

W.E.L.L.
**WOMEN'S
BUSINESS
CENTER**



U.S. Small Business
Administration

“Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.”



August 2022

- Our Mission & Goals
- Our Structure & Team
- Consulting Services
- Online Community & Events
- Courses
- Results + Results Specific to Missoula!
- Keep in Touch

An Introduction to the WELL WBC





Our Mission

The Women's Entrepreneurial and Leadership Lab Women's Business Center program builds educational, experimental and entrepreneurial programs for Montana women to create more equitable, prosperous and collaborative futures for all.

When Montana women succeed, all Montanans succeed.



Our Goals

1) Reach as many women (and aspiring) entrepreneurs as possible throughout Montana, particularly underserved rural and tribal areas through our three main service areas:

- Consulting
- Community
- Courses

2) Start new businesses - convert "hobbyists", "side-hustlers", and help ideators to official business-owners

3) Help women business owners gain access to capital

4) In effect, create & support jobs in the state of Montana





Our Structure

- Partly funded by a federal grant from the SBA Office of Women's Business Ownership as of 2021
- Hosted by MonTEC, high-tech / growth incubator
- Housed by Accelerate Montana, UM, business assistance services
- Community Partnerships with Great Falls Development Authority & Montana Native Growth Fund



WELL WBC

Our Team



Morgan Slemberger

Executive Director



Ashley Metesh-McCoy

WELL WBC Manager



Marguerite Thordarson

WELL WBC Business Advisor



Mariah Omeasoo

Program Assitant & Indigenous
Community Outreach Coordinator



Laura Clague

Program Support Assistant





WELL WBC

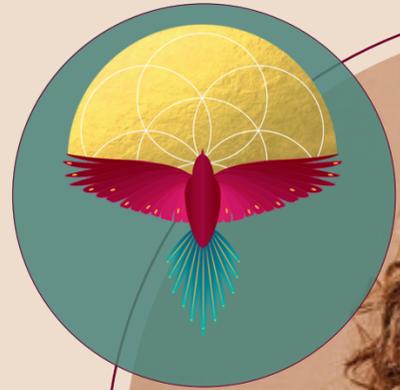
One-on-One Consulting

- Complimentary
- Confidential

Sign up here -->
wellwbc.org/coaching



WBC Coaching Client Success Story



SARAH SCHAEFFGEN

Sacred Ally LLC
Missoula

Alternative & Holistic Health Service

From Yoga, Bodywork, Energy Medicine,
Sound Healing And Various Community
Events, Sacred Ally Is Expanding The
Heart Of Missoula By Bringing The Sacred
Into Our Everyday Lives.

"My most successful story right now is Sarah Schaeffgen. I see her making progress as she meets with me regularly, looking at all the different aspects of her business eager to learn stuff that is not in her wheelhouse. In our first meeting, she was stressed about the financial part of running a business. She wasn't making any money because she was prioritizing everyone else but herself. I can see how she has finally accepted that she deserves a sustainable income and she's making a serious plan to get it."

~Marguerite Thordarson, WBC Business Advisor

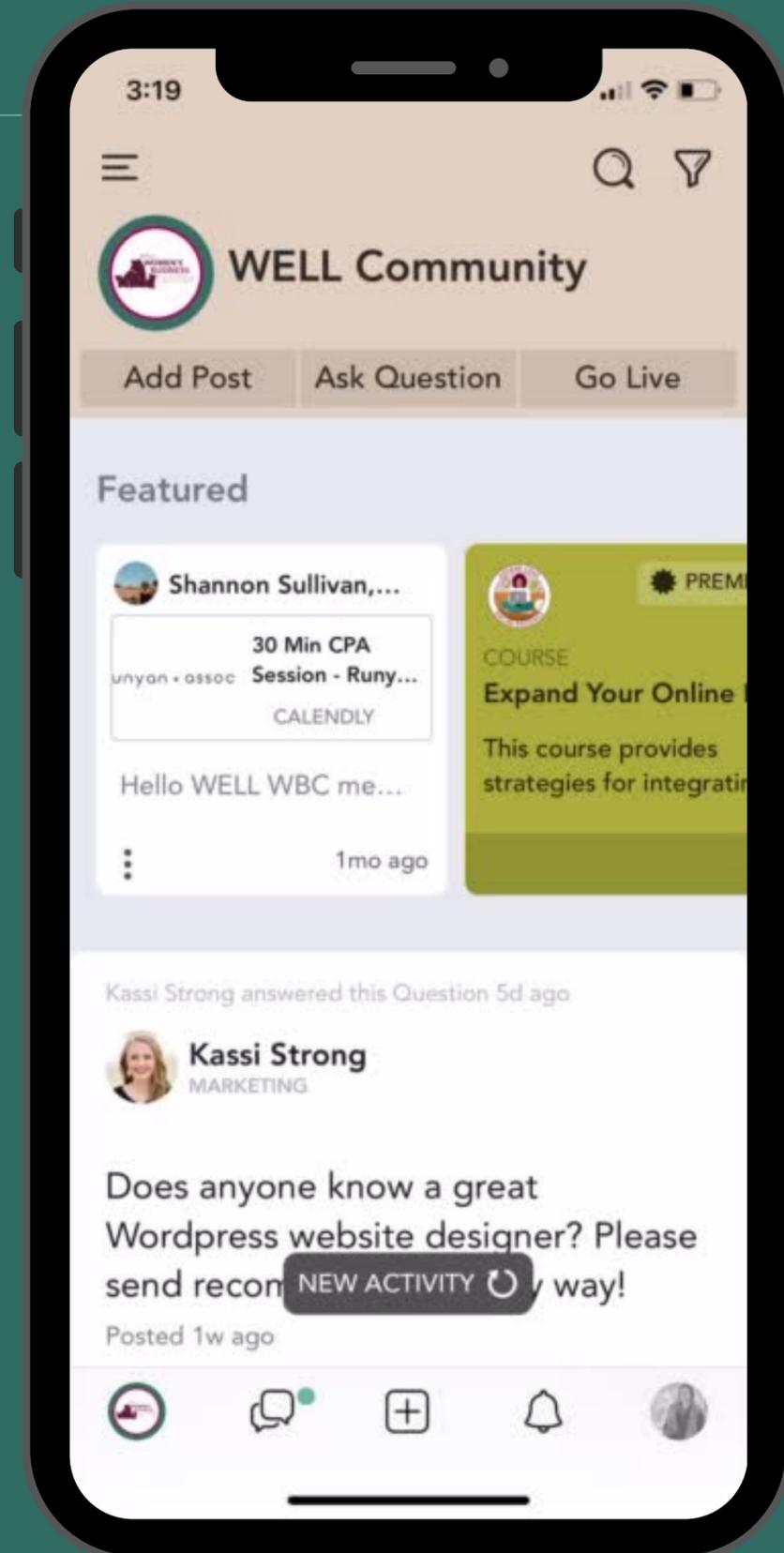


WELL WBC

Online Community

- virtual community open to all, and designed with women in mind
- powered by Mighty Networks – a female-founded, online platform that allows for the creation of independent and thriving communities
- an online environment where women feel safe saying their ideas out loud
- a place for events, discussions, industry-oriented groups, and online courses/learning experiences.

Become a member here -->
wellwbc.org/community_



What do people say about our community?

"This group was something I didn't expect, and would never have known how valuable having a network of other folks going through the same thing would be - its helped me stay sane, accountable, wade through the non-linear process, and feel not alone in my personal growth journey."

*- Kim, Nonprofit Owner,
Missoula*

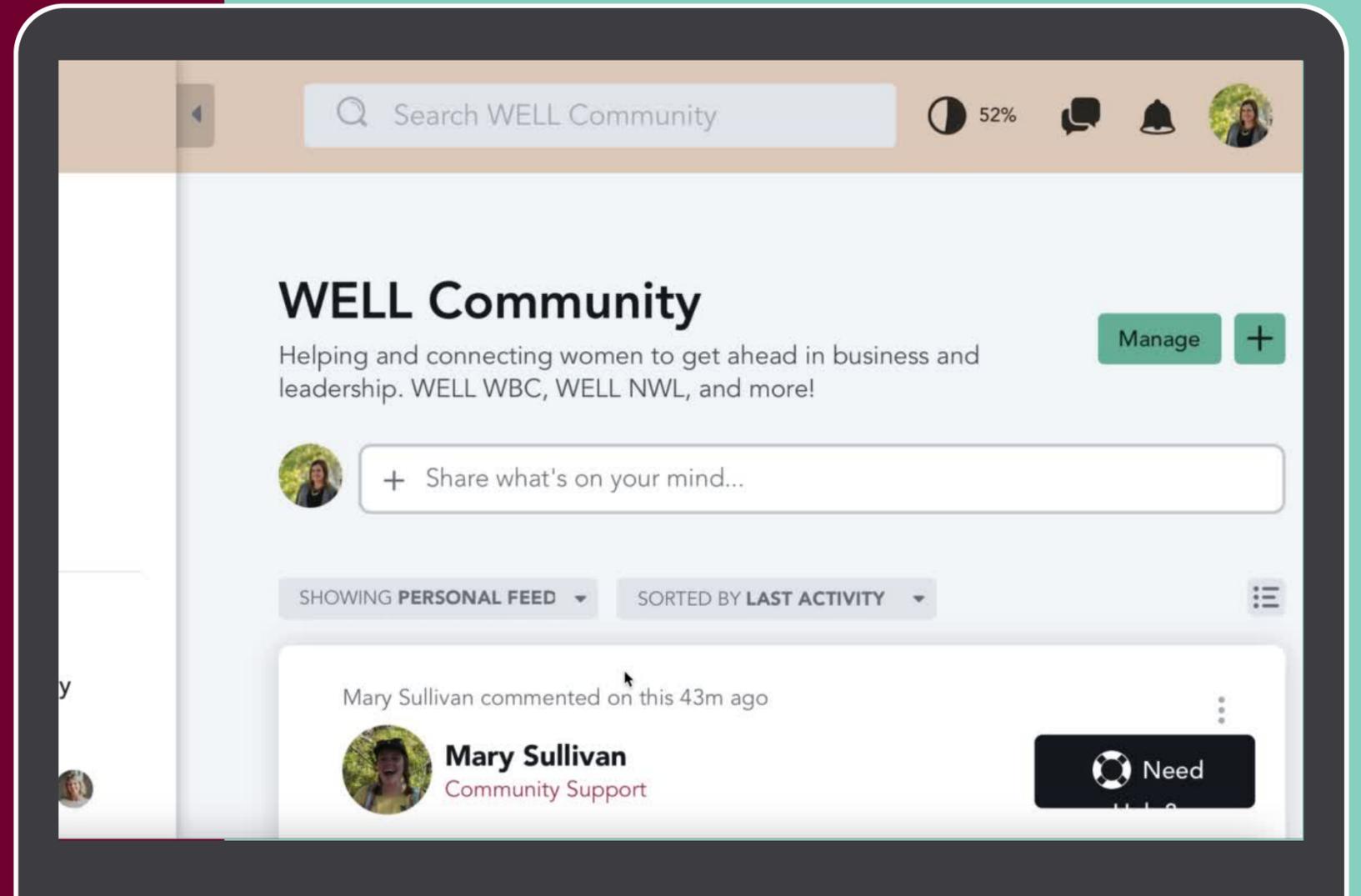


Online Courses

- four key courses to help female founders and leaders succeed in a male-engineered world
- designed for women, but open to all
- Pursue Your Passions
- Business Basics 1 & 2
- Build Your Brand & Network
- Authentic Leadership
- and...several free courses

Register for courses here -->

wellwbc.org/courses





Required Metrics

- 1) Unique Clients Served (counseled and/or trained)
- 2) New Business Starts
- 3) Number of Capital Infusion Transactions (all forms of debt and and investments from all sources)
- *4) Jobs Supported - "demand metric" jobs created or retained by employers served by WBC



(Reported to SBA OWBO quarterly)





Year-to-Date (10/1/21-7/31/22)

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Total Results

	Goal	Actual	
Unique Clients	45	116	258%
New Businesses	5	7	140%
Capital Infusions	1	2	200%
*Jobs Supported	5	9	180%

Areas & Populations Served

Cumulative for Current Fiscal Year (starting 10/1/21 - 7/31/22)

Missoula

- 44 of 116 Unique Clients Served - 38% of total
- 11% of total Montana population lives in Missoula county

Rural

- 37 of 116 Unique Clients Served - 32% of total
- Rural counties represent ~66% of total Montana population

Indigenous

- 8 of 116 Unique Clients Served - 7% of total
- Indigenous people represent ~4% of total Montana population

GFDA

- 20 of 116 Unique Clients Served - 17% of total
- GFDA counties represent ~21% of total Montana population

MNGF

- 6 of 116 Unique Clients Served - 5% of total
- MNGF counties represent ~17% of total Montana population

Opportunities to serve...

- More rural clients,
- More clients outside of Missoula, and;
- More indigenous women, particularly in MNGF areas - Billings!

Rural includes: every county except Missoula, Yellowstone, and Cascade

Indigenous: includes any unique client that self-identified / volunteered the info that their race was Native American

GFDA includes: Blaine, Cascade, Chouteau, Hill, Liberty, Pondera, Teton, Toole, Glacier, Judith Basin, Fergus, and part of Lewis and Clark Counties

MNGF Includes: Blaine, Phillips, Yellowstone, and Valley Counties





Missoula Clients (10/1/21- 7/31/22)

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Disproportionate support for women business owners in Missoula... (good for Missoula!)

	Missoula	Total	
Unique Clients	44	116	38%
New Businesses	6	7	86%
Capital Infusions	2	2	100%
*Jobs Supported	8	9	89%



WBC Coaching Client Success Story



MARGARET PARSON

bare KOKO LLC
Missoula

Ethically Sourced Brewing Cocoa

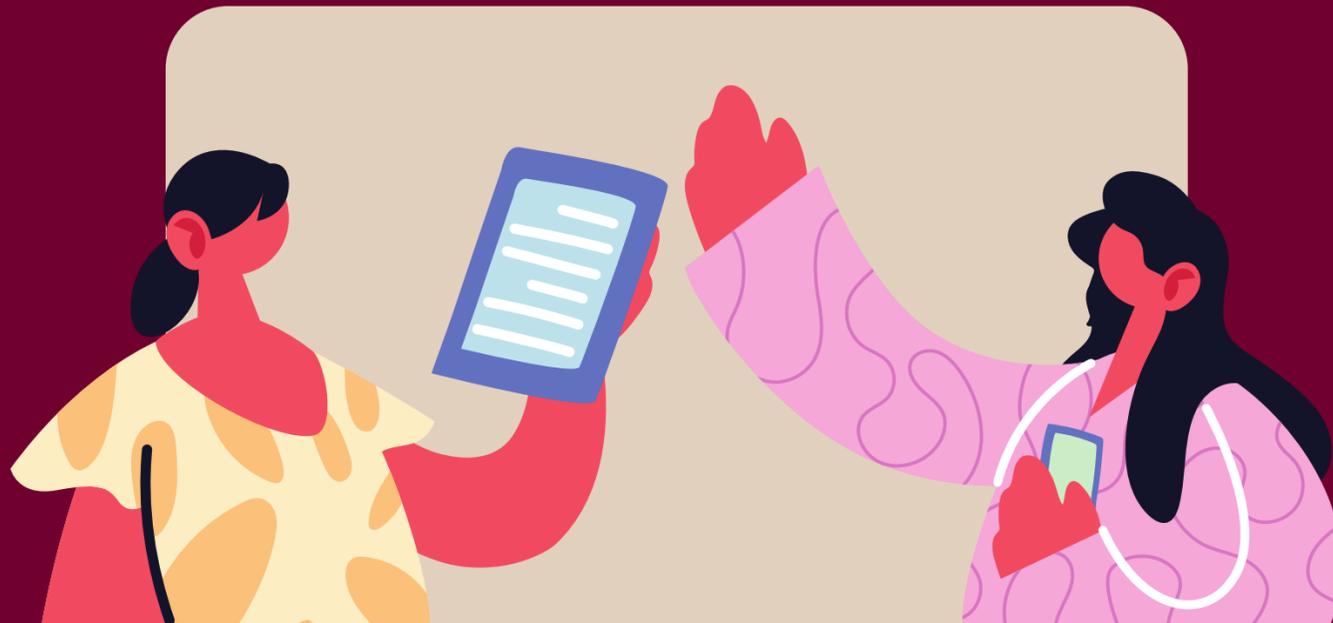
Bare KOKO Advocates For Economic And Social Justice For Cocoa Farmers By Making Ethically Sourced Brewing Cocoa.

"After working with W.E.L.L WBC, 'bare KOKO' has refined their sales numbers to better understand top-sellers and how they might create a sales strategy for those specific products. In addition to having their product in a few, local supermarkets, 'bare KOKO' also has loyal, business-to-consumer (B2C) customers with little-to-no sales strategy. After working with WELL WBC, they understand and are beginning to implement an approach to retain and grow their current B2C market using their Shopify customer database."

~Morgan Selmberger,
WELL WBC Executive Director



Whats Coming Up in August



Community / Professional Development Events

- WELLness Walks - every other Thursday evening in Missoula (weather dependent)
- Customer Service Automation Webinar, August 4th at 11am
- Learn about the SBA Lending Program, August 25th at 12pm
- More events & courses are getting added - STAY TUNED!

Ongoing Business Coaching

- Make an appointment with Marguerite, Mariah, Morgan, or Ashley
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Keep in touch

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well-community.mn.co

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Instagram - [@wellwbc](https://www.instagram.com/wellwbc)

Facebook - [facebook.com/wellwbc](https://www.facebook.com/wellwbc)

To register as a consulting client:

<https://mtsbdc.ecenterdirect.com/?home=19>



Final Thoughts or Questions?