



# BUFFALO STATE

## The State University of New York



### Sean Cuddihy Founder of Room 9



Sean Cuddihy is the founder of Room 9, a business that was created for the sole purpose to encourage and help, not only those who struggle with substance use, but their family members as well. For this issue, Mr. Cuddihy is sharing part of his entrepreneurial story.

*"It always sounds funny to say, but I started Room 9 because of my heroin addiction. I at least started it because going through the entire addiction and recovery process I have come across so many people who need encouragement, hope, and education. There are so many who are struggling that are shown no love, they get stigmatized, and they become isolated. I started this for them. I certainly never imagined this would become an actual business. I was eventually given an opportunity at having a chance at receiving a grant, but in order to do this I needed Room 9 to be legit. I was referred to the Small Business Development Center (SBDC) through the company that was my potential "grant giver". I called and got my first appointment set up with Marilyn Roach. Going into my first meeting I had no idea what I was doing and since this was a free service, I honestly did not expect much enthusiasm and/or help. I was completely blindsided by the excitement and ardency that was presented from the first meeting to the last. The SBDC allowed me to work at my own pace and they educated me on everything that is needed in order to create a successful business plan. From the "Executive Summary" to creating my "Cash Flow" I was guided and corrected with a fervent demeanor. I was able to bring structure and tangibility to my creative ideas which, in return, I was awarded a grant, sole proprietorship of Room 9, and I am now helping others overcome a battle that seems unwinnable. There are so many details that go into creating a business plan, things you need to be very precise on; having the SBDC there to answer questions and help with those many details is something I will forever be grateful for."*

