



MarketAtomy Launches Charged Up Studio

UCF Business Incubation Program client creates podcast to showcase political and economic issues affecting small business

Winter Springs, Fla. (February 17, 2020) – Many small and micro business owners do not pay attention to what is happen outside of their business environment even though what happens within the national and global market greatly impacts the success of small and micro business.

To bring this type of information for business owners, MarketAtomy has partnered with Sendra Dorce, CEO of London-based Send'Or, to launch Charged Up Studio.

The Charged Up Studio Podcast, being broadcast weekly from the UCF Business Incubator in Winter Springs launching Super Tuesday in March, will bring relevant news and information on trends happening nationally and globally that should be considered in the overall growth strategy of their individual businesses.

"As a small business owner and a strategist for more than 15 years, I understand the success of my business can be directly impacted by what happens in China with the Trade Agreement or what could happen with the change of guards politically on the national front," says MarketAtomy CEO Danna Olivo. "What I consult my clients on is that it is their responsibility to stay abreast of what is happening outside the walls of their business and take action when needed to make sure their voice is heard.

She adds: "In situations beyond their control, they learn how to mitigate the negative and capitalize on positive effects through strategic planning."

MarketAtomy (formerly DAVNA LLC) was formed six years ago to help small and medium businesses set a pathway for success in all aspects of their business. The firm likens the different parts of a business to the different parts of the human body and ensures the company is healthy and working as a body would, in harmony with all of the different parts.

Sendra Dorce has worked internationally within the banking and finance industry facilitating the acquisition and sale of exclusive luxury commercial and residential real estate properties. Her extensive political outreach is a huge asset to staying informed on the political front.

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Business Incubation Program

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About MarketAtomy:

MarketAtomy, LLC is a growth development-learning environment for small and medium business owners with one goal in mind...to empower them with the tools and knowledge needed to build their business on a rock-solid foundation. Through foresight and fortitude entrepreneurial dreams become reality. For more information, please visit marketatomy.com

Send'Or International Properties facilitates the acquisition and sale of exclusive luxury commercial and residential real estate properties around the world. Our unique approach to real estate portfolio investment strategy sets us apart and is a value added proposition that exceeds the clients' desire to preserve and increase their wealth.

About the UCF Business Incubation Program:

The University of Central Florida Business Incubation Program is a community resource that provides early-stage companies with the tools, training and infrastructure to become financially stable, high growth / impact enterprises. Since 1999, this award-winning program has helped hundreds of local startup companies reach their potential faster by providing vital business development resources.

With seven facilities throughout the region, the UCF Business Incubation Program is an economic development partnership between the University of Central Florida, the Corridor, Orange, Osceola, Seminole and Volusia Counties, and the cities of Apopka, Kissimmee, Orlando and Winter Springs. Participating companies sustain more than 3,600 local jobs and have had a total impact of \$1.51B on regional sales and \$2.48B on regional economic output. During the last fiscal year, the program has returned \$7.95 for every \$1.00 invested in the program. For more information, visit www.incubator.ucf.edu