



# **CMS equIP**

## Helping start-ups scale

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**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. Working with entrepreneurs on bright ideas, fostering growth and innovation in the technology 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 is imperative.

## Who are we?

- A full-service law firm with a strong sector focus in technology, media and telecommunications
- 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 that can offer you extensive IP support through a strong international team of more than 300 IP lawyers, patent and trade mark attorneys
- Providing you access to the regional resources in Singapore, China and Hong Kong, as well as beyond in Europe, Middle East, Africa and Latin America through our global equip programme

## What is equIP?

equIP is a dedicated programme to support start-ups who are intellectual property rich in the form of:



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

A 50% discount on our standard hourly rates, up to S\$50,000 per year.



### Introductions to relevant industry players

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



### Fixed fee services

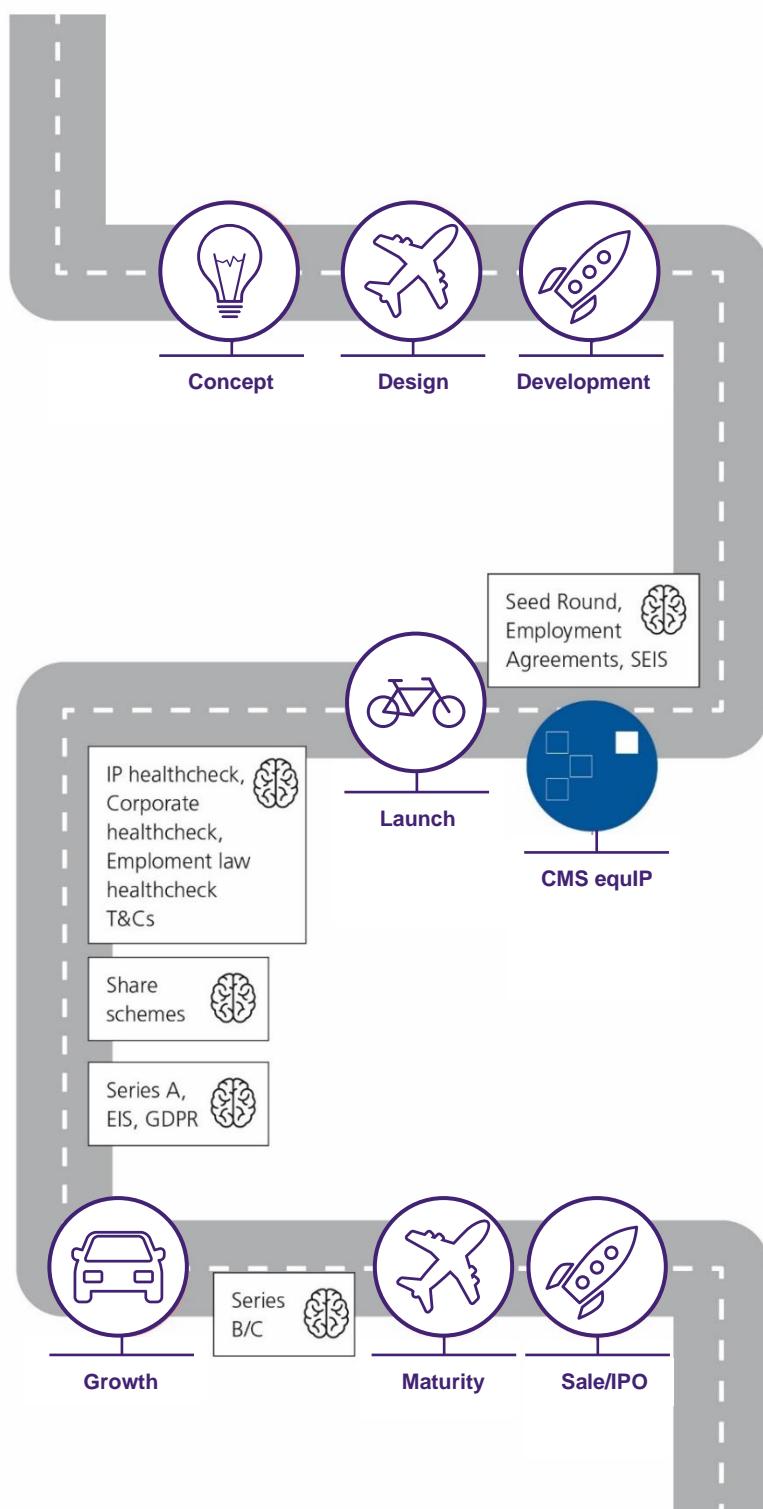
This includes an IP healthcheck and advice on fundraising, share schemes, employment and T&Cs.



### Added value

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

# The start-up roadmap and typical legal considerations



# Our fixed fee menu

We offer legal services in several practice areas for fixed fees in order to give equiP members more certainty over their legal costs.

## IP health check

IP can be vital for the future of your business. Our health check 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.



## Get in touch

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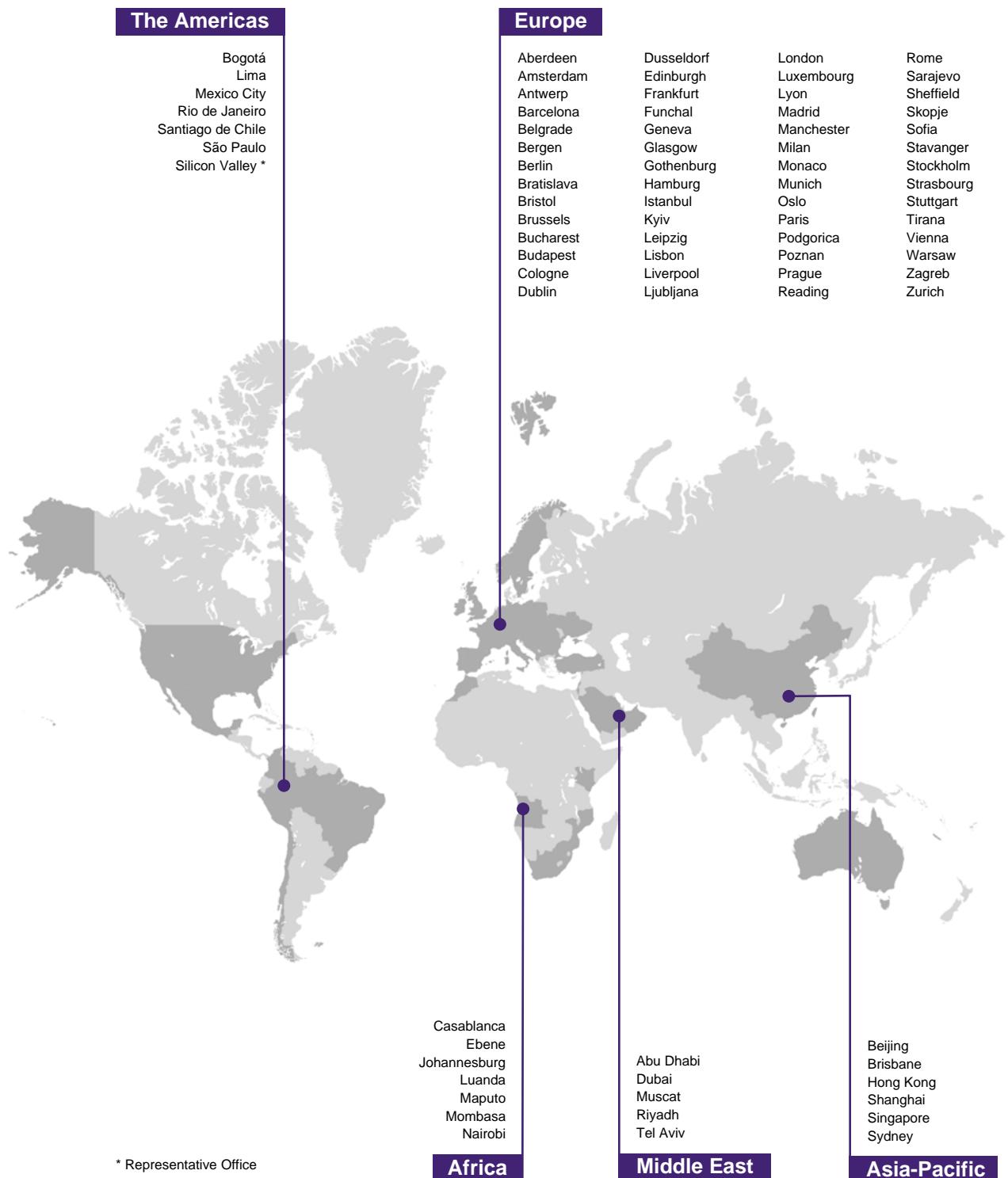


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