

CPJs

Bozeman Regional Success Story



“Our Advisor Pete proved to be a great resource through the business planning process and startup phase.”

-Eli and Caitlin Cureton,
 Owners

PROBLEM

After spending 10 years as a fish biologist, Eli and his wife Caitlin decided to turn their passion for cold pressed juices into a business. After discussions with local lenders, it became apparent that obtaining traditional bank financing would be difficult, if not impossible. They needed help.

SOLUTION

Pete Koson, Advisor at the Bozeman SBDC, worked closely with Montana CDC and a local bank to secure financing for the startup, as well as a secondary loan for an industrial juicer. Pete also worked with the couple through several iterations of their business plan, and helped them navigate the funding process.

IMPACT

Caitlin and Eli have built a thriving business with a loyal customer following and growing demand. They are creating significant and lasting value by providing a fresh, organic, and healthy juice option to their community.

“Eli and Caitlin impressed me with their creative, flexible mindset and raw grit throughout the launch.” -Pete Koson, Bozeman Regional Director

