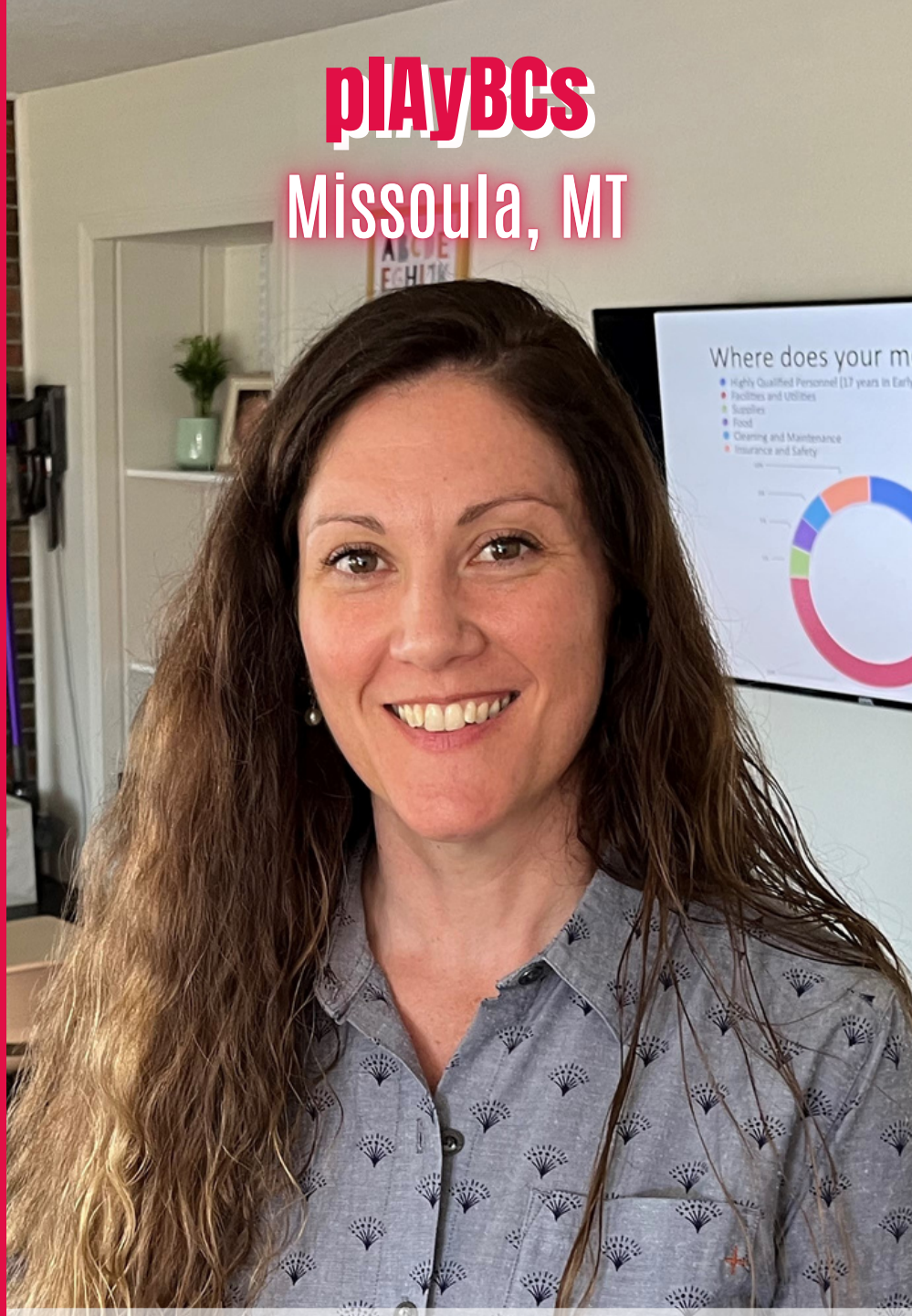
plAyBCs
Missoula, MT

Amy Paden witnessed the need for childcare in the Missoula area and knew she could help. She was ready for a change after 17 years in the public school system. Amy had a passion for working with children in early childhood but had never owned or operated a business. She turned to the SBDC for guidance with budgeting, startup assistance, and business planning.

Amy turned to the Missoula SBDC and was referred to the network's childcare business specialist, Jason Nitschke, who is embedded at Zero to Five Montana and the Montana Child Care Business Connect program. Jason helped Amy with market research, team building, project costing, and strategic planning, among other things. Amy was able to obtain $663,000 in financing for start up costs and officially opened her business, plAyBCs, on August 1, 2023.

plAyBCs is an Early Childhood program based in a safe and comfortable home setting. Children are emotionally supported in social interactions and are provided with a variety of experiences in this sensory rich environment. plAyBCs is licensed for eight full time slots and currently serves 13 families.

The opening of plAyBCs has increased the amount of high quality, licensed childcare slots in Missoula. Amy has enabled parents to re enter the workforce and advance their careers confidently. Her hard work has created economic growth and significantly impacted the Missoula community.



"The SBDC has played an integral role in my business from conception to opening. I couldn't have done it without the business expertise shared through one-on-one sessions with Jason, that led to the creation of a budget and business plan that ultimately has led to a viable business start up in Missoula."

Amy Paden, Owner

Jason Nitschke Senior Childcare Business Advisor
Jennifer Stephens Regional Director

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