



A One Day Boot Camp and Networking Event:  
**Financing Your Consumer Product Company:  
 Natural, Organic, Specialty, Retail & Premium**



**December 12, 2019 | 8am – 4:30pm | Boston, MA**

A comprehensive seminar that provides entrepreneurs and executives an in-depth understanding of what it takes to raise capital.

**With Speakers From:**



**Led by:**



**Bob Burke**  
Natural Consulting



**Nick McCoy**  
Whipstitch Capital



**Tim Sousa**  
Whipstitch Capital



**Dominic Manganò**  
Whipstitch Capital

# Financing Your Consumer Product Company Seminar

## Event Schedule (order subject to change)

1	Pre-Event Networking*	All
2	Introduction & Overview	Bob Burke & Nick McCoy
3	Growth Financing 101	Tim Sousa
4	Building Value	Bob Burke
5	Debt Financing	Keith Kohler
6	An Early-Stage Investor	Lauren Abda, Marcia Hooper
7	Materials and Process	Bob Burke
8	Top Legal Issues with Financing and Selling	Jeremy Halpern
9	An Entrepreneur's Story	Amy Lacey
10	Lessons from an Institutional Investor w/ DTC Primer	Arpon Ray
11	Growth Capital & Term Sheets	Andy Whitman
12	Benchmarking: The Real Story – Margins, Cash, Spend	Propeller Industries
13	Valuation Primer	Nick McCoy & Dom Mangano
14	Investment Bankers: Go Alone or Partner?	Nick McCoy
15	Cocktails and Networking	All



\* Optional one hour pre-event networking session from 8-9am.

\*\* Speakers subject to change

## Brought to you and led by

**Bob Burke**, co-author of *The Natural Products Field Manual* and consultant in the natural and specialty products industry since 1998; former VP of Sales & Corporate Dev. at Stonyfield. Bob prepares business plans, assists in fund raising, advises clients on growth and exit strategies, and serves on several boards. He has helped many companies reach successful exits. See: [www.NaturalConsulting.com](http://www.NaturalConsulting.com)

**Nicolas McCoy**, co-founder and Managing Director of **Whipstitch Capital**, a leading investment bank in the consumer space. Nick raises capital, facilitates successful exits, prepares fundraising materials and often speaks and writes on topics related to raising capital and selling companies. Contact him at [nick@wstitch.com](mailto:nick@wstitch.com)

### And Featuring:

**Andy Whitman** Founding Managing Partner of **2x Consumer Products Growth Partners**, active emerging branded consumer products business investor. 2x Partners has invested in Beanitos, Blue Dog Bakery, Good Karma, MegaFood, No Cow, Orabrush, Seaweed Bath Co., Surratt Beauty, Tasty Bite, Wellness and more. Contact [awhitman@2xPartners.com](mailto:awhitman@2xPartners.com)



## Additional Expert Speakers\*\*

### Arpon Ray

**Coefficient Capital** leads investments in high growth consumer brands that align the physical world with the digital universe.

### Jeremy Halpern

**Nutter, McClennen & Fish LLP** – Co-Chair, Emerging Companies Group; Co-Lead, Food and Beverage Group

### Chris Fenster

CEO and Founder, **Propeller Industries**. a CFO and accounting partner to venture-stage companies.

### Lauren Abda

Founder and CEO of **Branchfood**, and Co-founder at **Branch Venture Group**.

### Marcia Hooper

Co-founder at **Branch Venture Group**. Branch provides support to high-growth, innovative food ventures through network, capital & expertise.

### Keith Kohler

**K2 Financing** – debt solutions for consumer products companies



**PROPELLER INDUSTRIES**



## Entrepreneur Success Story

### Amy Lacey

Amy Lacey is the Owner & Founder of Cali'flour Foods. From 2016-2018, Amy led her company through unprecedented growth by selling DTC on her website, through Amazon, as well as in select stores. In 2019, Amy brought on a leading investor who is forging Cali'flours future in nationwide grocery, positioning them for additional growth."



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## Seminar Details

### Pricing

	<u>By Nov 27</u>	<u>After Nov 27</u>
All-Day Seminar	\$699	\$899
Additional Attendees*	\$599	\$799

\*Additional individuals (more than two) from the same company may attend at a discounted rate of \$100 off the listed price.

**BONUS!** Register for the seminar and SAVE \$500 on The Natural Products Field Manual (comprehensive training manual with CD) for the reduced price of \$3,499 (regularly \$3,999). Please see [www.NPCInstitute.com](http://www.NPCInstitute.com) for more information on publications.

**Cancellation Policy:** Cancel by Nov 30, eligible to receive a full refund; Cancel between 11/30 and 12/12 receive a voucher for a future seminar.

## Registration

Fill out information below and return by email : [bob@naturalconsulting.com](mailto:bob@naturalconsulting.com)

Seminar Only		Seminar and Natural Products Field Manual package	
Name		Company	
Title			
Street	City	State	Zip code
Email		Telephone	
Please make checks payable to "Natural Products Consulting Institute"			
Circle	MC	VISA	AMEX
Card #	Expiration Date		CWV
Name on Card		Signature	

Each participant is eligible to receive a complimentary financial review in order to assess eligibility for debt financing of any type by the K2 Group.

### Location

Nutter McClennen & Fish LLP  
155 Seaport Blvd  
Boston, MA 02110

### Hotel Information

Yotel Boston  
65 Seaport Blvd  
Boston, MA  
617-377-4747

Special hotel rate if you  
Mention "Natural Products  
Consulting Group Rate for Dec"

**Code: 1912NATURA**

Or click [here](#)

## Comments from previous seminar attendees:

*"I thought I knew a lot about funding, but this really helped me understand the lay of the land."* –CEO, Food Co.

*"Great day - touched on a lot of issues without spending too much time on specific issues perhaps alienating part of the audience."* –CEO, Consumer Product Co.

*"I just wanted to drop you both a line to tell you how much I enjoyed last week's event. The information was fantastic and now that I am going through the disk, it keeps getting better..."* –CEO, Food Company

## Sponsors:



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