

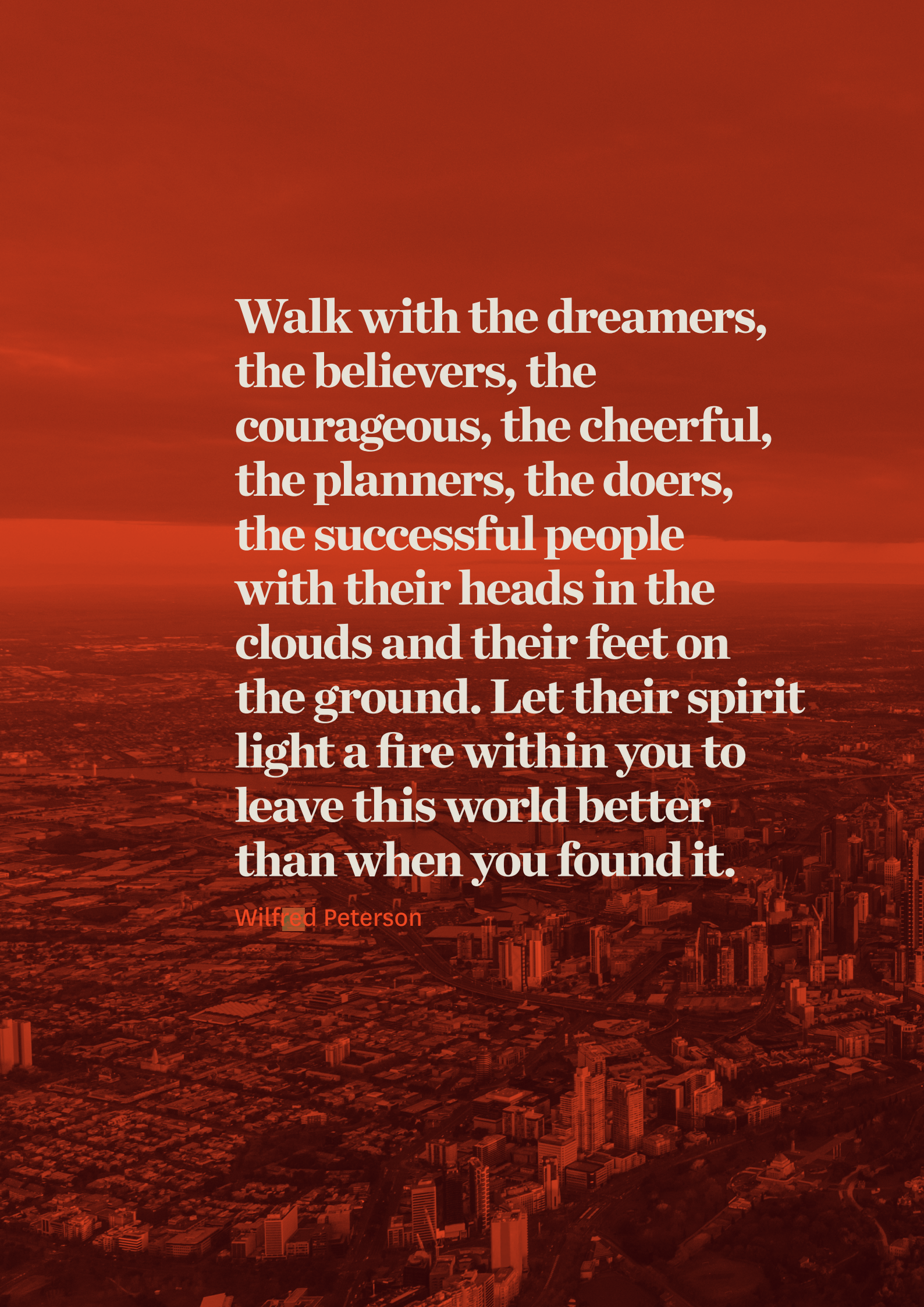
Our  
Services

Sladen advances  
Legal ingenuity

# Startups





An aerial photograph of a city, likely Dubai, taken during sunset. The sky is a deep orange, and the city lights are beginning to glow. The image is overlaid with a semi-transparent orange filter. The text is centered in the upper half of the image.

**Walk with the dreamers,  
the believers, the  
courageous, the cheerful,  
the planners, the doers,  
the successful people  
with their heads in the  
clouds and their feet on  
the ground. Let their spirit  
light a fire within you to  
leave this world better  
than when you found it.**

**Wilfred Peterson**

# If you are a Startup, then we are for you

You are a visionary, a risk taker, a problem solver and a dream chaser – and you are leader of a startup business.

---

## In brief

We possess an unwavering focus on carving out the road ahead for private enterprise.

On your startup journey you have no doubt reached out to advisors to assist you with various aspects of your business. We believe that to be wildly successful, your key is to work with those that understand your business at its heart, the challenges that you face as a startup, and the sacrifices that you have made along the way. A partnership with the right advisor at the early stage of your business can make a world of difference down the track.

We believe in making a difference. We possess an unwavering focus on carving out the road ahead for private enterprise. This is driven by our commitment to nurturing and supporting the entrepreneurial individuals that are leading world change.

We represent some of the most innovative and forward-thinking businesses, and offer a personalised approach to legal solutions with a focus on reaching a commercial outcome.

Our goal is to provide clarity on complex legal risk, provide certainty on fees, and tailor solutions for each of our startup clients.

If you are someone that builds things, who changes things, who finds a better way, challenges the norm, loves the thrill of the chase and wants to make a dent in the universe, no matter how big or small – then we are for you!



# How we help you

Wherever you are, we are there with you to provide tailored solutions for your startup at any stage of its growth. Here are some of the areas with which we can help.

---

## In brief

Our specialist teams are here to ensure you achieve the best possible outcome from commercial transactions.

### Legal and business advisory

Whether you need ongoing advice or one-off specific guidance, we are dedicated to providing clarity so that you can understand the commercial realities that face your business. We do this by getting to know you and understanding your startup, as well as the industry in which your business operates and the market challenges it faces. This enables us to provide succinct advice, allowing you to understand the risks and most importantly the avenues for success that will affect your long-term commercial goals.

### Business structure

When you are growing your startup you need the freedom to make important decisions, while understanding the risks and level of protection that you have. Selecting an appropriate structure for your startup will allow you to maximise your commercial outcomes, while effectively managing the future growth of your business. We will provide you with advice and tailored, practical solutions for your business, from the various structures available at each stage of growth, and counsel you on changes you are required to make as your business grows.

### Terms of trade

If you have an online presence, whether it's providing goods, services or operating a platform, we can provide you with tailored terms that govern the contractual relationship between your business and the end user. We will advise you on the differences that exist in various types of online agreements, addressing subjects such as payment policy, use of product or service and your obligations under the consumer laws. We will do the worrying so you don't have to.

### Social media and intellectual property advice

Your intellectual property and social media assets are the efforts of your creativity and branding. These may form a large part of your business. We will work with you to capture the assets that you own, and advise on how these can be protected, maintained and commercialised.

### Contractor and advisor agreements

We understand the value of key contributors to the success of your business, and how important it is to maintain strong relationships with them. Whatever your requirements, we work with you to tailor a solution that works best for you and any third party involved in your business, whether it's for the supply, development or consultancy. Our involvement can range from being a second pair of eyes to preparing tailored agreements as required.

We also have dedicated teams ready to advise you on:

- tax
- superannuation
- employment
- property and
- dispute resolution.

### Investor agreements

Whatever your growth strategy, at some point you will reach significant milestones in your startup – such as an important investment, merger or a takeover. Our specialist team are here to ensure you achieve the best possible outcome from these commercial transactions. With our extensive experience and expertise in mergers and acquisitions, we will guide you as your business grows and expands.



# Your startup suite

While our focus is on providing tailored solutions for our clients, we make legal services accessible at any level. We have created a guide containing a flexible suite of documents and payment terms, to ensure that you can access the highest quality legal advice as you are growing your startup.

## 1. Starter

Our starter suite is designed to provide you with speedy, targeted and ongoing legal advice whenever you need it, whether it's over the phone or in person. We can provide you with advice, solutions, attendance at meetings or consultation on any challenges facing your business at the time.

## 2. Launched

With a focus on basic protection, this suite includes ongoing legal advice and consultancy, as well as a collection of key documents to get you started. Depending on your business, we will tailor documents and advice, including:

- business structuring advice
- confidentiality agreement
- social media and intellectual property advice
- terms of trade document(s).

## 3. Growing

If you are at the stage where you are expanding and need more regular advice and an extensive range of documents, this is for you. This suite includes:

- ongoing legal advice and consultancy
- business structuring advice
- confidentiality agreement
- social media and intellectual property advice
- terms of trade document(s)
- contractor and advisor agreement template
- equity holder agreement.

## 4. Full suite

When you have reached a milestone in your business, such as a significant investment, we will help make those legal complexities easy to understand. The full suite of services includes:

- unlimited legal advice and consultancy
- business structuring advice and implementation
- confidentiality agreement
- social media and intellectual property advice
- terms of trade document(s)
- contractor and advisor agreement template
- Various equity holder agreements
- funding structure, advice and implementation.

## Payment terms

We offer interest-free payment terms for up to twelve months on the suites offered above when you sign up to our monthly direct debit/credit card authority, to help you acquire legal protection with a minimum initial cash outlay.



# Tailored to your needs

We understand how precious capital is when you are a startup. We also recognise that human legal advice and counsel can never be replaced by stock documents purchased over the internet. We are here to provide you with more value than you would ever spend in dollar terms, and here's how.

## In partnership with you

In understanding that each startup is unique, we tailor legal solutions for your specific needs and counsel you along the way. This ensures that you are on the right path and working in line with your short and long term objectives.

## What you need, when you need it

Whether you need general commercial advice or specialist legal expertise, we can provide you with the best of both worlds. On one hand, a person focused on your industry, who is accessible and proactive, and on the other hand we have legal specialists who have both a narrow and deep understanding of their particular field. This is all provided "in-house" so there's no need to find and engage an external specialist who will need time to understand your business and its specific problems that need solving.

We will provide you with access to the right talent at the right times. Above all, your key contact will manage the entire process on your behalf. As you spend less time on these management tasks, you'll have more time to work on developing the business itself.

## Speed wins the game

The startup game is about speed and efficiency. We have created a startup team that will help you when you need us, whether it's for advice on corporations law and regulation, intellectual property, leasing, workplace relations, taxation, structuring or disputes, your key contact will direct you to the right team member when required.

## Clear communication

Clear communication is at the heart of what we do. We will distil those complex legal issues into simple, easy-to-understand language, and explain how the law practically applies to your business. Rather than saying "no" we will find creative solutions and alternative pathways to success, for whatever problem you are facing.

## More than legal advice

We want to see you grow and succeed, so beyond the legal advice and tailored documents, we will provide you access to our wealth of connections to help introduce you with the right people when you need them.



An aerial photograph of a city at sunset, with a large stadium complex in the foreground. The sky is a deep orange, and the city lights are visible in the distance. The stadium complex includes several large, circular structures and a central building, all illuminated by the warm light of the setting sun.

**Many startup lawyers fail because they join the company right before the crash, not the launch. The company leadership forgets the basic nuts and bolts because they have their eyes glued on growing the company.**

**Fast Company**

**You want your lawyer to understand where your business is going and what your plans are for the future. This ensures they are not just focusing on the specific legal issue at hand, but how it will fit into your overall life plan.**

**The Age – Small Business Blog**

**The real value of a lawyer at the incorporation stage isn't really in preparing the actual documents, but in helping you figure out what you need.**

**Forbes, 18 September 2012, What Start-ups Should Know About Hiring a Lawyer**



# Sladen advances Legal ingenuity

At Sladen Legal, we offer a fresh approach – an approach that embodies the passion, dedication and entrepreneurial spirit that we share with you, our client.

For a more detailed overview of our expertise in startups or any of our fifteen key service areas, please contact us on 03 9620 9399.

## Our Service Areas

Commercial contracts

Commercial disputes

Tax disputes

Mergers and acquisitions

Business structuring

Asset protection

Property and development

Intellectual property

Superannuation

Taxation

Business succession

Personal succession

Family business

Trust law

Employment, IR and OHS

## Here to make a difference

Sladen Legal  
Level 5, 707 Collins Street  
Melbourne 3008  
Victoria Australia

DX 30970  
Stock Exchange

PO Box 633  
Collins Street West  
Victoria 8007

T +61 3 9620 9399  
F +61 3 9620 9288

[sladen.com.au](http://sladen.com.au)

