Camp, and learned how to set up product sales and track production costs through the QuickBooks workshop. Mina was among the inaugural graduates from Project CEO - Helping Women Create Great Companies, and continues to be active in Itasca Bank's Business Roundtables.

Mina continues to work with the SBDC and is learning how to scale a business, develop wholesale and retail pricing strategies and negotiate contracts with manufacturers. From that, she secured a line of credit with the help of Itasca Bank and Trust and has created three new jobs.



The year 2016 will present new opportunities and challenges for Mina and husband Victor Scumaci. The product line will be featured on As Seen on TV, with Kevin Harrington, who will help build the brand nationally. The Original ClassiCurl™ Rollers will be featured more than 200 times on national TV commercials starting March 2016.

Mina has purchased books about business and product development, but continues to use the SBDC and other mentors in her industry to support her success. Mina expressed, "The professional guidance from the SBDC is not something you can find in a book." Moving from proof-of-concept to now executing on her business plan will be important.

The year ahead will be both exciting and challenging for Scumaci International. Early signs suggest Mina has a superior product line in a new retail category that will eventually replace velcro rollers and will continue to work through the IL SBDC for support.

Congrats to the Village of [Willowbrook](#) on a successful business.