

### **Three Roots Capital – Rise-N-Grind “*Financing My Business*” Series**

This series of four (4) events will cover a broad range of issues associated with the capitalization and operational financing of a business. The specific emphasis is “what capital to access when” and “how to access that capital” from the business owner’s perspective.

#### **Session 1: “Preparing to Access Capital: Financials/Bookkeeping”**

**Stephen Arnold, CFO Consultant, moderator Chris Miller**

**Thursday, February 14 | 8:30 – 9:45 AM | ACEI Accelerator, UTRF Business Incubator**

The first session will focus on what business owners need to do and have in place, in preparation to successfully raise capital to finance their business.

**Stephen Arnold** has extensive experience in capital fundraising and M&A and will share his knowledge and his experience from medical technology and capital equipment companies, the need for bookkeeping and preparing financials, the tools used to accomplish this and options to get help with these functions.

#### **Session 2: “A Survey of Capital Sources, Timing, and Costs”**

**Randy Smith, Burkhart & Company, moderator Chris Miller**

**Tuesday, February 19 | 5 – 6:30 PM | Haslam Business Building, Room 402, 1000 Volunteer Blvd.**

This session will cover the concept of the funding continuum by identifying the various types of capital and their typical costs.

**Randy Smith** made Knoxville home upon completing his accounting studies at the University of Tennessee. After spending 15 years as a CPA, he transitioned to the entrepreneurial side where as CFO he guided a healthcare software company through a successful exit.

#### **Session 3: “Equity-Based Capital”**

**Panel: Geoff Robson, Grady Vanderhoofven, Ken Woody, moderator Chris Miller**

**Thursday, March 7, 4:30 – 6 PM | ACEI Accelerator, UTRF Business Incubator**

In session 3 we will answer questions about equity investment such as how do you attract equity investment; what is due diligence; how long does it take to get an equity investment; is there a bad fit for equity investment? among others.

**Geoff Robson**, President and Co-Founder of The Lighthouse Fund, a locally based \$3M angel fund focusing on early stage companies who are post revenue.

**Grady Vanderhoofven**, Founder and CEO of Three Roots Capital, has more than 20 years of experience in venture capital and private equity, including debt and equity investing in predominantly low income and/or rural areas of the southeastern US.

**Ken Woody**, President of Innova a pre-seed, seed and early-stage investor focused on starting and funding high-growth companies in the Biosciences, Technology and AgTech fields.

**Session 4: “Debt-Based Capital”**

**Panel: Barry Curry, Jimmy Dalton, and Bryan Kilday, moderator David Bradshaw**

**Tuesday, April 9 | 4:30 – 6 PM | JIAM Seminar Room at Cherokee Farm**

The final session of the series will focus on the importance of Debt-Based Capital. A brief insight to the various types of debt-based capital, how to prepare, time and secure yourself and your business for it.

**Barry Curry**, VP and Business Development Officer with Crestmark, a provider of innovative financial solutions including asset-based lending and factoring.

**Jimmy Dalton**, Chief Credit Officer with SouthEast Bank, an independent local bank, serving its clients with a true community spirit, while offering innovative financial solutions.

**Bryan Kilday**, VP commercial Lender at Renasant Bank, a 115-year-old financial services institution with offices in 5 states and named the “Best Bank in the South” by Time Magazine’s Money.com.

**David Bradshaw’s** background includes community development lending and commercial banking, he has provided technical assistance and CDFI financing to start-up and early-stage companies in the past. Currently David is the Oak Ridge Area Manager for Pinnacle Financial Partners.

This special series is offered by Three Roots Capital and The University of Tennessee Research Foundation. The sessions will help inform you on how to access capital, and will introduce information on the timing and costs associated with using capital sources, as well as equity-based and debt-based capital.