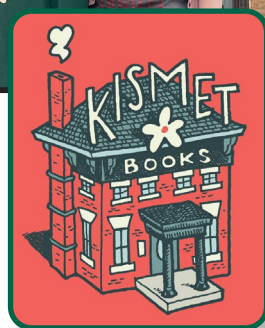




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# KISMET BOOKS

Rye Kimmett had always had a dream to own a little indie bookshop in a cool old building. She worked in a coffee shop/bookstore in college, but primarily worked in healthcare. Kimmett believes that stories can change the world and wanted to bring a bookshop to her community since Verona and the surrounding rural towns either have to make a long drive to downtown Madison or order from Amazon for their books.

kiva

When the historic Matts House building opened up in Verona, Rye knew it was time to make her dream a reality, and **Kismet Books** opened in 2020. WWBIC provided mentoring and resources for researching and business planning, and put her in touch with Kiva for a crowdsourced loan to start her business off on the right foot.

Despite starting her business at the start of a global pandemic, Rye's book shop has become a staple of the Verona community. She hopes to hire some new faces to bring in more books and styles for Kismet Books in the future.

“WWBIC is a wonderful resource for a newbie entrepreneur!”

Kimmett says, “WWBIC is a wonderful resource for a newbie entrepreneur!”

**Owner:**  
Rye Kimmett

**Business Location:**  
Verona

**Employees at Business:**  
2

**Total Investment:**  
\$7,000

**WWBIC Support:**  
Training, Kiva Loan



*Entrepreneurship and  
Financial Wellness Training •  
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[kismetbooks.com/](http://kismetbooks.com/)

