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# How to Prepare for Your Series A

Properly preparing from the legal & finance perspective



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A better law firm for  
high-growth companies

# Meet our speakers



**Alie Fulton**  
Counsel, Atrium

## Today's discussion

- Setting expectations
- Making the right connections
- Managing the highs and lows
- Understand the terms
- Knowing when it's not going to happen
- Q&A



# Setting Expectations

## Setting Expectations

- Plan for a longer time frame (Avg. 45 days)
  - More comprehensive diligence
  - More complex documents
- Know the legal side of the house beforehand
  - Know what goes into a term sheet
  - Setup a data room



# Making the Right Connections



# Managing the Highs and the Lows



## Managing the Highs and the Lows

- Have sufficient cash runway
- Achieve necessary milestones
- Prepare a knock-out pitch
- Prepare for rejection



# Understanding the Terms

## Understanding the Terms

- Know what is important to the company
- Economic and operational controls of a term sheet
- Deadlines
- Timeline for communications
- Legal housekeeping



# Knowing When It's Not Going to Happen

# Q&A



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