



2016 Business Investor Show Case –
Request for Business Application – due March 11th, 2016

Slow Money Wisconsin is excited to invite food and value-added farm businesses to apply for inclusion in their 4th annual Business Investor Showcase.

Since 2012 Slow Money Wisconsin's Investor Showcase has:

- Facilitated over \$4,000,000 in investments for Showcase Businesses
- Prepared 26 businesses to deliver an investor pitch
- Provided one-on-one technical assistance to over 26 businesses
- Connected entrepreneurs to businesses development opportunities throughout the region

As a selected Slow Money Wisconsin Investor Showcase Business you receive:

- 8 to 10 hours of one-on-one technical assistance
- Access to a curated investor panel at our Business Investor Showcase
- Access to showcase attendees including investors, bankers, and other financial representatives
- An investor pitch/presentation
- Inclusion in the Slow Money Wisconsin business portfolio

If your application is not accepted, your application fee gets you:

- A 30-60 minute phone consultation with one of our coaches, providing technical and funding ideas for your venture
- Two tickets to our Business Investor Showcase

Slow Money Wisconsin Business Investor Timeline

- Feb 11th to March 11th – applications accepted
- March 11th to March 30th – applications reviewed
- Week of March 28th – applicants notified of acceptance
- April 1st to May 4th – accepted applicants work with mentors
- April 29th – Kick Off Event @ Alt Brew/ 1808 Wright St/ Madison, WI 53704
- April 29th through May 5th – various promotional events
- May 6th Business Investor Showcase @ The East Side Club / 3735 Monona Drive / Madison, WI 53714

To submit an application for consideration please:

- complete the below application and prepare any supplemental documents
- submit by or before March 11th to admin@slowmoneywisconsin.org
- submit the \$100 application fee to admin@slowmoneywisconsin.org

Slow Money Wisconsin Bios at end of this document:

- Tera Johnson Bio
- Jim Gage Bio



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APPLICATION

DATE	CLICK HERE TO ENTER A DATE.
BUSINESS NAME	Click here to enter text.
CONTACT NAME	Click here to enter text.
EMAIL	Click here to enter text.
YEAR BUSINESS STARTED	Click here to enter text.
WEBSITE	Click here to enter text.
BUSINESS PHONE NUMBER	Click here to enter text.
SECOND PHONE NUMBER	Click here to enter text.

Will you and a business partner be able to attend an evening showcase reception on Friday, April 29th from 5pm to 9pm and our Business Investor Showcase on Friday, May 6th from 8am to 3pm?

Will you be able to devote time between April 1st and May 4th to several hours of coaching and technical assistance, with a minimum of 8 hours of independent work?

Provide an introductory paragraph on your business.

Please describe your current project.

Please identify the amount of funding needed to reach your goals/complete your current project.



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Please attach:

- Business plan or project plan
- Financials to date
- Capital & Financial plan
- Any other supporting documents that tell your story or progress you've had to date; please try to limit narrative to 10 pages (excluding capital and financial plan)

Submit to:

admin@slowmoneywisconsin.org

Pay \$100 application fee to:

admin@slowmoneywisconsin.org through paypal.com

Key things reviewers will be looking for:

- In house/ advisory management capabilities
- Three to five year goals and objectives and/or description of business model
- Product mix and target market; marketing and sales approach
- Financials to date; capital & financial plan

Thank you for your interest in the Slow Money Wisconsin Business Investor Showcase!



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Slow Money Wisconsin Bio's

James D. Gage is the principal for James D. Gage Consulting, Inc that specializes in value added dairy and local foods business development. He is the past manager of the Wisconsin Dairy Business Innovation Center, and has worked on business and marketing issues with over 250 value added clients over the last 12 years. Specific consulting has included conducting market research, facilitating meetings, writing business plans and grants, and providing general management services. He serves as the business-strategist in residence for the American Cheese Society (2013-15), and is a certified Wisconsin Value-Added Food & Farm Business Consultant. He worked extensively with the private sector high technology community as part of the University of Wisconsin's Environmental Remote Sensing Center, and has been part of agricultural research and management consulting teams in more than 40 countries worldwide while working with the Land Tenure Center (University of Wisconsin), the International Development Management Center (University of Maryland), and the Peace Corps. Mr. Gage holds an MS in Horticulture and Plant Physiology from University of Maryland- College Park, and a BA in Political Science from Fordham University

Tera Johnson is a socially conscious serial entrepreneur whose mission is to create the next generation of environmentally and economically sustainable food and farming businesses. As the founder of teraswhey, Tera took an idea for a company that would manufacture organic and goat whey proteins, raised \$14M in investor and bank funds, built a unique environmentally sustainable manufacturing plant, launched a national brand, and brought in a professional management team that successfully transitioned the company's ownership to a public company.

Having participated in the full arc of creating a successful investor-financed company, Tera is now leveraging what she learned by founding the Food and Finance Institute at UW Extension. The Institute's work focuses on providing business consulting to sustainable food and farming businesses, and the emerging social venture funds that are providing the capital they need to grow. The Center also helps its clients successfully package non-traditional and traditional sources of debt and equity financing. The Institute runs an annual Food Finance Accelerator that teaches finance professionals, investors, and entrepreneurs about the attractiveness of the sector, business models that work, and how to combine emerging non-traditional and traditional financing sources to start and grow local food businesses. Tera currently serves at the Board President of Slow Money Wisconsin and is a member of other corporate boards.

Johnson holds a master's degree in applied economics from the University of Wisconsin – Madison and an undergraduate degree from the University of Pennsylvania. Johnson believes when individuals and companies take a stand for something bigger than themselves, they start a ripple that creates extraordinary change in the world.