

"The SBDC's assistance was essential to my business. I gained valuable knowledge, like how to assess fair rent deals and effectively engage with the local community. Without the SBDC's guidance, I would not have been able to open Anaconda Yoga in such a short time."
Marquis Matson, Owner

Anaconda Yoga
Anaconda, MT

Marquis has practiced yoga for over 15 years and has spent the last 10 years as a digital marketing consultant in the yoga industry. After returning home to Anaconda, Marquis noticed a need for a dedicated yoga space. Thanks to her several years in the yoga industry, her vision to create her own studio could finally come to fruition.

Even though Marquis had a clear vision for her business, it required financing to make it a reality. Following a recommendation, she sought assistance from the SBDC for expert guidance. With there help, she developed a business plan, financial projections, a loan application packet and general business advice to support her entrepreneurial goals. This guidance was pivotal in laying a solid foundation for the business and securing the necessary financing.

Thanks to the Butte SBDC, Marquis was able to secure financing of $21,000. As of this year, the studio has 27 members, with additional drop-ins from both residents and out-of-state visitors. Members especially those recovering from injuries or hip replacements, report health improvements from regular gentle exercise. Many individuals in the community have found Anaconda Yoga to be supportive and a healing space.

"Anaconda Yoga is a business that revolves around the community. With local partnerships like Discover Anaconda and Smelter City Brewing, they can put on free community sessions. With Marquis industry knowledge, she can tailor her classes to meet the needs of the local community, which sets Anaconda Yoga apart from many other studios", stated Fionn Zarubica, Business Advisor.

headwaters
RESOURCE CONSERVATION DEVELOPMENT

Jay Doyle Regional Director
Fionn Zarubica Business Advisor