



# Startup school

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## OVERVIEW

Our Startup School is a modular training program covering six practical workshops run by industry experts from Herbert Smith Freehills (HSF) and its partners in the startup sector. Each session will involve stories from startups who have faced similar challenges and will encourage active participation from all attendees, including through application of learnt principles to simulated examples. The Startup School sessions, outlined in further detail on the next page cover: (1) intellectual property, privacy and e-commerce, (2) tax structuring and ESOPs, (3) enabling investment, (4) contracting and product commercialisation, (5) employees vs contractors, and (6) media and marketing.

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## OBJECTIVES

The **objective** of running the HSF Startup School are to:

- Educate startups and entrepreneurs on areas of key legal and commercial risk that impact investment opportunities and discuss mechanisms for early intervention and prevention.
- Provide founders with legal triage skills so that they can identify material legal issues early on.
- Activate the startup ecosystem by connecting startups with investors and fellow entrepreneurs.

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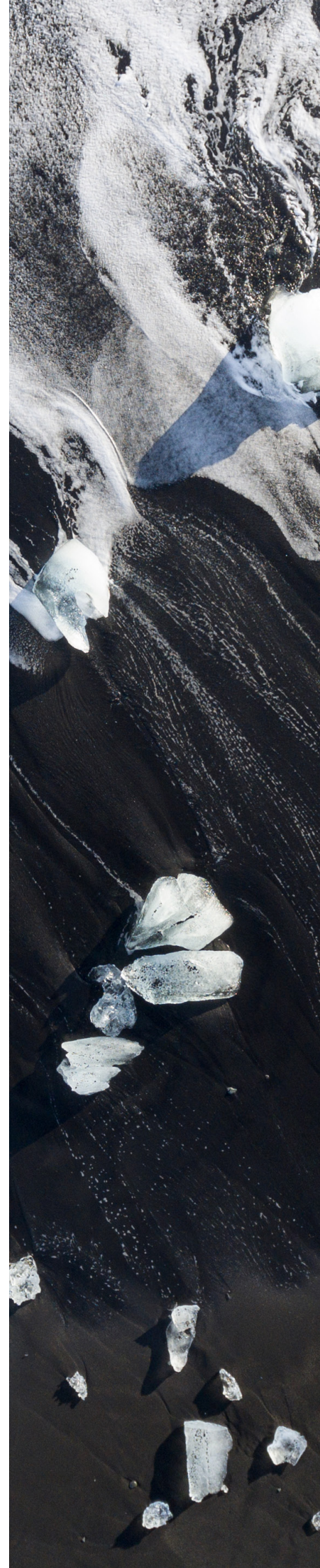
## WORKSHOPS

Each session to be run by HSF representatives with external support from relevant experts. Each workshop will run for approx. 1 - 1.5hrs (with post event networking opportunities). Scheduling is intended to be varied over the 6 sessions to ensure broad participation and to allow for flexible work practices. Workshop locations to be split between HSF and co-working spaces.

Following successful participation (5/6 sessions), all applicants of the Startup School will receive:

- certificate of completion, including LinkedIn status (further HSF marketing opportunity) to enable founders to market participation in the Startup School to potential investors

To express your interest in attending our Startup School, please get in touch with your local Herbert Smith Freehills contact or visit our website at [www.hsf.com/impact](http://www.hsf.com/impact) to speak to one of our Impact Investment team.





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## E-COMMERCE & INTELLECTUAL PROPERTY

In this class, you will gain an overview of what IP is, models of registration and ownership and best practice tips for protecting your valuable business ideas. We will set out some of the traps in commercial licensing to be wary of, as well as key considerations when getting your business online, including privacy policies, website T&Cs, privacy and data security issues.



## TAX STRUCTURING & ESOPS

In this class, you will walk away with an overview of the Taxation System, mechanisms for making the most of tax incentives available to you and the pro's and con's of using ESOPs.



## EMPLOYEES & CONTRACTORS

In this class, you will learn the difference between various employment mechanisms and your rights, obligations and costs associated with each. You will learn about some of the key terms that should be included in employee and/or contractor agreements and how best to implement legally compliant hiring and firing policies, as well as social media policies.



## CONTRACTING & COMMERCIALISATION

In this class, you will gain an overview of the lifecycle of key contracts, identify important risks in commercial relationships, gain an understanding of the most common areas for discussion (negotiation?) and strategies for managing your business' liability.



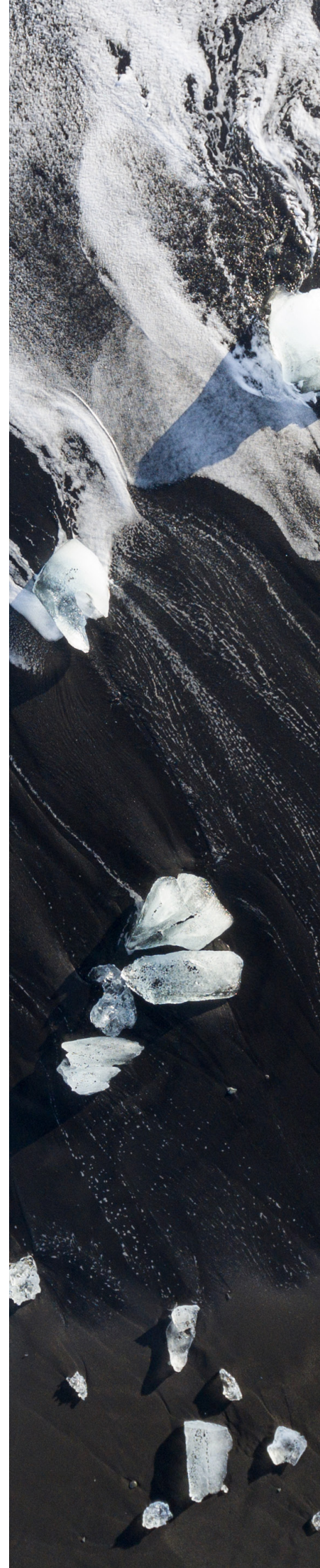
## ENABLING INVESTMENT

In this class, you will learn about various models of funding and the legal risks involved with each model. We will discuss bootstrapping, debt and equity funding and the process leading up to IPO, including steps you can take now to ensure you are prepared for future due diligence processes. You will also hear about some of the key tips and traps when entering into shareholder agreements.



## STRATEGIC COMMUNICATIONS

In this class, you will develop a toolkit of skills for developing clear and consistent messaging ready for the market, you will learn about the importance of developing a compelling narrative and you will explore ways to effectively use different channels to reach stakeholders. We will also discuss tips for developing a clear communications plan and presentation skills suitable for conferences, board meetings and panel discussions.



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