

Small Business Stories



The **Iowa** Center

Small business is full of surprises.

A Glimpse Within, Ankeny

Natasha Ellis is a licensed nurse who wanted expectant parents to be captivated by the images and live movements that she experienced in a 3D/4D ultrasound session during her own pregnancy. She came to The Iowa Center seeking a loan for ultrasound equipment. In 1:1 business coaching sessions, Natasha modified her business plan to secure equipment without incurring debt. Today, Natasha is providing expectant parents with 3D/4D ultrasound services to relieve anxieties, check on baby for fun, and celebrate gender reveals.