

Dr. Edward Crowley

Capitalizing the Business

Welcome

I’m Ed Crowley, Owner of Mesta Meadows and Atelait Creamery

- Principal in 11 start-ups
- Raised over $8M in VC funding
- Raised $2.3M in grant funding
- Raised over $1M in angel funding
- Raised over $5M in debt funding
- Associate Professor – Southeast Missouri State University

50%

of new businesses don’t survive past 5 years

The Challenge of Cash & Capital

- **It is easy to under-estimate the capital required to fund and grow the business**
- **Cash flow is the lifeblood a business, but the least planned part of the business**
- **Ag businesses are historically capital intensive**



What Business Plans Can Do



- **Help you plan for capital and cash needs**
- **Build credibility with potential sources of funds**
- **Help you identify your ‘business model’**

- **They cannot make up for poor execution or a bad business model**

Key Questions A Business Plan Should Answer

- **Who is your customer?**
- **Why will they buy your product/service?**
- **Who are you key competitors?**
- **How will you produce the product or service?**
- **How will you get the product / service to the customer?**
- **What are your margins?**
- **How much cash do you need to start the business?**
- **How do you scale the business?**



Thank You!

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