

LEHIGH VALLEY BUSINESS

# BUSINESS

of the **YEAR** 2016



*Finalist*

*Emerging  
Business*



## **FLACKABLE**

Brian Hart, Founder and President  
*Wyomissing*

**Description:** Founded in 2014, Flackable provides public relations, digital marketing, writing services and website design.

**What challenges are you experiencing in your business start-up?** “Launching a new business at age 27, I was going up against agencies that had been around for a decade or

more. Instead of focusing on our experience, I focused on how our vision and capabilities differed from the ‘aging agencies’ in our space. This is how we continue to differentiate ourselves from the rest of the field.”

**When did you realize your company would succeed?** “When I was able to hire my first full-time employee less than a year after bootstrapping the business, that’s when I knew we were onto something with big potential.”

**How would you rate the environment in the Greater Lehigh Valley for start-up companies?** “I found the Lehigh Valley to be far more conducive to start-up companies than other high-priced and tax-heavy regions along the East Coast. The modest cost of living has helped me invest more into my business, catalyzing our growth.”

