



THE
FOOD
BUSINESS
SCHOOL®



The Basics of Food Venture Formation & Financing

—with Don Buder, Partner, Davis Wright Tremaine LLP

DETAILS:

All online, asynchronous, and self-paced

First week of welcome and orientation, with five weeks of course content

WEEKLY COURSE SAMPLING

WEEK ONE:

Asking the Right Questions

- What drives success
- Why startups fail
- Trends, timing, finance

SAMPLE ACTIVITY:

Read engaging content on starting a food or foodservice business or launching a product, **work-life balance, and keeping an entrepreneurial mindset**. Think about your why and your what while you **imagine and brainstorm** your future business venture in the early startup stages.

WEEK TWO:

Starting the Right Business

- Explore options
- Scan for “landmines”
- Five Cs of starting the right business

SAMPLE ACTIVITY:

Read (and learn to understand) key elements of how to get a product on the shelves and into consumer’s homes, and **why businesses fail**. Outline how your business idea aligns with the Five Cs. Review posts from other learners to help you think more creatively or critically about the process.

WEEK THREE:

Identifying the Stakeholders

- Five key categories of stakeholders
- Win-win relationships
- Stakeholder analysis tools

SAMPLE ACTIVITY:

Review templates, tools, and case studies. Identify **five key categories of stakeholders**, and how to engage in win-win relationships. Think through **building a product or service that is profitable and true to your vision**, and meets the differing needs and expectations of your stakeholders.

WEEK FOUR:

Examining Options for Funding

- Raising money
- Seed capital
- Later-stage financing
- Investors, friends + family, angel investors, venture capital, etc.

SAMPLE ACTIVITY:

After reading periodicals on types of **investors and financing methods and strategies for startups**, you will engage in a series of questions that will test your knowledge on the concepts and applications of how to identify the **right funding for your food business venture or product**.

WEEK FIVE:

Planning for an Effective Exit

- Exit strategies
- Risk allocation
- Hiring an investment banker (or not...)

SAMPLE ACTIVITY:

Read a curated list of articles on small business owners who have chosen to exit their businesses and learn how to develop your exit strategy. **Craft your own playbook** for how you plan to **form, finance, and grow** your food venture or product. How will you meet those goals, beginning “with the end in mind.”

“The highlight was the realization that I need to think about my business from a different perspective. This course provided me with a ‘real’ competitive advantage on how to affectively implement my business plan.”

—Alejandro Lopez, FBS Learner