



FINANCIAL POISE WEBINARS BUSINESS ADVICE - FROM STARTUP TO SALE 2018

SERIES OVERVIEW

Great startups may fail for any number of reasons. Perhaps the founders are great at certain critical functions but fall down on others. Perhaps funding is simply inadequate, though that too may be traced back to a lack of experience and expertise with respect to a specific area (in this case, the finance function). Regardless of the reason for failure, the fact is that it is very difficult to turn a product or service into a business is hard, often because the creative entrepreneur with the great idea does not have the same level of skill, training, experience, and passion in the other critical areas required to turn the idea into a successful company.

There are many decisions that are critical to the success of the business, some of which naturally fall outside the expertise of the entrepreneur. Direction around items like attracting and retaining key people, accounting and finance , and being able to negotiate various contracts can make or break a young company.

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

Turning an Idea Product Into A Business

September 20, 2018 at 2:00 PM CST

Building the infrastructure of a business around a product or service requires detailed focus upon items that are not intuitive.



An early decision which founders must make is the selection of legal entity (LLC, Partnership, S Corp, C Corp, Non-Profit) for the business. Another critical action item is to consider steps to protect turf by keeping copycats away, to the extent possible (i.e. with copyrights, trademarks, patents, non-disclosure agreements, among other things). Hiring and incentivizing employees and finding a way to finance the business are examples of other key areas that founders need to get right. This webinar provides an overview of these topics and shares some best practices with regard to them.

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About Episode #2

Negotiating a Commercial Lease

October 18, 2018 at 2:00 PM CST

Your company has customers and needs room to grow - perhaps to accelerate production or to so there is a more professional place to meet with customers than the local coffee shop.

Entering into a lease for physical space may be one of the larger financial commitments the start-up will make, and it can either support growth or threaten financial survival. Access to adequate space, suitably located, zoned and equipped, fitting within budget, can be a challenge.

Should the startup lease or sublease, or even buy? Is a shared office arrangement suitable? Or can you get by as a virtual company with everyone working from home? If you lease, should you retain a broker? Do you err on more or less space? Must the founders sign personal guarantees?

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About Episode #3

Roadmap to Selling a Business or Taking on Outside Investors

November 15, 2018 at 2:00 PM CST

A business is a founder's baby - the founders created it and worked tirelessly to make it successful. Deciding it may be time to sell all or part is the easy part - acknowledging and addressing the financial and emotional issues can be challenging.

Negotiating with potential buyers or investors is time intensive, to say the least. Positioning a business for a value maximizing transaction requires planning. What professionals need to be engaged? How do the parties come to a valuation? What is the profile of the likely investor or buyer? These are just some of the questions this webinar addresses.

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About Episode #4

Roadmap to Growing Your Business by Acquisition

December 13, 2018 at 2:00 PM CST

You have identified a complementary product or service that your customers want, produced by a company that seems to offer your business potential synergies. A combination with this other business (the "target") may make sense. What is the best way to approach the target? What are the steps needed to fully evaluate the target? Do you need audited financials? Are there key employees, relationships, or customers you must make sure stay in place? What is the appropriate negotiating strategy? If you can acquire the target, what will the integration plan be to fold the new business into yours, and what if you don't achieve the synergies and pro forma adjustments you think you can? This webinar will help you be ready for your first (or next) acquisition.

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