MONTANA ROOT APPLICATIONS
Missoula Regional Success Story

“The solid, strategic advice I have received from Missoula SBDC has been amazing, and meets 110% of expectations.”

-Ryan Duarte, Co-Founder & CEO

Skin cancer in Ryan’s family led him to create a technological solution for prevention. In his search, he discovered that hospitals also need daily relationship building to acquire new customers and retain existing patients, so he created SolarScreen.co. He needed SBDC services.

The Missoula SBDC helped refine his business idea and strategy, create necessary team building steps and timelines, prepare a white paper presentation, evolve customer communication and strategy protocols, and give feedback on the product development iteration process.

MRA has procured nearly $67,000 in investments awards, grants, contracts, and owner equity, enabling 6 part-time hires. A pilot project with typical value of $10,000 annually was secured with Community Medical Center for MRA’s signature product SolarScreen.co. Ryan says, “All the people who have been setting up meetings with me are due to connections made for me by SBDC’s Jennifer Stephens!”

“This team is smart, creative, and visionary. Their tenacity, persistence and can-do attitude has brought them from big idea to big impact.”

-Jennifer Stephens, Missoula Regional Director

Co-Founders: Brad Bahls, Chief Science Officer, and Ryan Duarte, Chief Executive Officer