



# SCEDC Testimonial

Elevate Yoga  
SHEBOYGAN, WISCONSIN

- Financial Projections and Business Plan Development
- Market Research
- Traditional Finance



SHEBOYGAN COUNTY  
ECONOMIC DEVELOPMENT  
CORPORATION  
DO MORE.

# Pivoting during the pandemic drives long-term goal for Wing.

Elevate Yoga is a full-service yoga studio located right in the heart of downtown Sheboygan. Founder Jacqueline Wing sought help from the Sheboygan County Economic Development Corporation (SCEDC) in order to pursue her longstanding dream of opening a yoga studio. Despite the obstacles of the COVID-19 pandemic, Wing was dedicated to Elevate Yoga, and the SCEDC was determined to help Wing achieve her business goals.

“I have wanted to open a yoga studio for years, but I never had the time in my schedule to truly dedicate to building a business plan until the COVID-19 pandemic,” Wing said. “During the pandemic, my personal schedule completely changed. I wasn't traveling for work or fun, and I had a lot more free time to spend on writing a business plan and realizing what I truly wanted to do and how I wanted to spend my time and energy.”

Wing has spent over 10 years as a yoga practitioner and over 4 years as a yoga instructor. The studio's mission is to “elevate our community through yoga by strengthening the mind and body of each individual who chooses to be present.”

“The long-term goal for Elevate Yoga is to build up a community of teachers and students that truly feel as though they are better in some way for being a part of Elevate Yoga,” Wing said. “I hope Sheboygan feels stronger because of the services, commitment, and energy that surrounds this business.”

The SCEDC worked with Wing to ensure there was a solid and reliable plan in place so that the launch could go as smoothly as possible. SCEDC business counselor Ray York played a key role in laying the foundation for the launch of Elevate Yoga.

“I started working with Ray York before I even finalized my business plan,” Wing said. “He has provided such fantastic support from ideas and suggestions, to contacts, links, and loads of information on the process and direction to take with this endeavor.”

The SCEDC is dedicated to assisting entrepreneurs in understanding and preparing for the process of starting and managing a business.



“ I couldn't be more grateful for all of the information that was shared and guidance that was provided along this journey. It took a little of the fear out of the process, Wing said. ”

Jackie Wing - Owner,  
Location, and Class