

Legal Boot Camp for Startups

Take your business to the next level.

SKW
Schwarz



- **3 days**
- **comprehensive legal expertise for startups**
- **vividly conveyed for immediate use in practice**
- **inspiring supporting program**

Investment in the continued development of startups

Legal expertise is a key factor for a young business to succeed. It pays off to set up the legal framework correctly right from the beginning.

The SKW Schwarz Legal Boot Camp offers you a material building block for the successful development of your business.

Legal expertise:

What startups need to know

Corporate form

Which corporate form is the right one?
How does a company “work” in practice – what are the formalities and obligations that need to be observed? What governance structure is recommended? What is the deal with the cap table?

Funding

How can a startup be funded? What are the potential pitfalls? How do funding rounds work? What is the significance of a waterfall?

Talents

Recruiting via job boards and social media.
Establishing employer branding. How can employees be tied to the company? What are appropriate participation and incentive models? What is a VSOP? Talent development and retention.

Organizational structure and work culture

Legal aspects of agile organizational models
What are the minimum provisions that need to be included in an employment contract and how can remuneration models be legally designed?
What are the rules that apply to the employment of non-EU nationals, particularly relating to IT specialists? And how to handle employee inventions? How to make mobile working attractive and legally compliant?
Fair separation management.

Know-how, technology, technical inventions, data, software, trademarks and designs

IP (Intellectual Property) is frequently a company's most important asset. What even is IP and how to protect it securely and efficiently?

IP development

What to consider when developing technologies and business models (development collaborations, R&D contracts, open innovation, agile product development, AI and data as a development tool)?

IP as the basis of business models

How to market IP assets profitably? What business models are possible and what are the associated advantages and disadvantages?

IP in the transaction

What role do IP assets play in transaction and funding and how are they valued?

General Terms and Conditions and online offerings/apps

What are general terms and conditions, what are they governing, what are typical pitfalls? What to observe in terms of legal notice, right of withdrawal, consumer arbitration, price information, general labeling obligations? How to design app terms of use?

Digital marketing

What needs to be considered when newsletters are sent out? How to use cookies in a legally compliant manner? What are the legal requirements for advertising?

Social media and influencers

How to integrate influencers in a legally compliant manner? What needs to be considered in sweepstakes?

Online platforms

How are online platforms legally structured? What liability issues need to be considered?

Privacy

What needs to be considered during product development? Which privacy strategy is efficient? Which data protection contracts should be concluded? What privacy basics need to be observed for websites and apps? How to implement tracking with tools such as Google Analytics etc. in a legally compliant manner? How to design processes to comply with data protection laws?

On to the next level

Advantages for startups

Our experts in M&A, Financing, IP, Digital Business, and HR/Data Protection have extensive expertise in advising startups and investors.

We have assembled a compact program for use in practice exclusively for CVC firms and startups.

We support you in your continued business development and advise you on the most important legal basics.

Our offering

Over three days, our experienced lawyers impart comprehensive and comprehensible legal expertise. We have selected a state-of-the-art site, Gut Zahren and its “The Outpost” team space, in the inspiring nature of the Mecklenburg region. Look forward to an exciting social program and valuable insights.

Day 1

Arrival and initial introductory workshops and lectures. We will end the day with a barbecue in the evening.

Day 2

We will start the day with a yoga session in the silence of Mecklenburg’s nature.

After a joint breakfast, we will work with attendees on how to apply the most important legal principles in practice for a sustainably successful business.

At dinner, we will exchange further ideas on the topics.

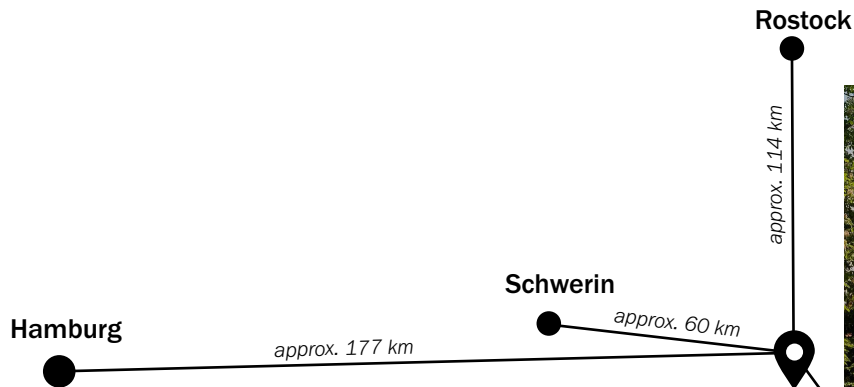
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Day 3

We will also start the last day with sports activities in nature in the morning. After breakfast, it’s time for the final round.

In workshops, we support attendees in implementing what they have learned in their business practice.

Space for Ideas



Location

Gut Zahren – Space for Ideas
Dorfstraße 49

19386 Gallin-Kuppentin OT Zahren
<https://www.gut-zahren.de>

approx. 176 km

Berlin

Costs

We will gladly prepare an individual offer for you.
Contact us at kommunikation@skwschwarz.de.

Lawyers who understand innovative minds



SKW Schwarz is one of the most experienced venture capital law firms in Germany. What particularly sets us apart is our expertise in new technologies. We are well aware that the best legal advice can only be given when you actually comprehend the respective industry. That is why we are not only experts in legal matters, but also in AI, VR, IoT, robotic process automation, 5G, and emerging technologies.

For years, we have been advising startups and international corporations on legal issues related to Industry 4.0.

We know how startups think and work. We understand the legal issues, risks, and opportunities associated with investing. That is why we can offer you expert advice at every stage of your CVC investment.

skwschwarz.de/corporate-venture-capital

Our experts



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