



# Capital Raising Bootcamps

FamilyOffices.com/Bootcamp

August 17<sup>th</sup> | Fort Lauderdale, FL

August 18<sup>th</sup> | New York City, NY **Virtual**

August 19<sup>th</sup> | Dallas, TX

August 20<sup>th</sup> | Los Angeles, CA

## AGENDA

| TIME                    | TOPIC                                                                                                                                                                                                                                     |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:30 a.m.               | Registration and Networking                                                                                                                                                                                                               |
| 10:00 a.m. - 10:20 a.m. | Top 5 reframes to think differently about investors, Top 5 mistakes everyone makes while raising capital, and 3 artificial intelligence tools to help that are included in your membership                                                |
| 10:20 a.m. - 10:30 a.m. | <b>Positioning Power:</b> How to attract capital vs. chase it, what draws investors in, recent case study of our member who struggled to raise \$5M, changed positions, and has raised \$55M since                                        |
| 10:30 a.m. - 10:45 a.m. | <b>Capital Raising Materials Checklist:</b> Audit what you have, what you may need next and create a top 3 action item plan to level-up your communications with investors                                                                |
| 10:45 a.m. - 11:00 a.m. | <b>Family Office Deal Case Studies:</b> How to Close More \$500k, \$1M, \$5M and \$10M+ Checks from Centimillionaires & Up                                                                                                                |
| 11:00 a.m. - 11:15 a.m. | How to Connect and Close Deals with Doctor Investors<br>  Michael Kirwin - Michael Kirwin LLC [Doctor Investor]                                                                                                                           |
| 11:15 a.m. - 11:45 a.m. | After 1,000 hours studying influence and persuasion, and 19 years running our investor club; Here are the 5 most important investor relations & capital raising insights that work                                                        |
| 11:45 a.m. - 12:00 p.m. | <b>Custom Deal Structure Success:</b> 5 examples of restructuring deals to close investors who said no, and 1 artificial intelligence tool that is a game changer to make you 10x faster and more creative in structuring your next raise |
| 12:00 p.m. - 12:30 p.m. | <b>Crystal Clear Advantage:</b> Reversing the Flow of Investor Demand, Power Brokers, and Joint Ventures                                                                                                                                  |
| 12:30 p.m. - 1:00 p.m.  | Networking Lunch                                                                                                                                                                                                                          |
| 1:00 p.m. - 1:15 p.m.   | Lessons in Closing Deals, Raising Capital + Negotiating with Investors<br>  Kristina Roth - Founder of SuperShe Island and SMASHD [Scaled from \$0-\$65M & Exited to PE]                                                                  |
| 1:15 p.m. - 1:30 p.m.   | <b>The #1 strategy to attract investors:</b> the holy grail of capital raising as one \$1B+ capital raiser put it                                                                                                                         |
| 1:30 p.m. - 1:45 p.m.   | <b>DD Advantage:</b> 4 things nobody does that every every investor will appreciate when deciding whether to invest with you                                                                                                              |
| 1:45 p.m. - 2:00 p.m.   | <b>Our investor club's tech stack to move faster:</b> investor pipeline builder, investor club navigator, family office finder, and copilot tools                                                                                         |
| 2:00 p.m. - 2:15 p.m.   | 3 Super Powers to Raise More Capital, How to Close 16x More Often and What Nobody Wants To Do But Works                                                                                                                                   |
| 2:15 p.m. - 2:30 p.m.   | <b>1 out of 1,000 Opportunities:</b> Ways to Add Value First, & Choke Points [AI Tool Available Free with membership]                                                                                                                     |
| 2:30 p.m. - 3:00 p.m.   | <b>Implementation Worksheet:</b> Top 3 and top 10 action items and changes in strategy to act on after the workshop                                                                                                                       |
| 3:00 p.m. - 3:15 p.m.   | Social Media, Advertising, Top Channels & \$1M Mistakes                                                                                                                                                                                   |
| 3:15 p.m. - 4:00 p.m.   | <b>Round Table Discussion:</b> Top Insights & New Strategies From The Day                                                                                                                                                                 |

