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O-TOWN IRON

Jacob Colburn was born and raised in Oshkosh. He got the idea to open a gym there as a college student. When coming back to Oshkosh, he didn't feel as though his local gym was truly encouraging him to reach his fitness goals. He had a vision to open a gym that truly motivated clients to work out and reach their true potential in the gym. Jacob is now the entrepreneur behind O-Town Iron: a 24/7 gym with free weights, machines, cardio, and fitness training services – including personal training, group training, and nutrition.

“WWBIC helped not only with obtaining funding, but provided me with resources to aid in the growth of my business,” says Jacob. “WWBIC is an organization that is about more than just funding. They take an all-around approach and help with areas of business development that I didn't even know I needed help with. I would highly recommend them to anyone looking into starting their business – especially if it's their first business.”

Colburn aims to continue to build on O-Town Iron's success. His vision is to have a gym with the best equipment in Oshkosh, superior trainers, and an encouraging and loyal membership base that makes a statement to the Oshkosh community displaying how a gym should be run.

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Owner:
Jacob Colburn

Business Location:
Oshkosh

Employees at Business:
5

Total Investment:
\$7,500

WWBIC Support:
Lending, Coaching



*Entrepreneurship and
Financial Wellness Training •
Lending • Coaching*

otowniron.com

