



**FFI Food Business Consultant Training  
Level 2 Sample Agenda – Two Days  
UW Madison Campus, Pyle Center**

Please Note: Everyone should bring a laptop computer with them with excel on it as you will actually be packaging a prototypical capital raise while we are together. I will be sending out the financial packaging template that I use with my clients if you want to use it. Otherwise, if you have a favorite software application for doing financial proformas, have it on your laptop so you can use it during the training. Please keep in mind that we are going to be packaging a raise for an existing company, NOT a startup. Any template you bring with you should be for an existing company.

**Day One – Raising Equity and Packaging a Financial Request for Debt and Equity**

**9:30 - 10:00 – Coffee and Networking**

**10:00 – 12:30 –Raising Equity**

The Legal Side of Raising Equity – Jeff Glazer, Law and Entrepreneurship Clinic

The Finance Side of Raising Equity – Tera Johnson, FFI

**12:30 – 1:00 – Lunch**

**1:00 – 2:00 – Working With a Client to Raise Money**

More Detail on Capital Sources and Typical Amounts

What's in a Client Dropbox

What's in a Proforma – Sample with Equity Raise

Using Edible-Alpha™ Resources to Support a Client

**2:00 – 5:00 - Packaging a Local Wholesale Brand and Café Expansion Project**

Demonstration and hands-on proforma development with breaks as needed.

**5:00 – Adjournment. Dinner on Your Own**

**To learn more:** Call Zac, FFI Program Manager at 608-890-0780, visit [FFI's website](#), or subscribe to our [podcast](#). You can view the current list of [FFI trained consultants](#) (32 as of this date).



## **Day Two – Packaging Financial Requests and Capital Source Cultivation**

**8:00 – 8:30 – Coffee and Networking**

**8:30 – 10:00 – The Money Raising Process for Our Client’s Project**

Hands-On Capital Structuring  
Completing the Dropbox

**10:00 – 10:15 – Break**

**10:15 – 12:30 – Other Cases**

### **National/Regional Brand**

Simulated Capital Requirements  
Equity Raise Strategy and Documentation

### **Craft Beer / Brand with Processing Example**

Simulated Benchmark Capital Requirements  
Equity Raise Strategy and Documentation

### **Farm Ownership Transition**

Simulated Benchmark Capital Requirements  
Equity Raise Strategy and Documentation

**12:30 - 1:30 – Lunch**

**1:30 – 3:15 – Local Capital Source Cultivation**

Debt- Traditional and Non-Traditional Sources  
Equity – Traditional and Non-Traditional; Accredited and Non-Accredited

**3:15 – Next Steps**

**3:30 – Adjournment**

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