

SUCCESS STORY

FARGO/SOUTHEAST 2024



THE RANGE

FARGO - Tim Brown, a former United States Army Medic and Fargo Police officer, fulfilled a lifelong dream of starting his own business in November 2023. His vision was to create a business that not only aligned with his passion for training and teaching, but also allowed him to maintain his current role as a police officer. The Range, a virtual shooting range and training center opened last fall.

Drawing on his extensive background as a medic along with his former role as a police officer, Tim identified a unique market segment – combining his love for

training with the booming virtual shooting range industry. His desire to provide valuable services to the community while utilizing his network of first responders as early customers fueled his entrepreneurial journey.

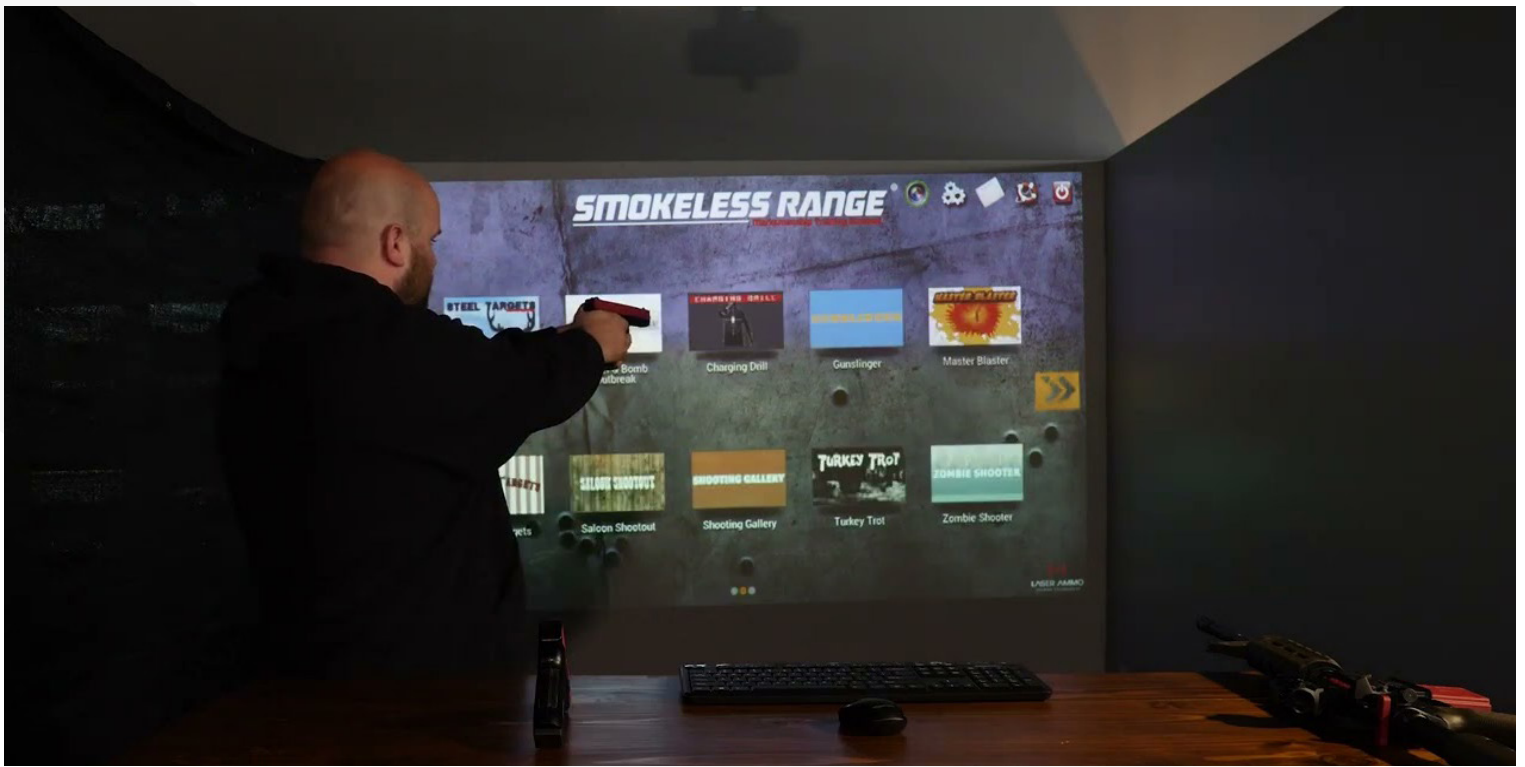
Despite his strong foundation, Tim faced the challenge so many other face, not knowing the details of where or how to start his business. After a referral from a friend that also owns a small business, Tim's journey took a turn when he reached out to the ND SBDC.

Working closely with his business

advisor Chris Erwin, Tim received invaluable assistance in building a business plan and creating accurate financial projections. Reflecting on the process, Tim shared, "I expected very generic help, but what I got was an extremely helpful and personalized experience."

To fund his business, Tim leveraged the micro-loan program through Lake Agassiz Development Group. Chris's guidance proved instrumental as Tim kept expenses minimal, only borrowing what he needed, resulting in a quick loan approval. Within two months of opening, The Range began showing a profit. Tim attributes this rapid





success to his solid understanding of business basics, thanks to the guidance provided by Chris and the ND SBDC. The community, being receptive to Tim's idea, played a crucial role in supporting and sustaining the business.

Reflecting on his journey with the ND SBDC, Tim shares, "Chris helped with everything from building a business plan, financial planning, location planning, and finding a lender. I got an extremely helpful and personalized experience."

Tim's advice for other entrepreneurs is to ask questions, seek help, and persevere through the initial challenges. He emphasizes that while the journey may be intimidating, the key is to keep going. Tim's success with The Range highlights how the ND SBDC plays a role in individual turning their business dreams into reality with the right support.



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