

2018 WSU Kansas SBDC Success Story

Little Lion Ice Cream Owners: Ian and Jubilee Miller



Passion exudes from Little Lion Ice Cream owner's Ian and Jubilee Miller. It is no surprise their delicious treats have taken off in the Wichita, KS market. The owner's are blazing a trail in everything they touch. After pursuing their educational endeavors, Ian found a craft in brewing coffee. In this journey, the Miller's passion for creating food products began to percolate. The Miller's identified Wichita, KS market had no local, *made-from-scratch, ice cream products*. The Miller's envisioned a high-quality product with locally sourced ingredients. Thus, the journey began...

In 2015, The Miller's were ready to take the leap and begin exploring how to start their small business. In their network of entrepreneurial friends, they were encouraged to obtain services from The Kansas Small Business Development Center (KSBDC). They attended their first class, Meeting the 3M's, were assigned to an adviser and the rest is history! The owners leveraged their business adviser to identify a feasible path to starting and now growing their small business, *"Initially, the business adviser helped us focus on the biggest issues we were facing and come up with a roadmap for solving them"* Ian Miller. In addition to business advisory services, they also received financial projections, industry research, and assistance with finalizing their business plan. *"In each stage, we worked on budgeting, forecasting and feasibility. Ian is driven by numbers and has been a good resource to check what the Wichita market is experiencing for food entrepreneurs", KSBDC Adviser.*

After careful consideration, the startup phase for Little Lion Ice Cream was focused on sales through a mobile cart. The company began pop up sales, attending local events and food truck rallies, this started a local craze and following of their now and ever expanding *"treats made from scratch"*. *"The clients started at the first stage and it has been amazing to watch how successful they have been in building their brand, the market response to their product and all of the investments and risk they are taking to launch their product. It should be noted that Ian and Jubilee do really well at focusing on their strengths. Ian is the food creative, financial and operational wizard, while Jubilee brings the product to life and hits it out of the park on business branding", KSBDC Adviser.*

Today, Little Lion Ice Cream continues their cart sales and have now placed their food products in various retail locations with plans for further expansion. *"A specific outcome in leveraging The KSBDC is, we secured commercial funding, so that was a huge success! We're currently in the midst of building out our cafe, which we expect to open in July. Reaching this milestone is huge."* Ian Miller. If you are thinking of a starting, a small business consider the experience of Little Lion Ice Cream, *"Entrepreneurs should take advantage of KSBDC, especially if you're just getting started. The adviser has been a great sounding board when we've been struggling with decisions. The services helped us focus on the relevant issues and helped us develop a framework for tackling challenges and solving problems."* Ian Miller

Social Media: <http://www.littlelionicecream.com/> <https://www.facebook.com/littlelionicecream>
<https://twitter.com/littlelionICT> <https://www.instagram.com/littlelionicecream/>