The Cage
Great Falls, MT

Juli Seaman is a lifelong resident of Great Falls whose professional journey has been defined by a drive to learn and grow. Throughout her career, she accumulated a wealth of business skills working in various roles, from accounting to marketing. While these positions provided valuable experience, Juli always had a desire to create a business that would not only showcase her professional capabilities but also make a meaningful impact on her community.

The Cage stemmed from her personal experience as a softball player in her early twenties. Frustrated by the lack of practice facilities, Juli was determined to provide a much-needed facility to nurture enthusiasm for baseball and softball, welcoming players of all skill levels.

Juli reached out to Great Falls Development Alliance for advice with her business plan and was connected with the Montana SBDC for specialized assistance. Thanks to the SBDC, Juli was given extensive guidance and feedback on her business plan. In addition, she was directed to the appropriate financial institutions to secure funding for a down payment to purchase equipment and open the business.

Thanks to the SBDC advisors, The Cage has provided a much-needed practice space for local athletes and contributes to the development of baseball and softball in Great Falls. Thanks to The Cage providing new jobs in the area, athletes can practice five days a week.

Rich Gannon, Business Advisor, stated “Working with Juli to achieve her goal has been a pleasure. Her determination will make The Cage a home run!”



“The impact of working with Rich and his team was huge for my business. The knowledge and resources they provided made the process easier and left me feeling confident that I had produced a strong business plan.”
Juli Seaman, Owner

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