

One Day Boot Camp and Networking Event:

# Financing Your Consumer Product Company: Natural, Organic, Specialty, Retail & Premium

December 14, 2023 | 8am – 4:30pm | Boston, MA

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

Led by:



Mike Burgmaier  
Whipstitch Capital



Bob Burke  
Natural Consulting



## Financing Your Consumer Product Company Seminar

### Event Schedule (order subject to change)

|    |  |                                    |
|----|--|------------------------------------|
| 1  | Pre-Event Networking*                                | All                                |
| 2  | Introduction & Overview                              | Bob Burke & Mike Burgmaier         |
| 3  | Growth Financing 101                                 | Mike Burgmaier                     |
| 4  | Building Value                                       | Bob Burke                          |
| 5  | Debt Financing                                       | Keith Kohler                       |
| 6  | Angel Investors                                      | The Angel Group                    |
| 7  | An Early-Stage Institutional Investor                | Elly Truesdell (New Fare Partners) |
| 8  | Materials and Process                                | Bob Burke                          |
| 9  | Top Legal Issues with Financing and Selling          | Jeremy Halpern (Nutter)            |
| 10 | An Entrepreneur's Story                              | Anouck Gotlib (Belgian Boys)       |
| 11 | Lessons from an Institutional Investor               | Juan Marcos Hill (Stride Consumer) |
| 12 | Alternative Funding Models for Early-Stage Companies | Elliot Begoun, TIG Brands          |
| 13 | Growth Capital & Term Sheets                         | Andy Whitman (Loft)                |
| 13 | Valuation Primer                                     | Mike Burgmaier                     |
| 15 | Reception & 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)

**Mike Burgmaier**, co-founder and Managing Director of **Whipstitch Capital**, a leading investment bank in the consumer space. Mike 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 [mike@wstitch.com](mailto:mike@wstitch.com)

### And Featuring:

**Andy Whitman**, Founding Managing Partner of **Loft Growth Partners**, the longest tenured emerging branded CPG investor. Loft Growth Partners has invested in Beanitos, Blue Dog Bakery, Good Karma, MegaFood, No Cow, Orabrush, Seaweed Bath Co., Surratt Beauty, Tasty Bite, The Sill, Wellness and more. Contact [andy@LoftGrowthPartners.com](mailto:andy@LoftGrowthPartners.com)



### Additional Expert Speakers\*\*

**Elly Truesdell, New Fare Partners** is an early-stage venture capital firm serving the modern eater. Investments include Made by Nacho, Mid-Day Squares, Bachan's, and Omsom, among others.

**Adam Spriggs, The Angel Group**, is a tight-knit collection of friends and accredited angel investors who are regarded as some of the brightest minds in our industry.

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

**Elliot Begoun, TIG Brands:** TIG Brands is a platform for entrepreneurs building nimble, capital-efficient, resilient brands—tardigrades, not unicorns.

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

**Juan Marcos Hill Stride Consumer** is a private equity firm that specializes in partnering with founders, entrepreneurs, and business leaders. Investments include Chomps, Yasso and Essentia, among others



### Entrepreneur Success Story

**Anouck Gotlib, CEO of Belgian Boys**, is on a mission to turn up the happy - one sweet moment at a time. She leads a passionate team dedicated to growing more than just a revenue-driven business - creating joy for customers and spreading sweetness in people's lives. In 2022, Belgian Boys received a \$7 million investment from Camino Partners (formerly Equilibra).



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## Seminar Details

### Pricing

|                       | By Nov 27 | After Nov 30 |
|-----------------------|-----------|--------------|
| All-Day Seminar       | \$699     | \$899        |
| Additional Attendees* | \$599     | \$799        |

\*Additional individuals from the same company may attend at a discounted rate of \$100 off the listed price. Use code: **FINSAVEW2** on Website or note below.

**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.NPCIinstitute.com](http://www.NPCIinstitute.com) for more information on publications.

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

### 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  
Room Block

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

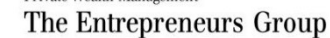
## Registration

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                                   |           | CVV      |
| Name on Card  | Signature   |           |          |

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

## Sponsors:



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