



Strengthening the Cooperative Economy: Practical Tips for Current and Prospective Co-ops

Webinar Series

COOPERATIVES

BUILD A BETTER MAINE

Co-op Month
October
2022

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Series Schedule

Session 1 | Cooperatives 101 & Business Conversion Issues

October 5 - 11:00 AM - 12:00 PM

Session 2 | Cooperatives 101 & Start-Up Issues

October 12 - 11:00 AM - 12:00 PM

Session 3 | Maintaining Financial Health for Your Co-op

*October 19 - 10:00 AM - 11:00 AM **Please note earlier time for this session.*

Session 4 | Human Resources Best Practices

October 26 - 11:00 AM - 12:00 PM

Session 5 | Housing Co-ops: Now and the Future

November 2 - 11:00 AM - 12:00 PM



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Session 2 | Cooperative 101 & Start-Up Issues

October 12, 2022

Panelists:

CHRIS LINDER Loan and Outreach Officer, Cooperative Fund of the Northeast

GREG BRODSKY Founder and Co-Director, Start.coop

HELEN COBURN Shareholder, Bernstein Shur, Business Law Practice

ADAM PRESCOTT Shareholder, Bernstein Shur, Business Restructuring & Insolvency Practice

Special Guest:

SARAH SPEARE Founder, Tootie's Tempeh, Inc.

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Agenda

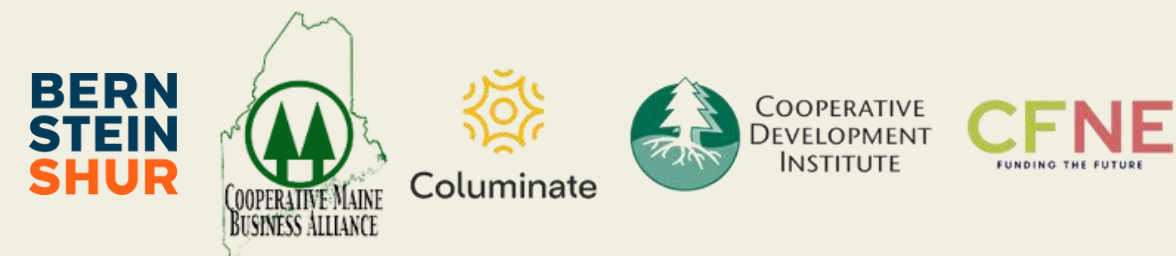
- PART 1** Introduction to Cooperatives

- PART 2** Co-Op Start-Up Stories:
Sarah Speare, Tootie's Tempeh, Inc.

- PART 3** The Co-Op Start-Up Timeline and Process

- PART 4** Deeper Dive: Start-Up Financing

- PART 5** Q + A





Introduction to Cooperative Start-Ups

- What is a cooperative and what are the common types of cooperatives?
- What are the benefits of forming a cooperative compared to a “traditional” business?
- What are common challenges that new cooperative founders face?
- How does cooperative ownership and control compare to other types of businesses?
- How do the economics for cooperative owners differ from other businesses?



The Tootie's Tempeh Story

- Located in Biddeford, Maine
- Founded in 2019
- Model for how food production can support local and sustainable agriculture, foster a more democratic economy, and eliminate single-use plastics
- Hitting store shelves in 2022





The Co-Op Start-Up Timeline and Process

Timeline for Starting a New Cooperative Business

- Stage 1: Exploration
- Stage 2: Business Planning
- Stage 3: Securing Capital
- Stage 4: Licensing, Permitting, and hiring
- Stage 5: Opening





The Co-Op Start-Up Timeline and Process

- Considerations for determining if a cooperative is the right entity for a new business
- Differentiating factors between successful and unsuccessful start-ups
- Creating a new legal entity: Why needed and when to form?
- Common documentation for forming a new business entity
- Cooperative-specific formation documents



Deeper Dive: Start-Up Financing

- Timing in the start-up development process to raise capital
- Common types of funding for start-ups and cooperatives
 - Bank debt, member-sourced financing, preferred share (investor) financing, crowdfunding
- Differences between raising capital for cooperatives and other forms of new business entities
- Legal considerations in raising new capital (securities 101)





Deeper Dive: Start-Up Financing

Special considerations for founders in raising capital for a new start-up cooperative

Strategies for preserving and maximizing return on investment for cooperative founders, including rewarding “sweat equity”

Differences between raising capital for cooperatives and other forms of new business entities



Questions and Answers



Thank you!

Contact us:

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