

## ACES 2018 Pre-Conference Workshop 4 PM

### Title: *Environmental Markets: Developing a Business and Finance Plan*

#### Description:

This is a training session intended to assist ACES participants in analyzing a project from a financial point of view. The essence of the workshop is to position a project for identified funding sources. Participant projects will develop a financial model (i.e. a cash flow statement).

At the 2016 ACES Conference a report, "State of Private Investment in Conservation 2016," was released, indicating at that time that some \$3 billion of private capital was ready to be deployed. Daily, there are stories indicating a sharp increase in "Impact Investing." While philanthropic and government capital are valuable, these sources have been largely maxed out, and more private capital is needed. So, "Where's the Money?" and how do you capture it?

#### *Goal of Workshop and Target Audience*

The goal of this workshop is to understand the importance of cash flow analysis of projects that seek financing, particularly from private sources. The target audience is persons or organizations that do not have deep financial expertise. More experienced participants might benefit from bringing projects with extensive data, but are not getting traction on the finance front, or simply want to participate to enrich the conservation.

#### Session Agenda:

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| 15 minutes | Overview of workshop.<br><i>The goal: A financeable cash flow for a project.</i>  |
| 30 minutes | Discussion of principal environment markets.<br><i>Short discussion of environmental markets, finance instruments and sources.</i>  |
| 15 minutes | Creating a financeable project starting with cash flow assumptions.<br><i>The environmental community often starts with habitat to be protected or an environment problem to be solved, then looks for money. The investment community starts with the review of a business plan and cash flow projection. How do you bridge the gap?</i> |
| 15 minutes | Examples of business and finance plans<br><i>Some examples of business plans and related finance plans will be presented.</i>   |
| 35 minutes | Each participant will work on a finance framework for the project they brought to workshop. Certain materials to be posted on ACES website.<br><i>Instructors and Mentors will circulate and assist participants</i>  |
| 10 minutes | Break   |
| 30 minutes | Business plan and financial plans presented by participants.<br><i>5-minute "elevator speeches" by selected participants presented to panel of judges</i>   |
| 15 minutes | Critique by workshop organizers and mentors   |
| 15 minutes | Wind up discussion  |

## **Workshop Organizers:**

### **Patrick Coady**

Pat Coady has a life-long career in investment banking. He is currently Senior Director at Seale & Associates, Washington DC. Between 1989 and 1993, Pat was U.S. Executive Director of the World Bank. He has had stints as Chief Financial Officer at such diverse companies as a major financial services company as well as a start-up rocket development enterprise. Since 2009 he has raised capital for mitigation banking firms and species banks such as sage grouse. In January 2014 he co-organized major conservation finance workshop in San Francisco with follow-on workshops in 2015, 2016, 2017 and 2018 in New York City, bringing together the leaders in the field. He organized a Finance Track for the December 2016 ACES Conference. Pat contributed to the book [From Walden to Wall Street](#) and organized a 2007 Conservation Finance Workshop in New York City. Pat is a senior fellow at Conservation International. In 1994, Pat co-founded and served as Chairman of the Northern Virginia Conservation Trust.

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### **Logan Yonavjak**

With an MBA and Masters in Forestry from the Yale School of Business and the Yale School of Forestry & Environmental Studies, Logan is an accomplished researcher, writer, and finance professional who works to guide capital in ways that replenish, restore, and sustain our social, environmental and economic systems. Her work has focused primarily on working lands investing and impact measurement - spanning private equity firms, endowments, and private wealth firms. She also advises numerous impact-oriented startups in the sustainable agriculture, forestry and fin tech sectors. Before embarking as a consultant, she worked most recently as a Sector Manager & Analyst at CREO Syndicate, a network that educates family offices on companies and funds that solve environmental challenges. She currently serves as an Advisor to the Conservation Strategy Fund, as an Advisor to the Yale Initiative on Sustainable Finance, and sits on the Board of Slow Money NYC, a network that connects investors with regional food companies. Logan is a PERC Fellow, Kinship Fellow, and StartingBloc Fellow.

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Other faculty, workshop mentors “elevator speech” judges, are being recruited.