



# BARISTA CATS CAFÉ

Times were tough for single mom Natalie Serna after she got a divorce in 2015. She and her kids slept in a tiny popup camper in her dad's driveway until it was too cold for the kids, then his floor for a few more months. After that she found a transitional housing program for moms in the community which provided a safe home, assisted her with finding furniture, and other resources.



In the ensuing years she was able to finish her education and secure employment. Serna's gratitude for all this support and love inspired her to give back to the community through the founding of Barista Cats Café, which opened in 2023. The cafe provides a safe space to sit, sip, and study...or just relax with the purrfect pawtner as a result of its partnership with the Humane Society of Southern Wisconsin. A Kiva loan and WWBIC loan helped Serna lay out her business plan, as well as funding the café through a Kiva and WWBIC loan.

"[WWBIC] helped me get my business plan and provided resources and capital to help grow my business," says Natalie.

“Through guidance in [WWBIC's] B2B Market and Marketing sessions, we have a clearer view of our customers.”

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baristacatscafe.com

**Owner:**  
Natalie Serna

**Business Location:**  
Whitewater

**Total Investment:**  
\$20,000

**Employees at Business:**  
6

**WWBIC Support:**  
Kiva Loan, WWBIC Loan, Coaching



Entrepreneurship and Financial Wellness Training • Lending • Coaching

