FOOD FINANCE INSTITUTE

EDIBLE-ALPHA®

FFI Level 2 Consultant Training Agenda

Day Three – Using Financial Projections To Raise Money

9:00am – 9:30am – Coffee and Networking

9:30am – 11:00pm – What Financial Statements Are Telling You?

- What does your client understand about their financial statements and business model?
- Income Statement
- Balance Sheet
- Cash Flow Statement

11:40 – 12:30 – Getting Systems in Place

12:30pm – 1:30pm – Lunch

1:30pm – 5:30pm – Getting a Client Ready to Raise Money

- Hands on Exercise – Building a Proforma
    - What is in a Pro-forma Model
    - Using Templates to Build The Model
    - Build a Proforma for a Client
- Capital Structuring and Sources & Uses of Capital
- File Sharing Setup and Mechanics With The Client
- Action Item Tracking
- Your Role While the Client is Raising Money

5:30pm – Adjournment, dinner for those interested

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Day Four – Dimensions of Raising Equity and Cultivating Capital

8:00am – 10:00am – Financial and Legal Dimensions of Raising Equity

- Fundraising Credibility Killers
- The Process of Raising Equity
- Equity Strategy Starts with Investor - Deal Alignment
- Growth Options Case Studies and Legal Work Required

10:00am – 12:30pm – Getting The Offer Ready

- Private Placement Memorandum
- Investment Offering Attributes
- Term Sheet
- The Pitch Deck

12:30pm – 1:30pm – Lunch

1:30pm – 3:30pm – Local Capital Source Cultivation

- Ways to Cultivate Local Capital Sources
- Capital Sources to Cultivate
- How FFI & Edible-Alpha® Can Help

3:30pm – Adjournment and Feedback