

FINANCIAL POISE WEBINARS ADVISING THE START-UP

SERIES OVERVIEW

Nine out of ten startups will fail. This is the hard and bleak truth. Advising the Start-Up 2017 is intended to place your startup in the 10% that survive...and hopefully thrive. Learn from entrepreneurs who have started businesses that have both failed and succeeded. Learn from professionals who have advised startups from idea, to business formation, to employee no. 1, to successful startup. This series includes webinars covering The Very Basics – Forming the Business, Raising Capital – Negotiating with Potential Investors, HR-101: Finding, Negotiating With & Retaining Potential Hires and IP-101: What Every Founder / Entrepreneur Should Know. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, 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 of the episodes.

EPIISODE SUMMARIES

EPIISODE #1

The Very Basics - Forming the Business Airing January 23, 2017 at 2pm CST

So, you are an entrepreneur and want to start your own business (or you are an attorney, accountant, or other professional advisor working with one). One of the first decisions required is to choose a legal structure for the business. What factors should be taken into consideration prior to selecting a legal structure? Does a sole proprietorship, partnership, limited liability company or corporation (C- or S-corp) make the most sense? This webinar focuses on business formation and the pros and cons to the different legal structures, and includes tips on how to keep one's personal assets safe from the claims of future creditors of the business.

EPISODE #2

Raising Capital - Negotiating with Potential Investors Airing March 6, 2017 at 2pm CST

All businesses require capital (cash) to fund their activities. But not all capital is created equal. Should a startup raise equity or debt? Who are the providers of equity and debt? What are the pros and cons of raising equity from friends and family, an angel group or venture capital firm? What are the pros and cons of taking a loan from a traditional bank or private capital provider? How does a startup prepare and position itself to raise capital? This webinar focuses on understanding the different types of capital available to fund a startup, the providers of that capital, and practical tips to negotiate and secure the best terms from those capital providers.

EPISODE #3

HR-101: Finding, Negotiating With & Retaining Potential Hires Airing April 17, 2017 at 2pm CST

All startups need to identify, attract and retain talent. And talented individuals have numerous employment options. How do startups identify talented individuals? How, then, do startups attract those talented individuals to join their team? (Competitive compensation is usually necessary but commonly not sufficient). Recruitment is only one aspect of HR (i.e., a startup's job is not done once a talented individual joins the team). The startup – not dissimilar to any company that values its people – needs to train them but also needs to take measures to try to avoid having well trained people leave. This webinar focuses on talent management in a startup environment environment, including how to negotiate employment, consulting, option, and related legal agreements with the potential hires. Appropriate for founders and their counsel alike, this webinar covers common legal pitfalls and how to avoid them.

EPISODE #4

IP-101: What Every Founder/Entrepreneur Must Know Airing May 22, 2017 at 2pm CST

Intellectual property is an asset. Founders and startups need to understand the value of their intellectual property. What is a copyright, patent, trademark or trade secret? How do these protect the startup and its' asset? How can a startup monetize these intangible assets? This webinar focuses on intellectual property laws in the U.S. and how founders and their counsel can navigate them to



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make sure that the company owns (or has the right to use) the IP it thinks it owns (or has the right to use) and how to protect itself from third party claims to the contrary and from those who would infringe on the startup's rights.