

SUCCESS STORY

MINOT REGION 2024



NEW BEGINNINGS

MINOT - In July 2023, New Beginnings Imaging opened its doors in Minot, North Dakota, introducing a unique and personalized perspective to ultrasound services. Founder Amanda Olson, an experienced ultrasound technologist, envisioned a redefined pregnancy ultrasound experience. Her vision wasn't just about providing medical services; it was a commitment to offering calmness, easing worries, and creating special moments for expectant families within the comfort of their homes.

The range of services at New Beginnings Imaging includes listening to the baby's heartbeat, revealing the baby's gender, and capturing the baby's movements in either 3D or 4D. Amanda, equipped with a portable ultrasound machine, conducts the sessions in the clients' homes. The machine connects to the TV, enabling real-time viewing for family members or live streaming for those unable to attend.

Entering the world of entrepreneurship, Amanda faced various challenges in establishing her business. One significant

hurdle was navigating the complexities of social media for brand visibility and community engagement. Recognizing the importance of utilizing available resources and using recommendations from family and friends, Amanda sought support from the ND SBDC.

Amanda began working with her advisor, Mary Beth, in 2022 when she was considering multiple business ideas. Mary Beth reflected, "Most of my time and effort was working with Amanda to develop her business idea. We worked on proof of concept, developing a market survey, and defining her demographic area." Over 18 months, they crafted a

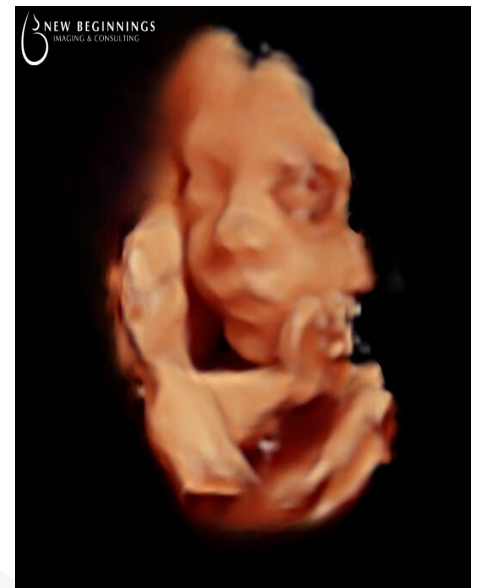


detailed business plan, created a proforma budget for a bank loan proposal, and addressed logistics such as legal structure, licensing, website development, and pricing. Amanda faced a pivotal decision after being approved for her loan: leaving her well-established career to pursue her entrepreneurial venture.

The ND SBDC became an invaluable resource for Amanda. It wasn't only about providing advice; it was a comprehensive partnership that offered support, constructive feedback, financial projections, market analysis, and growth strategies to navigate the complexities of launching and growing a new business. Amanda

emphasized the ND SBDC's role, stating, "The ND SBDC provided moral support when needed, gave constructive feedback that was essential even when challenging, and guided me through the process of starting my own venture."

As New Beginnings Imaging introduced its services, the local community played a pivotal role in its success. Active engagement on various social media platforms and participation in open house events showcased the community's support. Recognizing the potential of social media as an essential growth tool, the ND SBDC encouraged Amanda to connect



with the community, resulting in word-of-mouth promotion crucial to the business's success.

The business has seen a significant increase in brand awareness and growing clientele, leading to exciting new opportunities such as collaborations with a local midwife to provide ultrasounds for her patients. Also, a new service has recently been introduced where the radiologist is able to interpret pregnancy and gynecology ultrasounds. Additionally, Amanda has established a partnership with a non-profit organization aiming to address the lack of support for expectant mothers by providing essential pregnancy services within the community.



[ndsbdc.org](https://www.ndsbdc.org)