AMERICA'S SBDC MONTANA

Guiding Montana Businesses to Success

THIRSTY STREET BREWING CO.

Billings Regional Success Story



"Dena was **incredibly great** in helping us get our business plan ready for the bank."

-Shea Dawson, Owner

PROBLEM

Shea and Jill had a strong business sense and background in brewing and marketing, coupled with a passion to own their own business, but needed guidance to get both bank-ready and startup ready. They needed guidance in all aspects of starting a new company.

SOLUTION

SBDC Regional Director, Dena Johnson, advised Shea and Jill on drafting and completing a bank-ready business plan complete with projections. Jill also sought marketing counsel to complete a full marketing plan.

IMPACT

Thirsty Street Brewing Co. opened their doors in February 2016. They have created 7 full time jobs, and 2 part time jobs. Their sales have already exceeded projections in under a year. Because of the Dawsons, Billings has gained a new hot spot, and they have built their dream!

"Working with Shea and Jill has been an honor. **They possess true entrepreneurial spirit!**"*-Dena Johnson, Billings Regional Director*

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