



OLD DOMINION UNIVERSITY

Center for Enterprise Innovation

IDEA FUSION

WOMEN'S BUSINESS
CENTER

Business Spotlight



Jeanne Fiocca, mother of three boys, founded Cookie Text in October 2011 from her home with one flavor and one size but since then they've grown.

Cookie Text is a delivery service that pairs your special message with their homemade cookie cake and delivers for any occasion. They offer 6 homemade flavors, 4 different sizes, and everything is made from scratch and baked to order. They deliver from Williamsburg all the way to portions of Virginia Beach.

How ODU Women's Business Center helped Jeanne with her business: "The Women's Business Center was helpful in providing the how-tos of how to start a business as well as feedback on ways to grow and expand. Their support helps to both encourage and educate. When I struggle for an answer to a business question I know I can turn to the Women's Business Center for the correct information."



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What has been the toughest obstacle in starting her business: “The biggest obstacle for me initially was being intimidated by the legal aspects of operating a business and then trying to learn what those things were. It culminated my learning that there are some things in business that simply require following step-by-step instructions, but there are other things that require much more knowledge and in depth information. I had to figure out what I was willing to learn and what to delegate to an expert in that arena.”

Jeanne's advice for someone starting a business: “Start a business that fits with your personality and strengths, start a business doing something you enjoy. Starting a business is challenging and it will be even more so if you don't love what you do. The work days of an entrepreneur are too long to be spending that much of your life doing something you don't have a passion for.”



Business Progress for Cookie Text: “We were recently featured as one of 15 “Small but Mighty” businesses in Hampton Roads by CovaBiz magazine. We obtained our 4th Trademark, and are steadily pursuing doubling our sales from 2015 in 2016. All that and I still love my job :)”

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