



FINANCIAL POISE WEBINAR ONE SHEET **ADVISING THE START-UP 2018**

ABOUT THIS SERIES

Most startups are not destined to become billion dollar unicorns. Most, in fact, will fail and most of those that survive will never be more than small businesses. Whether and to what extent a startup will be successful depends on many factors. One set of factors is the foundational pillars on which the company is built, and includes things such as the company's capital structure, financial controls, human capital, market niche, and marketing functions.

This series explores each of these topics, giving startups and their advisors useful tools and insight into how they can build a foundation for success.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

Raising Capital: Negotiating with Potential Investors

January 16, 2018 at 11:00 a.m.

Every business needs capital (cash) to fund its activities. But not all capital is created equal. At the most macro level, a business can raise cash by selling equity or by borrowing (and these alternatives are not by any means mutually exclusive).

This webinar explains the different types of capital available to fund a startup; how to identify potential funding sources; how to evaluate competing funding proposals; and how to negotiate financing terms.



This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Finance and Accounting 101

February 13, 2018 at 11:00 a.m.

There is an old and sage saying, “if you don’t know your numbers, you don’t know your business.”

Cash is the lifeblood of a business, and a strong finance and accounting function is critical to avoiding a liquidity crunch and otherwise keeping any business healthy. This can be particularly true in the case of a startup because cash is often particularly constrained because the company may not yet have the credit history to support preferred credit terms that other companies may enjoy.

This webinar discusses the basic financial and accounting records any company should keep; how to establish and maintain strong finance and accounting practices; and the business and legal consequences that can befall a company that fails to do these things.

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About Episode #3

Human Resources-101

March 13, 2018 at 11:00 a.m.

How does a company identify and attract talented individuals? What about recruiting and hiring? Training? Retention? Dealing with problem employees? These issues, of course, are not unique to startups, but do experience them somewhat differently than more mature companies.

This webinar focuses on talent acquisition and management in a startup environment, including how to negotiate employment or consulting agreements, granting options, and related agreements with



potential hires. Appropriate for founders and their counsel alike, this webinar covers common legal pitfalls and how to avoid them.

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About Episode #4

SEO/Social Media & Other PR 101

April 17, 2018 at 11:00 a.m.

How does a young company create buzz, build its brand, target customers, and convert some of them to actual sales? Many startups seek to leverage social media and SEO (search engine optimization) as part of their PR strategy. But PR is only one part of an overall sales and marketing plan, the development and execution of which requires deep understanding of the company's business and its target market.

This webinar provides basic guidance and practical advice about these topics, regardless of the startup's industry, with an overlay of some legal principles and pitfalls to avoid.

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