

M&T Announces Winners of Fourth Harrisburg Small Business Accelerator Program

Juss Frankie received the \$5,000 grand prize to support her business Juss Vibes, Hair & Beauty Studio

HARRISBURG, PA.; June 18, 2025 — Juss Frankie, owner of Juss Vibes, Hair & Beauty Studio, a holistic hair and scalp restoration center, won the \$5,000 grand prize of the pitch competition held June 18 to culminate the fourth Harrisburg Small Business Accelerator Program sponsored by M&T Bank (NYSE:MTB).

Frankie runs Juss Vibes Hair & Beauty Studio guided by her mission to provide services rooted in science, informed by trichology and supported by holistic wellness practices. She aims to help clients feel more grounded and confident when they leave her studio than when they arrived.

"Winning this pitch is incredibly meaningful to me, as my business was born from a desire to share my personal journey with others," said Juss Frankie, Founder of Juss Vibes Hair & Beauty Salon. "Thanks to M&T Bank and the judges, Juss Vibes Hair & Beauty Studio can now broaden our mission to restore confidence, educate, and bring holistic wellness to communities that have been overlooked for far too long."

The pitch competition capped the seven-week business accelerator program that launched May 7 in partnership with the Center for Innovation & Entrepreneurship (CIE) at Harrisburg University of Science and Technology. The Harrisburg Small Business Accelerator Program focused on business planning, establishing credit, accessing capital, marketing, branding, networking and much more. Courses were held weekly on Wednesday evenings at Harrisburg University.

Alisha Bergman, owner of Clean & Co, earned the pitch competition's second-place prize of \$3,000. Lisa Lickers, owner of Kingdom Wealth Strategies, won the third-place prize of \$2,000.

The Harrisburg Small Business Accelerator Program was offered to entrepreneurs who met the following eligibility requirements:

- In business three years or less;
- Annual business revenue of \$350,000 or less;
- Principal owner must be 18 years or older; and,
- Small business owners must reside in Harrisburg's Capital Region.

"Each year, we're inspired by the passion and drive these entrepreneurs bring to the program," said Nora Habig, M&T's regional president for Central and Western Pennsylvania. "Their ideas and commitment to growth are helping shape a stronger, more inclusive small business community in the Capital Region—and M&T is proud to be part of that journey."

The Harrisburg Small Business Accelerator Program launched in 2022, providing small-business owners with free access to resources and education to grow their business. The 2022 program received the [Catalyst Award](#) from the Harrisburg Regional Chamber and Capital Region Economic Development Corporation for its impact on businesses in the area.

About M&T Bank

M&T Bank Corporation is a financial holding company headquartered in Buffalo, New York. M&T's principal banking subsidiary, M&T Bank, provides banking products and services with a branch and ATM network spanning the eastern U.S. from Maine to Virginia and Washington, D.C. Trust-related services are provided in select markets in the U.S. and abroad by M&T's Wilmington Trust-affiliated companies and by M&T Bank. For more information about M&T Bank, visit www.mtb.com.

About the Center for Innovation & Entrepreneurship (CIE) at Harrisburg University

The Center for Innovation & Entrepreneurship (CIE) empowers innovators to build successful ventures, including Harrisburg University students and faculty, as well as entrepreneurs in the community. In addition, CIE offers opportunities for partners to invest in important scientific discoveries, technological innovations, and academic research.

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