

# 2020 EMERGING BUSINESS OF THE YEAR



## LC BioPlastics LLC

<b>Owner</b>	<b>Paul Black</b>
<b>Nature of Business</b>	<b>Bioplastics</b>
<b>City, County</b>	<b>Prairie Village, Johnson</b>
<b>Website/Email</b>	<b>lcbioplastics.com/pblack@lcbioplastics.com</b>
<b>Structure</b>	<b>LLC</b>
<b>Began</b>	<b>2015</b>
<b>Employees</b>	<b>1</b>
<b>KSBDC Consultant</b>	<b>Jack Harwell</b>



LC BIOPLASTICS



Every day approximately eight million pieces of plastic pollution make their way into our oceans, and plastic production has more than doubled in the last 50 years. When it comes to environmental challenges, where some may see hopelessness, Paul Black only sees opportunity.

Black, is an entrepreneur at heart who is always seeking solutions, and his company, LC BioPlastics provides creative, effective and cost competitive solutions to reduce the effect plastic waste is having on our environment.

"The purpose for LC BioPlastics is to identify plastic products for which we can create a functional alternative to meet the demand for environmental – or "green" – solutions," said Black. "We participate in the supply chain where we bring the most value; including plant-based resins for manufacturers, developing the finished product and sourcing the manufacturing, branding, and bringing the product to market. For our own brands, we will establish a business unit for each unique category, develop the product, bring it to market and grow the company with the intent to sell the business unit. This can include products for the hunting industry, biodegradable single use plastics; such as a marine degradable drinking straw and plastic bags made from plant-based materials."

Through their work with resin formulators and manufacturers, LC BioPlastics collaborates with consumers to find innovative solutions for their ideas. Currently, they are making e-commerce poly-bags, plastic containers and have earned a USDA Bio Preferred Certification for "bio-based can liners and bio-based courier bags."

Black has found a lot of success in his entrepreneurial endeavors, but being a "one-man band" can present its challenges. Reaching out to the Kansas SBDC at Johnson County Community College, Black was in search of an outside perspective to provide him with new ideas, considerations, and assistance in identifying new opportunities. With the assistance of Kansas SBDC advisor Jack Harwell and the Student Agency at Johnson County Community College, Black gained an in-depth understanding of his customer persona, marketing, and commercialization of his technology.

"SBDC has provided knowledgeable 'sounding boards' to vet out problems and solutions, to identify hurdles and openly discuss resolution," said Black. "They helped me think through direction and then execute with more confidence and success."

With products in three retail locations in 2018 and 92 locations as of 2019, LC BioPlastics has grown a staggering 1,500% over the past year, with an eye on growing even larger in 2020.

For any entrepreneur wanting to learn the secret to success, Black has a few tips on the subject. "It is a strength, not a weakness to ask for help...have a strong and reliable posse. Be thoughtful in your actions, and be diligent in your efforts! Lastly, maintain your humility. If you don't, you will be harshly reminded!"



**Kansas SBDC at JCCC**  
Regnier Center, Room 240  
12345 College Blvd.  
Overland Park, KS 66210  
913-469-3878  
[www.jccc.edu/ksbdc](http://www.jccc.edu/ksbdc)

