

FRIDAY, SEPTEMBER 8 - DAY ONE

Session 1: WHAT IS YOUR PROJECT?

8:00 AM - Overview to Course Structure

Leader: Jim Kumon

Presentation: Introduction session will walk through each segment of the course and the deliverable outcome participants should have in hand when through

8:15 AM - Finding People and Creating a Building Program

Leader: Monte Anderson

Presentation: How to figure out who is going to rent, buy or partner with you

Practicum: Creating a Building Program and defining your Target Audiences

9:45 AM - Reading Zoning and Devising Buildings

Leader: John Anderson

Presentation: Primer on Reading Zoning and Using a Kit of Standard Building Types

Practicum: Filling out Zoning Sheet and/or examining provided building types

Demonstration: Drawing Your Code on a Basic Lot

Practicum: Drawing the zoning envelope on your site or a typical site, test a building

12:00 PM - WORKING LUNCH

Tinker with site options and create a program you want to enter into a pro forma.

Session 2: DOES THE PROJECT MAKE MONEY?

1:00 PM - Generating the Static Pro forma

Presentation: Definitions, Assumptions and Examples: The Static Pro forma Tool

Learn to fill out in-depth project pro forma for specific building type/use

- Static Pro forma Line by Line, Cell by Cell: Jim
- Project Example: Commercial Building For Sale: Monte
- Project Example: Residential Building For Rent: John

Practicum: Fill out Static Proforma in Excel

2:45 PM - Afternoon Break

3:00 PM - Pro forma Details

Concurrent Q&A Breakout: Deeper into Incomes and Expenses

John: Inside the residential marketplace - For Sale, For Rent, 1-4 Unit, 5+ Units

Monte: Inside commercial/mixed use - Kinds of Commercial Users, Short vs Long Term Holds

Practicum: Pro forma Revisions, Scenarios and Continued Refinement

Report Out: Sharing in Pairs on Pro forma Results

4:30 PM - Closing Q&A and Group Debrief

SATURDAY, SEPTEMBER 9 - DAY TWO

Session 3: WHO'S GOING TO INVEST IN YOUR PROJECT?

8:00 AM - Assemble your Pitch Package

Presentation: The Anatomy of a Written Financial Package - Jim

Practicum: Assembly of site plans, program, and pro forma into template

9:00 AM - Multi-Year Cash Flow and Exit Strategies

Presentation: Intro to Multi-Year Cash Flow - John

Presentation: Exit Strategies - Monte

Practicum: Create 2 financing and deal structure scenarios
Sharing of Deal in Pairs

11:30 AM - Structuring your Organization and Deal

Presentation: Legal Structures and Working With Investors and Banks

12:00 PM - REFRESH LUNCH

Take a break and network with your fellow attendees.

Session 4: PRESENTING YOUR PROJECT

1:00 PM - Practicum: Complete your Financing Package Draft

1:30 PM - Telling the Story of Your Project: Feed them what they eat

Presentation: How to talk about your deal to different audiences

Practicum: Outline and Practice Talking Points

2:30 PM - Practicum: Small Developers present to small groups on their projects for feedback

4:45 PM - Closing Comments