

Frost Brown Todd's Emerge Program



THE PROBLEM

Even the strongest business can fail if they are not built on a solid legal foundation. By their nature, startups often face difficult decisions about how to allocate their capital, such as whether to hire a new employee, scale cloud services, or move into a new office space. As a result, all too often, vital legal services are left on the back-burner. This initial oversight, while understandable, can result in unexpected delays in closing a planned financing due to poor corporate hygiene, founder squabbles over equity, or shoddy intellectual property protection.

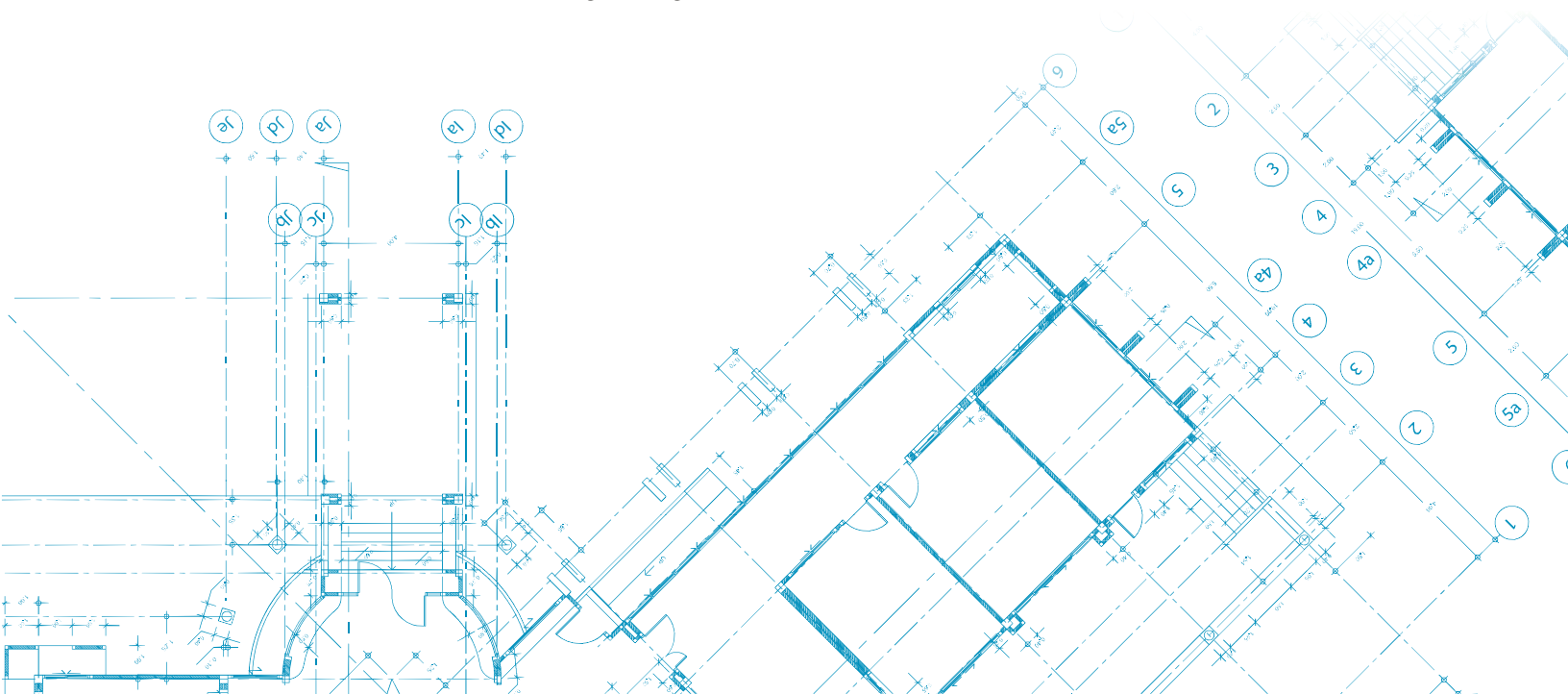
Startups with a competent legal team can also find themselves left in the dark regarding the costs and timing of legal services, making it difficult to plan and budget for the expense.



THE SOLUTION

FBT's Emerge program provides clarity and efficiency in forming a strong legal foundation for your company. We work with founders to provide early-stage companies with the essential legal services venture-backable companies need to succeed, yet at a price point appropriate for an early-stage company.

Having shepherded numerous clients from formation through exit, with venture capital financings along the way, our attorneys have identified the core services that startups need to establish a solid venture-backable legal footing. This integrated, cost-conscious approach to legal support provides founders with the security of knowing that essential legal bases are covered and the peace of mind to focus on growing their business.



WHAT TO EXPECT

For companies in the Emerge program, our FBT team serves as legal advisors to qualified startups for a monthly fee during the first year. Our subscription-like model provides founders with unparalleled transparency and predictability regarding their legal expenses while also eliminating the surprise of unexpectedly large invoices at the end of the month. Companies pre-pay a nominal amount towards first-year services at the time of engagement.

Your company can receive the following services in the first year of the program:

- » Corporate Formation
- » Consultation, Negotiations, and Education for below Documents:
 - » Founder Documents
 - » Form Software Licensing or other Sales Agreement
 - » Form Confidential Information and Invention Assignment Agreement and Non-Disclosure Agreement
 - » Form Service Provider (Employee and Contractor) Documents
 - » Equity Incentive Plan and Award Agreements
 - » Term Sheet(s) for Company's Pre-seed and/or Seed Financing
- » Fundraising Strategy

Companies enrolled in our Emerge program may receive a discount on legal services that fall outside the above listed services during the first year. We also offer select fixed-fee intellectual property and data privacy services.

In addition to legal services, our strategic relationships with leading vendors allow our clients to receive discounts on key services required for venture-backed companies, such as 409 evaluations, equity management, directors and officers (D&O) insurance, and errors and omission (E&O) insurance.

HOW TO APPLY

To be considered for admission into the Emerge program, prospective startups must submit a pitch deck that demonstrates the company has:

1. a viable solution to a compelling problem;
2. a team with relevant experience and industry knowledge to deliver its solution;
3. high-growth potential; and
4. feasible exit potential.

To apply and qualify for the Emerge program, a company must have generated less than \$500,000 in trailing 12-month revenue and raised less than \$1,000,000 in investor funding.

APPLY