



Serena, a single mother with a teenage son, is a fitness instructor and personal trainer. She has taught aerobics and yoga classes for several years, and started personal training two years ago while studying Biology at San Jose State University. Her background in biology, coupled with a post-Baccalaureate certificate she earned in nutrition, provides Serena with a strong understanding of the human body - and the way her fitness and nutrition services can help her clients stay healthy.

Serena Serene Fitness

Mountain View, CA

A personal trainer and fitness instructor for both youth and adults!

Business By The Numbers

2007 Loan Amount: \$1,200
2009 Loan Amount: \$5,000
Industry: Health and Fitness

Challenge

Serena began leading fitness classes years ago, but it wasn't until she had graduated from school and her son was a bit older that she had the time available to concentrate on building her own business. With a first loan from Opportunity Fund in 2007 she was able to get Serene Fitness off the ground, but in order to expand the services she could provide her clients Serena needed additional financing.

Opportunity

Serena had already invested in a digital camera and a computer to build a website for her personal training venture. With a \$5,000 loan, Serena's 2nd from Opportunity Fund, she was able attend a continuing education conference called "Perform Better" and complete an at-home study program.

The Big Picture

The economic downturn presented a hurdle for Serena and her business - the studio that she had been operating out of went under and shut its doors. The extra training and business flexibility she gained allowed her to maintain her clientele by conducting training sessions outdoors until she was able to find a new location. "I'm now at another studio in Palo Alto called No Excuses and business is doing really well!" she reports.