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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

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- 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

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Managing the Highs and the Lows

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Managing the Highs and the Lows

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





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

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