



FINANCIAL POISE WEBINARS **THE START-UP/SMALL BUSINESS ADVISOR 2019**

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

The Very Basics - Forming the Business

January 22, 2019 at 3:00 PM 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.

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

Raising Capital- Negotiating with Potential Investors

February 19, 2019 at 3:00 PM CST

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.

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About Episode #3

Human Resources-101: Finding, Negotiating With & Retaining Potential Hires

March 19, 2019 at 3:00 PM CST

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

What Every Founder/Entrepreneur Must Know

April 16, 2019 at 3:00 PM CST

Congratulations. You are a founder of a company and you have just been given an hour to ask several experts anything you want about the subject. Some questions will certainly focus on IP, since intellectual property is so important to so many businesses. Some questions will touch on outsourcing—perhaps of manufacturing, perhaps of certain other functions. Formation, capital raising, and HR are also fair game. And since the panel includes two attorneys, you can be sure that the conversation will cover both the business and legal aspects of the various topics discussed.

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