

Helga Langthon, A Success Story



“Be patient, be assertive, be determine and trustworthy and good things will come your way.” Such a powerful quote from fellow entrepreneur, Helga Langthon. From forensics to confections, this is one determined individual the Jacksonville Women’s Business Center truly enjoyed seeing grow. In 2008, after many years of working in Corporate America as an International Sales Manager and after losing her job to corporate restructuring, she decided to start her own business. “SOHO Network Solutions is a woman-owned, minority-owned, Florida-based small business serving the law enforcement

community with the supply of crime scene investigation products in over 55 countries around the world. Our expertise in the forensic industry and international sales channel development has positioned SOHO as one of the leading suppliers of forensics and identification products in the world. My previous employer restricted sales of their products overseas; my contacts needed similar products and my competitors needed the distribution channel. Because of this gap, I was able to sign distribution agreements with two of the largest manufacturers in the industry and start promoting their business overseas. After 10 years we now represent over 25 manufacturers and have customers in 55 countries!”, Helga exclaims.

As foreigners, Helga and her husband, Mauricio’s most difficult challenge was to start a business while trying to get an investor visa. “We had to present a five-year business plan, have a lease agreement in an office (without having an income), \$100,000 in capital investment and proof that the business was not just going to support me and my family but also at least two U.S. Citizen employees.”, she says. This was quite the task! Fortunately, with hard work and determination, their business was very successful from the start and they have been able to maintain their visas and generate more employment.

Although Helga had many challenges at the beginning, she admits it was also a great learning experience. “Even though I had attended college I had never prepared a business plan before and I think having things on paper makes you see things more clearly and creates a better road map to follow. We are thankful to have had many people support and help us gain the strength needed to move forward.”, she says.

After eight years in business, Helga had the financial resources to help her sister, Pilar, start a new business called Mocha M’iski, a brownie shop located in downtown Jacksonville. With a brick and mortar presence as well as an online shop, their brownies add a new level of sophistication to what could be just another brownie. They were able to truly leverage local resources when they began participating in the Jacksonville Women’s Business Center programs. “The JWBC classes offered have allowed me to grow in my knowledge and have a better grasp on several aspects of my business. From programs such as Financial Matters to Marketing Matters, the classes are great! I not only learn a tremendous amount of knowledge but connecting with others within my community is invaluable. Being an entrepreneur has given me more time with my husband and business partner, Mauricio as well as with my children. This balance is my biggest gain as a business owner.”, says Helga.

“The one thing I love about my business is that I am not just selling products, I am selling products that benefit communities because it allows Crime Scene Officers around the world solve cases faster and with better results. Today, SOHO Network Solutions is celebrating 10 years in business and I am happy

to say that we have helped so many amazing members of the Law Enforcement community solve critical cases. Our philosophy is increasing long-term relationships with the companies we represent as well as with the customers we supply to create brand loyalty as well customer satisfaction. Having the best bilingual staff in the industry makes us unique. We work with the best manufacturers in the industry to be a one-stop source of all areas of Crime Scene Investigation. We are honored to ease the job of those who work to protect us and to support their fight against crime through repeat orders from happy and loyal customers.”, says Helga.