

2021 SUCCESS STORY

BOWMAN



NORTH DAKOTA
SMALL BUSINESS
DEVELOPMENT CENTERS

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SOUTH MAIN LANES

BOWMAN -- Those who are close to Josh Buchmann refer to him as a 'serial entrepreneur.' He always seems to be working on a new business idea, and often brings them to life. In January 2021, Buchmann had his heart set on his latest idea- opening up a bowling alley for the Bowman community. While he is certainly familiar with general business ownership, operating a few others in town, he was unfamiliar with the bowling industry and how to run operations for this particular startup.

Buchmann had worked with the ND SBDC previously, and knew he could rely on them for assistance and support. Working with Laura Weber from the Bowman Center, he received guidance in writing his business plan, putting financial projections together, and running through other hypothetical financial scenarios.

Josh was very satisfied with the assistance that he received and said that, "I would recommend the ND SBDC because it is a great and valuable asset for those that need assistance in any area of starting or growing a business."

A few months later, in September 2021, Buchmann was able to purchase Elusive Pocket and rebrand his heavily anticipated bowling alley to South Main Lanes.

He stated that, "The professional assistance provided [by the SBDC]



created an effective business plan that reassured investors."

Throughout the beginning stages of South Main Lanes, they faced some unexpected repairs. Although this has been a balancing act for Buchmann to deal with while also managing his other businesses, his strong support from the community has gotten him through it.

South Main Lanes has since become an eight lane bowling alley complete with a bar and food options. They work closely with the community, offer fun for all ages, and love to host a good party.

Josh's biggest piece of advice for aspiring entrepreneurs is, "Use your resources. Don't be afraid to talk to people about what your plans are. You are never going to get anywhere if you don't try. Be willing to take a risk."

By following this mindset, Buchmann wasn't afraid to seek the assistance he needed to open South Main Lanes, get past complications, and is now looking to make even more updates to the business by adding additional services in the near future.

