

# CMS equiP: helping CEE start-ups scale up and go global



# Helping CEE start-ups scale

Starting, and building, a successful business takes a good idea, energy and determination plus the right opportunities and the right people.

Working with, and investing in, start-ups excites us here at CMS - especially in CEE which is becoming widely recognised as a hot spot for start ups. Working with entrepreneurs in the region on bright ideas, fostering growth and innovation in the tech sector and helping to support the industry stars of the future gets us out of bed in the morning.

As an early-stage business, legal advice may be pushed to the bottom of the priority list, not least due to the costs associated with it. However, for a business to scale successfully, especially when investors are involved, having the right foundations are imperative.

## Who are we?

- Dedicated tech and start-up specialists in every country we work in in CEE – and experience of helping companies scale up and go global
- A full service law firm with a strong focus on Technology, Media and Telecoms
- 17 offices and 500+ lawyers across CEE – more than any other law firm
- Working with some of the biggest names in tech as well as up and coming disruptors
- Well networked in the industry through clients and partners
- The only law firm in Europe that can offer you extensive IP support through our 100 strong international team of IP lawyers, patent and trade mark attorneys

### Sector-focused legal advice at special discounted rates

A 50% discount on our standard hourly rates, up to EUR 25,000.



### Fixed fee services

This includes an IP healthcheck and advice on fundraising, share schemes, employment T&Cs.



### Introductions to relevant industry players

Whether it be like-minded entrepreneurs or investors, we know who you should be talking to.

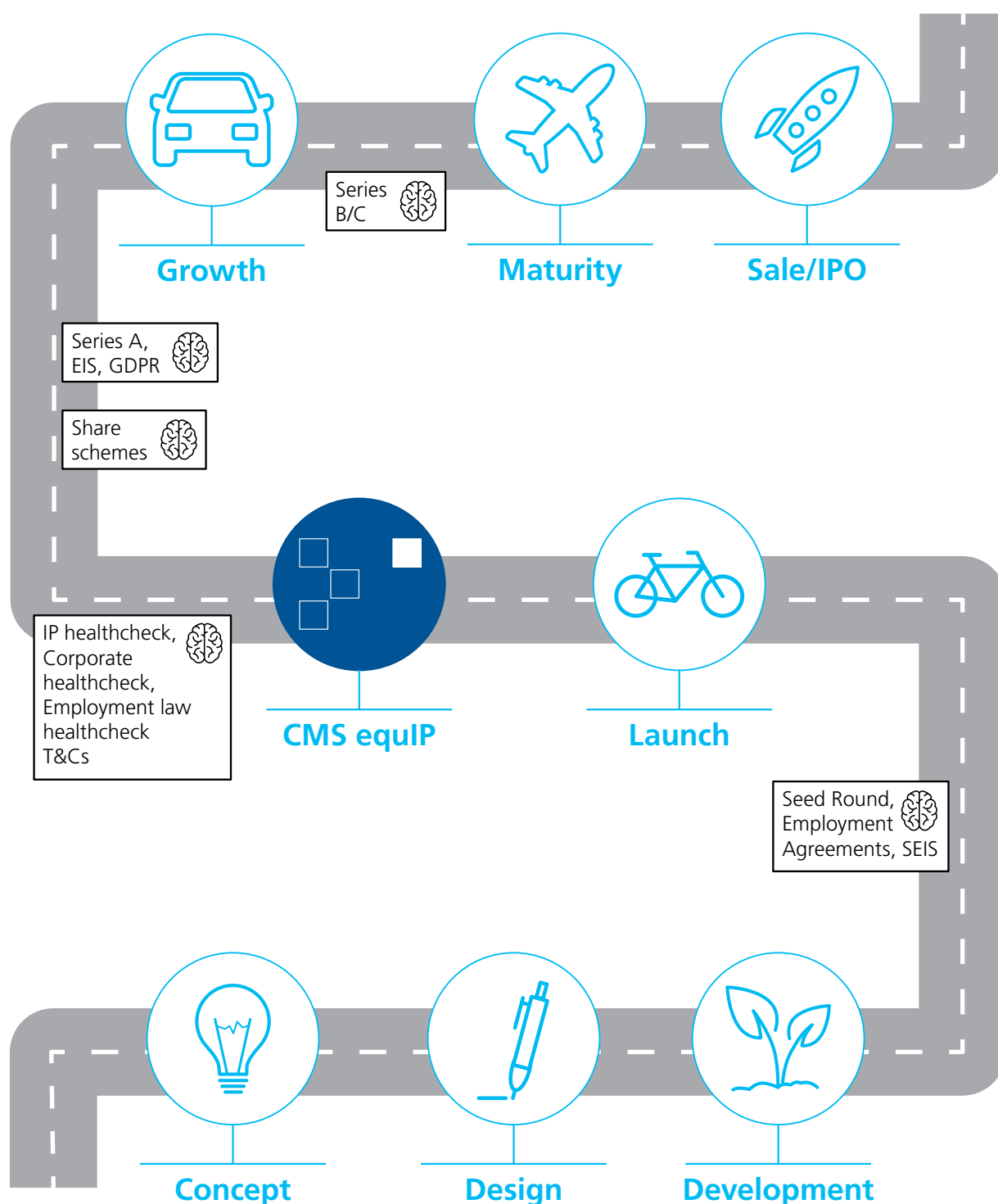


### Added value

Access to exclusive events, workshops and a regular member newsletter.



# The start-up roadmap and typical legal considerations



# Our fixed fee menu in CEE

**IP healthcheck** / IP can be vital for the future of your business. Our healthcheck service, delivered by our market-leading IP team, helps maximise this value for the life span of your company.

**Fundraising** / Access to capital is an essential part of your growth story, and we will use our experience and network of investors to help get the funding you need.

**Share schemes** / Share options provide a cost-effective means for you to recruit and reward employees as an alternative to significant salaries. We can help you implement mutually beneficial share-based reward structures.

**Employment** / Keeping your talent happy is essential. EquiP gives you access to our fixed fee employment law services to help you protect your company's interests in a simple and cost efficient manner.

**Website T&Cs** / Our lawyers will apply their decades of online experience to your business, working for you to ensure you gain the trust of your consumers and potential investors while protecting your business.

**Corporate** / It is essential that you structure your company in the most appropriate manner, anticipating its future growth. Our team will help you ensure your corporate documents and structure are fit-for-purpose – now and as you grow.

**GDPR** / Our data protection specialists will assess how compliant your business is with GDPR and suggest any steps that you may need to take when processing and handling data moving-forward.

# Your EquiP contacts in CEE

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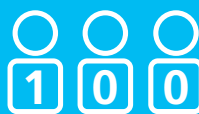
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