

FOOD FINANCE ESSENTIALS

GROW YOUR FOOD BUSINESS.
PREPARE FOR FINANCING.

MAY 9 – JUNE 13, 2022

POWERED BY:



Food Finance Essentials is a multi-week intensive experience designed to tune up your business model, improve your financial know-how, and get you ready for financing.

**Curriculum + 1:1 Expert Advising + Peer-to-Peer Connections.
Leave with Plans and Resources.**

Get a Business Model
Tune Up

Understand Your
Profit & Loss Statements

Identify Your Capital Needs
and Debt Affordability

Leave with Pitch Deck +
Materials for Lenders

**Receive Post-Training Technical Assistance in
Accounting or Industry Professional Services.**

Participants who complete the training will be eligible to receive additional technical assistance in accounting or industry-specific professional consulting to prepare for growth and capital.

BONUS

**6 Spots Available.
Apply by April 29.**

We will select 6 enterprises that most closely meet eligibility requirements.

APPLY HERE

<https://bit.ly/3xg2XDU>

This training is for you if your Food Business is interested in:

- Clarifying your business model because you're expanding or pivoting.
- Understanding your financial position now and in the next 12-24 months.
- Identifying your capital needs and what your business can afford.
- Practicing your business pitch.
- Preparing to apply for funding, loans, or other investment.

Requirements & Eligibility

- **You're a "good food" business.** You're a product maker, a restaurant/caterer/mobile truck owner, or a farm/CSA focused on using whole, minimally processed ingredients and are located in Metro Detroit or Washtenaw County.
- **You're a growing business.** Your business has been in operation for at least 2 years, generating an annual revenue of \$20K+, and seeking financing or investment in the next 6-12 months. No Pre-Start Ups for this training.
- **You're ready to commit.** You and one colleague (optional) are highly motivated and able to commit to the training schedule below (2 hour sessions), meet with advisors for up to 2 hours per week, and spend additional time on your own each week to complete homework.
- **You can connect and are familiar with online tools.** You have access to a computer and Internet connection to participate via Zoom. You also have some familiarity with Power Point, Google Slides, Excel or Google Sheets.

Training Schedule

This training is fun and intensive! Over the course of several weeks, you will participate in group Zoom sessions (10am-Noon) about 1x/week with the entire group to learn critical concepts, then work in 1:1 sessions with an advisor and on your own during each week on your specific homework. The training culminates in a Storytelling showcase event.

Monday, May 9	Monday, May 16	Monday, May 23	Monday, June 6	Monday, June 13
Session 1 Training Kick Off Business Model Tune Up During the Week Homework + Advisor Sessions	Session 2 Components of a P&L Your Financial Position Financial Forecasting Understanding Cash Flow During the Week Homework + Advisor Sessions	Session 3 Uses of Capital Identifying Your Capital Needs How Much Debt You Can Afford During the Weeks Homework + Advisor Sessions	Session 4 Pitch Deck Components What Lenders Look For Loan Application Checklist During the Week Final Prep of Pitch Deck and Financials	Session 5 Bringing it All Together: Storytelling Event* The training culminates in a storytelling event to showcase your business in front of advisors and other industry guests to gain additional experience and insights. Post Training Additional Technical Assistance

* Event may be in-person in Detroit or virtual.

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