



Southwest Idaho

2TroubleBoys

2020



2TroubleBoys

Talia Chase, Owner
Nampa, Idaho
Started: 2016
2troubleboys.com



“The support and mentoring of the SBDC helped me navigate the small-business environment to successful growth.”

What started as a way for Talia Chase to dress her boys for their birthday turned into a booming online business that has expanded dramatically in just a few years. The founder and owner of 2TroubleBoys used her creativity to design fun and innovative birthday clothing for boys and their families.

2TroubleBoys began as a home-based business but within three years needed more space and a plan for growth. The SBDC Nampa Accelerator had the room Talia needed to expand. The business moved into the Accelerator in July 2019, and Talia immediately hired a part-time employee.

Working on a regular basis with Idaho SBDC business consultants, Talia developed her website, expanded her product line, created a robust social media presence, and created a brand that is now trademarked. As online sales expanded nationwide, 2TroubleBoys has hired two more part-time employees, tripled sales and plans to add another creative line in 2021.

