

2010 Existing Business of the Year

Intake Studio



Owners	Heath Balderston, Roberta Feist, Troy Lott, Todd Schwartz
Nature of Business	Video Production
City	Wichita
County	Sedgwick
Phone	316 - 253- 7847
Business Structure	LLC
Business Began	2004
Employees	9
KSBDC Consultant	Frank Choriego and Alan Badgley



“Prior to starting and along the way, the KSBDC has remained a vital part of our decision making process to help us succeed. It is an invaluable resource.”



Left to right: Todd, Schwartz, Troy Lott, and Heath Balderston.

www.intakestudio.com

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The decision to move forward and turn a passion into a business reality for three individuals was based in-part on their belief that a real void existed in the industry they wanted to target. For Troy Lott, Todd Schwartz and Heath Balderston, their belief that there was an opening for a video production company that could emphasize a strong creative design was their driving factor to begin that pursuit. Their diverse backgrounds became one of their main strengths that they have been able to rely upon for their success.

The trio contacted the KSBDC before starting their business. Their KSBDC consultant, Frank Choriego, advised them step-by-step through the development of their business plan. Troy said, “Without a doubt, this was key to helping us initiate a strategy to get our business started successfully. The KSBDC has continued to play an important role in our expansion and success since we opened the doors in 2004. It was during our strategic planning session two years ago that we cast the vision of expanding to another market.” That is now a reality with their office in the Kansas City Market.

In a talent intensive industry, accumulating a full palette of offerings is a major challenge. They overcame this challenge by putting together a team of talented people that were passionate about their work. “With the right team in place, we have found success by continually pushing the company forward and staying fresh, competitive, bold and more creative than the next guy,” says Troy.

Making informed decisions prior to starting and while operating your business is recommended by the trio. Troy says, “I always tell people to go for it.” However, diving deeper into the conversation you hear a balanced approach seems to be the framework for success. Creativity coupled with business management while maintaining happy customers seems to be the successful combination for Intake Studio.

They believe that being a successful part of their community’s economic engine, is one of the best things about being an entrepreneur. Along with their found success, Intake Studio has made it a part of their company policy to reach out to their community to support various organizations that could benefit from Intake’s assistance. They believe that their involvement has helped to define them as successful members of their community.

Enjoying success within the confines of a fun place to work makes for a very happy team of owners and employees. As Troy puts it, “All in all, I don’t believe there’s anything that we would rather be doing.”

Secret to Success

“From the day we opened our doors, we’ve always said the key to our success would be equal components of great creative products and great customer service. We believe this has made us who we are today.” – Troy Lott