

HAWAII SBDC SUCCESS STORY - EAST HAWAII CENTER



Upcycle Hawai'i LLC

Mattie Mae Larson, owner of Upcycle Hawai'i LLC began upcycling materials as a youngster making gifts for her parents and friends. As she entered adulthood Mattie Mae's concern for the environment and what everyone could do with our trash grew. Working with Hawai'i Wildlife Fund Mattie Mae began participating in large beach and coastline clean ups. The question was, what to do with the tons of debris. In 2014 Mattie Mae began to make items for sale in farmers markets and events across Hawai'i Island. Her products (hand bags, small pouches, bookmarks, keyrings, night-lights and a wide variety of personal and household accessories) attracted the interest of small retailers.



Over the first three 3 years in business Mattie Mae began to sell to various gift shops on Hawai'i island and is now beginning to expand to Maui and O'ahu. The website, <http://www.upcyclehi.com/> was born. Internet sales began. And in 2018 Mattie Mae's Upcycle Hawai'i took off. With the help of a friend her products were displayed at the Made in Hawai'i Expo on O'ahu. The Maui Wailea Resort liked what they saw and contracted with Mattie Mae to design and produce co-branded zipper pouches. Mattie Mae entered the HIPlan Business Competition and made it to the finals. She was hosted on Adventures in Small Business (a You Tube station) and is receiving orders for more co-branding jobs. 2018 was a transformation year propelling Upcycle Hawai'i to be a world known business.

Mattie Mae's ride is taking her to new levels, and she incorporated (opening her LLC) in late 2018. 2019 is scheduled to be a great year where Mattie Mae plans on expanding her production facility to include new employees and new production equipment. Products and customer relationships providing the best return have been identified, helping the business focus on what produces the best revenue streams while saving the environment. In addition to her new growth, Mattie Mae will be attending the next Made In Hawai'i Expo and looks forward to establishing new relationships.



The East Hawai'i SBDC has been working with Mattie Mae for a year and helped her compete in the HIPlan Business Plan competition. Developing her plan and presenting it to the world is guiding her to be systematic and conscious about her business decisions and keeping her goals and aspirations on track. Mattie Mae has a 5-year plan and is on target to achieving all her goals.

Mattie Mae is a success both professionally and as an individual turning our trash in to her cash.

