



RAISING CAPITAL SEMINAR SERIES





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Module 3: The Proforma: Building a Strong Financial Model

Oct. 14, 2020



Today's presenter

Mike Colwell – Greater Des Moines Partnership

As executive director of entrepreneurial initiatives at the Greater Des Moines Partnership, Mike is directly responsible for the Partnership entrepreneurial strategies and execution. In his role Mike spends his days coaching, mentoring, consulting, networking and generally asking very tough questions, the kinds of questions most entrepreneurs would rather he did not ask. Focusing on high-growth-potential companies, he works with businesses ranging from a single person with an idea to \$10 million companies looking to grow to \$25 million. Mike assists with business strategy, business planning, business plan execution and business model development.

Mike is co-manager of Plains Angels, a Des Moines based group of angel investors. With more than 40 members, Plains Angels has been in existence since 2013 and has been active investing in many local and regional startup companies. Mike and his wife Beth are active angel investors with over 35 investments to-date. Mike has had a key role in the formation of the Global Insurance Accelerator and the Iowa AgriTech Accelerator and serves on the board of both organizations.



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AGENDA



- **Module 1:** The Fundraising Journey: Steps to Raising Capital
- **Module 2:** The Pitch: Telling Your Story
- **Module 3:** The Proforma: Building a Strong Financial Model
- **Module 4:** The Cap Table: Who Owns Your Company
- **Module 5:** The Term Sheet: The Details Matter



DES MOINES, IOWA



Financial Models for Startups

Mike Colwell

mcolwell@dsmpartnership.com



DSM USA

DSMpartnership.com