

FINANCIAL COURSE FOR CACAO ENTREPRENEURS 2025

TUESDAY 4TH & WEDNESDAY 5TH FEBRUARY 2025

BEURS VAN BERLAGE, AMSTERDAM



Arhuaco cocoa producers who joined Chocoo 2024



Money is not a problem!

INTRODUCTION

FINANCIAL COURSE 2025

Chocoa 2025: Financial course for cacao entrepreneurs

Dates: February 4 & 5, 2025

Financial Tools for Cacao Entrepreneurs: Money is Not a Problem!

The "Financial Tools for Cacao Entrepreneurs" is an intensive 2-day finance course designed to equip cacao entrepreneurs with the financial knowledge and skills needed to thrive in the industry. From mastering the basics of financial management to securing the right type of capital for your business, this course will guide you through every critical step of the process. Whether you're exploring traditional loans, guarantee, pre-financing for cooperatives, CAPEX loans for infrastructure at origin or climate finance, understanding the right funding sources is crucial. You'll also learn how to effectively structure financial deals; create compelling pitch decks based on expert and peer feedback and identify strategies for risk management specific to the cacao industry.

The course culminates in an exciting Shark Tank style session, where participants will have the chance to pitch their business ideas to a panel of experts and investors, gaining valuable feedback to prepare for real-world funding opportunities.

All in all, our finance course will guide you through these critical steps, ensuring you are well-prepared to secure the necessary funds for your cacao business and #MakeAnImpact.

By the end of the course, participants will:

- Master essential financial principles and tools specific to the cacao industry
- Identify and evaluate the best sources of capital, including loans, pre-financing, and climate finance
- Develop strategies to identify and mitigate financial risks within the cacao supply chain
- Gain hands-on experience in crafting and delivering impactful business pitches

Program Highlights:

- Expert-led sessions by experienced financial and cacao industry professionals.
- Networking opportunities with peers, mentors, and potential investors.
- Hands-on exercises and case studies to reinforce learning.
- Real-time feedback from industry leaders to refine your business ideas.

Join us for this transformative course and take your cacao business to the next level, ensuring sustainable growth and success in a competitive market.



GET YOUR TICKETS

INTRODUCTION

FINANCIAL COURSE 2025

Day 1: Tuesday 4th February 2025

Mastering Cacao Sector Finances: From Basics to Deal Structuring and Capital Raising

| Time | Session | Title |
|---------------|-------------------------------|--|
| 8:30 - 9:00 | Opening | Opening Day 1: Registration and Welcome Networking Breakfast |
| 9:00 – 10:45 | 1 - Lecture, interactive, Q&A | Setting the Tone: Introduction to Basic Financial Terminology |
| 11:00 – 11:45 | 2 - Lecture | Carbon credits and how they can be included in financial planning |
| 12:00 - 13:00 | | Networking Lunch |
| 13:00 - 14:15 | 3 - Panel | Financing in the Cacao Sector - Raising Capital |
| 14:15 – 15:00 | 4 - Lecture | Climate finance as an emerging tool to support sustainable practices in cacao production |
| 15:00 - 15:30 | | Cacao Break |
| 15:30 - 16:30 | 5 - Lecture, interactive, Q&A | Structuring Financial Deals |
| 16:30 – 17:00 | 6 - Lecture | Sharing in caring |

Day 2: Wednesday 5th February 2025

Risk Management and Practical Application

| Time | Session | Title |
|---------------|-----------------|--|
| 9:30 - 10:00 | Opening | Opening Day 2: Registration and Welcome Networking Breakfast |
| 10:00 - 12:00 | 7 - Lecture | Risk Management in the Cacao Industry |
| 12:00 - 13:00 | | Networking Lunch |
| 13:00 - 15:30 | 8 - Interactive | Shark Tank: Pitch feedback session |
| 15:30 - 16:00 | 9 - Interactive | Shark Tank: Pitch Final |
| 16:00 - 16:30 | Closure | Program Closure, Delivery of Certificates and Celebration |



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DAY 1: Tuesday 4th February

Mastering Cacao Sector Finances

From Basics to Deal Structuring and Capital Raising

08:30 **Opening Day 1: Registration and Welcome Networking Breakfast**

Participants begin the day with registration and a networking breakfast, providing an opportunity to meet fellow attendees and speakers.

09:00 **Session 1: Setting the Tone - Introduction to Basic Financial Terminology**

This session covers essential financial concepts such as balance sheets, income and cash flow statements and learn about the preparation of financial models. Participants will learn key terms every cacao entrepreneur should know and how to create and manage a business budget. The session includes expert presentations, Q&A and practical exercises.

This section will include a subject on Farm-level financial management, using digital tools to improve financial tracking and payment systems at the farm level (e.g. VSLA finance management). Participants will gain practical knowledge on using these technologies and resources to streamline operations.

11:00 **Session 2: Carbon credits and how they can be included in financial planning**, as part of the growing intersection of finance and sustainability.

12:00 **Networking Lunch**

13:00 **Session 3: Financing in the Cacao Sector - Raising Capital**

This panel of experts will discuss various financing options available in the cacao sector, including traditional loans and the types of loans available. Pre-financing for export cooperatives and CAPEX loans for infrastructure, which are specific to managing capital and operational growth in cacao-producing regions. This will make the session highly relevant for cooperative leaders and entrepreneurs looking to scale their infrastructure. Participants will learn what are the key criteria to apply for these loans and understand the dynamics of capital raise.

14:15 **Session 4: Climate finance as emerging tool to support sustainable practices in cacao production**

This type of finance could be part of the funding options available for sustainable cocoa projects.

15:00 **Cacao Break**

15:30 **Session 5: Structuring Financial Deals**

This segment of the course will take you through the steps needed to effectively structure financial deals. What are those key elements required to create an effective pitch deck that is both compelling and persuasive? Understanding how to negotiate and structure financial agreements is crucial for securing the necessary capital and supporting the growth of your business. A case study on climate finance will demonstrate how sustainability-focused financial models are structured within the cacao sector. The session includes expert presentations, Q&A and practical exercises.

16:30 **Session 6: Sharing is caring**

A successful entrepreneur shares their journey, with special attention to how they managed capital raising, risks and sustainability in their business. This inspiring individual will share their personal journey, insights and strategies that have led to their success. Attendees will gain invaluable knowledge from their real-world experiences, including the challenges they faced and how they overcame them. Stay tuned!



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DAY 2: Wednesday 5th February

Risk Management and Practical Application

09:30 Opening Day 2: Welcome and Networking Breakfast

10:00 Session 7: Risk Management in the Cacao Industry

This session will focus on identifying common risks in the cacao industry and strategies to mitigate them. Topics will include insurance and trade instruments to manage market volatility (Hedging, futures, contracts). Experts will also delve into other critical risks for investors to consider, such as jurisdictional risks, regulatory challenges and political factors that may impact cacao businesses.

12:00 Networking Lunch

13:00 Session 8: Shark Tank - Pitch feedback session

A Selected group of participants (max 5) will have the opportunity to shape their business ideas in groups and to pitch them to a panel of experts and investors. They will receive feedback, work in teams to refine their pitches and shape it out.

15:30 Session 9: Shark Tank - Pitch Final

The best refined pitches will be selected and the winner can have the opportunity to win coaching session with three experts.

16:00 Program Closure, Delivery of Certificates and Celebration

The program will conclude with the delivery of certificates to participants and a celebration to acknowledge the efforts and achievements and the winner of the coaching sessions!



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