



**Sourcing Capital for  
New and Growing  
Cideries**

**NAT WEST**

**REVEREND NAT'S HARD CIDER**



## Starting Out

- When to get investment
- Self-funding: credit cards, HELOC
- Valuation

## Investment Types

- Equipment leases: Brewery Finance
- Debt: Family, bank LOC, CDFIs
  - Short term, balloon payments, high interest, interest only
- Equity: Dilutions, LLC v S-Corp
- Exit Strategies/ROI
- Convertible Notes

## Some Details

- Accredited Investors
- Private Placement Memorandums
- Securities Laws
- Money needed to raise money  
(lawyers and paperwork)
- Deal terms
- Future investment rounds

# Pitch Deck: 10 slides

(Business Plan v Pitch Deck)

1. Logo, contact info, branding, what is cider, how is it sold, basics.

2. About, history, story, branding

3. Products, USP, competitive positioning, branding

(Pitch Deck con't)

4. Market overview: regionality,  
gender, growth, category leaders

5. Competition: breweries, wineries

6. Marketing plan: social media,  
distributor support

7. Sales plan: 3-tier pricing,  
on/off prem, COGs, gross margin,  
forecasts, competitors data

(Pitch Deck con't)

8. Management team

9. The Ask: specific packages

10. Milestones, velocity, traction

- Make a handout

- Write a 3 paragraph, 9 sentence email

## Sourcing

- Online: Angel List, Gust, Circle Up
- Local: LION, Slow Money, Zino Society, Craft3, PDC
- Email everyone you know
- Alternatives: Your landlord, your vendors, your attorney