

# SUCCESS STORY

## Townshare

### Nickolas Marziale, Owner

216 Hillvue Drive  
Seven Fields, PA 16046-7858  
<https://www.townshare.com/>

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  
412.396.1633  
duqsbdc@duq.edu  
sbdc.duq.edu

### Industry:

E-Commerce Industry

### Year Founded:

2024

### Consultant:

Cynthia (Cindi) Oliver

### SBDC Assistance:

Funding Assistance, Business  
Coaching, Grand Opening,  
Video Production



Nick came to the Duquesne University Small Business Development Center (SBDC) seeking assistance in securing funding and business coaching as he developed and launched Townshare, an innovative platform dedicated to showcasing local and regional businesses, as well as the communities that support them. The SBDC has been by Nick's side, guiding him through the development process and preparing for a successful virtual grand opening of Townshare. The SBDC is currently working with Nick to develop and identify an IT partner or investor who can assist in bringing the platform to the next level by adding an ecommerce opportunity to be available to participating businesses.

Townshare is more than just a digital platform; it's a community-driven space designed to foster connections between U.S. cities, towns, and boroughs. Its mission is to empower local communities and businesses by providing them with a place to interact, find support, promote their offerings, and reach out to customers. Townshare connects businesses with other local enterprises, customers, and communities of interest, creating a dynamic ecosystem for exchange. By registering, businesses are showcased on a map that highlights their location and unique value, increasing their visibility and engagement within their community.

Many small business owners face challenges when competing with large global corporations that can afford expansive marketing budgets and open multiple locations. As a result, small businesses can struggle to stand out amidst the flood of mass-produced products and corporate advertising. Townshare aims to shift this narrative by celebrating the uniqueness of small businesses, encouraging people to explore and support local enterprises that bring individuality and diversity to the marketplace.

Born out of Nick's passion for small business and community, Townshare embodies the belief that every business has a story, and every community holds hidden gems waiting to be discovered. The platform allows local businesses to share their stories, connect with customers, and be part of something bigger—a nationwide network of vibrant, distinctive enterprises that enrich the lives of those around them. Thanks to Nick's vision, Townshare is poised to become a vital resource for communities and businesses across the country, inspiring exploration, connection, and discovery.

