



Presents

## A ONE-DAY BOOT CAMP & NETWORKING EVENT

December 15, 2011  
9:00am-4:30pm  
Burlington, MA

Sponsors



INVESTORS' CIRCLE



pure | branding

Each participant is eligible to receive a complimentary Branding Review that will evaluate your positioning strategy as a driver of market growth.  
**COMPLIMENTS OF PURE BRANDING**

Natural Products Consulting Institute  
978-975-9902  
Bob@NaturalConsulting.com  
www.NaturalConsulting.com

# Financing Your Consumer Products Company

## Natural, Organic, Specialty, Premium, Retail...

A comprehensive seminar with expert speakers to provide entrepreneurs and executives an in-depth understanding of what it takes to raise capital.

Led by industry veterans **Bob Burke & Michael Burgmaier**, the seminar demystifies capital-raising terms and provides insights to improve your odds to successfully obtain the financing you need.

In addition, you will hear directly from industry-leading entrepreneurs who raised equity capital, venture capital and angel investors, debt sources and other industry experts. (See next page for details.)

### Topics Include:

- Determining my financing needs
- What is the best source of capital to align with my needs?
- What's the game plan for my business and my time horizon?
- Finding early-stage capital
  - Friends & family
  - Banks/Loans/Debt
  - Angel investors/Groups
  - What terms should I expect?
- Demystifying valuation
  - Methodologies
  - Understanding equity
  - What matters/what doesn't?
- How to find "socially responsible" capital & if it's a fit for you
- Venture capital financing
  - Whom do I approach? And how?
  - Anatomy of a term sheet
  - What to expect: Working with a VC
  - Control, veto rights, dilution
- Other private equity
- Do I go alone or get professional help?
  - Role of the investment banker
  - Terms, fees
  - Materials (business plan, sample presentation, financials)
- Creating value
  - Distribution
  - Brand building
  - Building out the team
- Positioning for exit
- Strategic buyer or financial buyer

### 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, Natural Product Co.*

"**Excellent.** Well divided without significant overlap." — *President, Natural 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 Co.*

# Financing Your Consumer Products Company

*Natural, Organic, Specialty, Premium, Retail...*

## Led by Bob Burke & Michael Burgmaier

**Bob Burke** is co-author of *The Natural Products Field Manual* and *The Sales Manager's Handbook*. He is a consultant specializing in bringing natural, organic and specialty products to market across all channels since 1998 and former VP of Sales and Corporate Development at Stonyfield Farm. He has prepared numerous business plans, assisted in fundraising, advised clients on growth and exit strategies and has helped a number of companies reach a successful exit. He serves on the board of directors of Stonyfield Farm, EcoFish, Nutrabella and American Halal. He has an MBA from Babson College. For more info, please visit [www.NaturalConsulting.com](http://www.NaturalConsulting.com).

**Michael Burgmaier** is an investment banker with **Silverwood Partners**, where he leads M&A and private placement transactions in the consumer product space, and a former venture capital investor in the food & beverage/consumer products sectors, where he helped lead five deals in the space. He has raised capital for numerous companies, helped facilitate successful exits, written business plans, prepared fundraising materials, has served on boards of venture-backed companies and writes and speaks frequently on this topic. He has an MBA from the Tuck School at Dartmouth. Contact him at [mburgmaier@silverwoodpartners.com](mailto:mburgmaier@silverwoodpartners.com).

## Additional Expert Speakers:

### ► INVESTORS/DEBT SOURCES

- **Keith Kohler**, President, **The K2 Group LLC** (debt financing options)
- **Kerry Muse** with **Sherbrooke Capital** (funded FoodShouldTasteGood, Immaculate Baking, Adina for Life, Izze Beverage, Ciao Bella, Oregon Chai, Angie's Kettle Corn and more)
- **Bruce Nierenberg**, Founding Investor/Board of Directors, **Vitaminwater (Glaceau)**; founder B.I.N. Sales & Marketing; Founding Partner, **Organic Brands LLC**; experienced angel investor
- **Andrew Whitman**, Managing Partner, **2x Consumer Product Growth Partners** (funded gDiapers, Orabrush, Tasty Bite and more)

### ► ENTREPRENEURS WHO HAVE SUCCESSFULLY RAISED CAPITAL

- **Mike Adair**, Founder/CEO of **Red's All Natural** (angel funded)
- **John Pepper**, Co-founder/CEO of **Boloco**, a 17-unit fast-casual restaurant chain (funded by **Winona Capital**); founding investor and board member of b.good

**REGISTRATION FORM:** Fax to 978-975-4502 or email to [Bob@NaturalConsulting.com](mailto:Bob@NaturalConsulting.com)

Seminar only     Seminar plus **The Natural Products Field Manual** with CD

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Check enclosed, payable to "Natural Products Consulting Institute"

Please charge my:     MasterCard     Visa     American Express

Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

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Please sign me up for the Branding Review compliments of Pure Branding FB11

## Location

**Hilton Garden Inn**  
**5 Wheeler Road**  
**Burlington, MA**  
**(781) 272-8800**

Special hotel rate of \$115 if you mention "Natural Products Consulting Institute Seminar" and you reserve by November 30, 2011.

Call (781) 272-8800 and ask for "in-house reservations" to make your reservations.

From Logan Airport, take Logan Express shuttle to Anderson train station and a hotel shuttle can pick you up. Please call hotel to arrange.

## Pricing

**\$699;**  
**EARLY BIRD**  
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**November 21, 2011 —**  
**save \$200!**

Additional people from the same company can attend at \$100 off per above.

**Cancellation Policy:** By November 30, 2011, receive refund; 12/1-12/14, receive voucher for future seminar.

## BONUS!

Register for seminar and purchase **The Natural Products Field Manual** (comprehensive training manual with CD) for \$500 off — \$2,499. Please see [www.NPCIInstitute.com](http://www.NPCIInstitute.com) for more info on publications. (The Natural Products Field Manual regularly sells for \$2,999 by itself without seminar.)