



Southeast Idaho

Sentiments

2023



Sentiments

Jade Forbush, Owner

Pocatello, ID

Started: 2021

sentiments4dultrasoundstudio.com

Sentiments offers pregnant mothers the opportunity to see their babies via ultrasound. These services include heartbeat checks, black and white profile images and high definition 3-D images of babies' faces. Other products and services include gender blood tests, maternity, newborn and milestone photography, dopplers, heartbeat stuffed animals, and newborn clothing.

It took six months from the start of her business in downtown Pocatello for Jade Forbush to leave her former career and work full time on Sentiments. That was an exciting milestone to reach.

"I am just so grateful to the SBA and SBDC programs," said Jade. "I would not have been able to do it without the SBDC's help. They provided me with an outline for my business plan, helped me edit that business plan, register my LLC and my business with the state of Idaho."

"Perhaps the biggest and most influential part was that they believed in me and encouraged me every step of the way. I was able to take that business plan and work with D.L. Evans Bank and the SBA to be approved for a business loan."

