

# SUCCESS STORY

## Maple & Metal, LLC

Leslie Michielli, Owner  
595 Butler Street  
Etna, PA 15223

PENNSYLVANIA

**S B D C**

Small Business  
Development Center  
Duquesne University

*Helping businesses  
start, grow, and prosper.*

### Duquesne University SBDC

108 Rockwell Hall  
600 Forbes Avenue  
Pittsburgh, PA 15282  
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### Industry:

Laser engraving/retail  
and service

### Year Founded:

2024

### Consultant:

Denis Olson

### SBDC Assistance:

Business Plan Writing,  
Acquiring Resale License,  
Market Research



Leslie Michielli, the proud owner of Maple & Metal, LLC, embarked on an exciting journey in January of 2024 when she reached out to the Duquesne University Small Business Development Center (SBDC) for guidance. At the time, Leslie was looking to turn her well-established hobby into a full-time business. Despite her passion and expertise, she knew that the transition from a hobbyist to a full-fledged entrepreneur required more than just great products—it needed a solid business plan, strategic advice, and the right resources.

Leslie's partnership with Denis Olson, a senior business consultant at the DUQ SBDC, proved to be the turning point she needed. Denis worked closely with Leslie, helping her navigate the complexities of launching a business. Together, they formulated a comprehensive business plan that outlined the vision, goals, and growth strategy for Maple & Metal LLC. The pair also worked on securing a resale license and identifying potential storefronts in the Greater Pittsburgh area.

By November of 2024, the hard work, planning, and perseverance paid off. Leslie was able to celebrate a monumental milestone—the grand opening of her brand-new business, including DIY space offering workshops and private parties, located in Etna, PA. The event was a huge success, drawing a crowd eager to experience her unique creations. What started as a hobby had transformed into a thriving business, thanks in part to the invaluable support provided by the DUQ SBDC.

Congratulations to Leslie Michielli for her incredible achievement! Her success is a testament to the power of determination, expert guidance, and a well-crafted business plan. We are proud to have been a part of her journey and look forward to seeing Maple & Metal LLC continue to grow and thrive in the years to come. Thank you, Leslie, for choosing to work with the Duquesne University Small Business Development Center!

MAPLE AND METAL  
Personalized