



U.S. Small Business
Administration

Wyoming Veteran Continues His Entrepreneurial Adventure

By: Jordan Belser, Veterans Business Development Officer, SBA Wyoming District Office

EVANSVILLE, Wyo. (Nov. 9, 2020) – Adam Pauli was a middle school metal shop teacher in Douglas, Wyo. when he decided to partner with a fellow educator to create an entrepreneurial elective course designed to introduce students to the world of business. Pauli, a veteran of the Wyoming National Guard, says he always had an interest in small business and wanted to pass along that passion to his students.



Symmetry Trailers founder and owner, Adam Pauli, works on the frame of a trailer at his workshop in Evansville, Wyo.

“Over the course of the semester, we’d help them develop a product and marketing strategy, and towards the end they’d actually pitch the idea to local business owners,” Pauli said. “It was a rewarding experience, but it got me thinking, ‘maybe I should start practicing what I preach and start something for myself.’”

In 2018, Pauli started Symmetry Trailers, a fabrication shop where he builds custom off-road trailers for those interested in overlanding. Overlanding is type of self-reliant adventure travel that has taken the camping industry by storm; rigs are designed to allow the user to spend days, weeks or even months off-grid. They can feature solar panels, portable showers, roof-top tents, mobile kitchens and everything in-between.

“I decided to start the business because I saw what was happening in the overlanding community and I knew I had the skill set and ability to do something in that space,” Pauli said. “This past June, I quit my job and I now build these trailers full-time. We have sold trailers to people all over the country – we’ve got some in California, Arizona, Colorado, Montana, Wyoming and even Connecticut.”

Last year, Pauli was selected to compete at the 2019 Wyoming Veterans Entrepreneurial Summit (WYVETS) presented by Casper College. His pitch placed first and he was awarded a small amount of working capital as a result. That capital was used to secure a booth at the overlanding community’s premier trade show, Overland Expo West, held annually in Flagstaff, AZ. He says the training and roundtable discussions with community lenders at the event proved to be invaluable as well.

“Learning about SBA (U.S. Small Business Administration) loan programs and the relationships you can build with community lenders is probably what struck me the most during that event,” Pauli said. “In fact, I’ve been working with Nate Sanders from Platte Valley Bank and he’s helped me secure an SBA-

backed line of credit and an Economic Injury Disaster Loan (EIDL), which has been critical during COVID.”



A completed Symmetry Trailer with accompanying roof-top tent.

Pauli said when COVID-19 struck he had cancelled orders and his business slowed down, but says he was able to stay afloat and is now as busy as ever. He’s taken on an East Coast brand ambassador and YouTube personality, Macie, with a goal of expanding his business’ reach and tapping into the woman-overlander market.

“We built Macie a trailer and gave it to her because I think it’s important to get a feel for what women are looking for in an overland trailer,” Pauli explained. “Men aren’t the only ones who enjoy the outdoors, and Macie has been instrumental in helping us better understand that part of the market. She’s very active on social media and we hold monthly strategic meetings virtually.”

The SBA Wyoming District Office is partnering with the Region 8 Veterans Business Outreach Center (VBOC) in 2021 to host quarterly entrepreneurial workshops designed to provide veterans with the tools they’ll need to successfully start their own business. Those interested should monitor the SBA’s calendar at sba.gov/wy or contact Jordan Belser, Veterans Business Development Officer at jordan.belser@sba.gov.

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