

"Rich and the SBDC helped me write a business plan that led me to get funding to buy my food trailer. He helped me gather market research and craft a well thought out plan and projections."
Virgil Madplume, Owner

Divide Mountain
Browning, MT

Virgil Madplume was born and raised in Browning on the Blackfeet Reservation. Just before the COVID-19 pandemic, he established a small backyard BBQ restaurant from scratch. Unfortunately, the pandemic-related restrictions forced him to shut down this initial venture. Undeterred, Virgil pursued a degree in Business Management Information Systems from the University of Montana. Upon returning to Browning, he made the bold decision to revive his culinary passion. This time, he reimagined his BBQ business as a food truck, combining his love for slow-cooked BBQ with a more flexible and mobile business.

With more experience and knowledge under his belt, he decided he needed help achieving his vision. The Native American Community Finance Development (NACDC) in Browning, urged Virgil to talk with the SBDC to get a business startup loan. Working together with small business advisor, Rich Gannon, they were able to create a detailed business plan and finical projections that outlined the vision, market analysis, and operational strategy for Divide Mountain BBQ.

With a solid business plan and financial projections, Rich guided Virgil through the process of securing funding for his startup. Thanks to Rich Gannon and the SBDC, Virgil was able to obtain a $55,000 startup loan from NACDC.

By launching his business, Virgil can provide his delicious pulled pork BBQ to both residents of the reservation and hungry tourists. Soon, he hopes to relocate the food truck to Missoula during the slower winter season.

Rich Gannon, Business Advisor, stated "It has been my pleasure working with Virgil to achieve his goal. Virgil's dedication and perseverance was the catalyst to making the business take off!"

Great Falls Development Alliance
Montana Economic Development CDFI

Deb McGregor Regional Director
Rich Gannon Business Advisor
Christian Nichols Business Advisor