



Contact:

JD Geneser
jgeneser@lwbj.com

JD Geneser presents at Raising Capital Seminar for startups

WEST DES MOINES, March 30, 2017 – LWBJ Senior Partner JD Geneser was one of several presenters at today’s Raising Capital Seminar, a mentoring event for startup companies and entrepreneurs sponsored by the Brown Winick Law Firm and Square One DSM. While many startup founders have deep knowledge of the product they’re trying to build and the problem they’re trying to solve, they may not know the detailed process required to raise capital and take their promising business to the next level.

The comprehensive, full-day program focused on a variety of issues – from the types of available capital and investors to the documentation needed to support the effort.

In the morning session, Mr. Geneser discussed the critical role financial forecasting plays in a successful raise, as well as the importance of maintaining an up-to-date capitalization table, supported by corporate documentation. During the afternoon session, Mr. Geneser and Chris Sackett, Managing Partner at Brown Winick, detailed the issues to be considered in negotiating and structuring terms with potential investors.

“At LWBJ, we have a long and successful history in preparing and taking our clients through capitalization transactions,” noted Geneser, “and we have developed a significant network of angel investors, venture capital funds, private equity funds and other institutional investors. Being close to the market gives us insights that I enjoyed sharing with the group.”

###

About LWBJ

LWBJ is one of the Midwest's leading CPA, business advisory and M&A firms. We deliver a broad range of tax, accounting, consulting and investment banking capabilities to serve businesses and individuals.