



**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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