



**CMS** Rodríguez-Azuero

# CMS equip

2025



## Helping you grow in Latin America and around the world

Starting and building a successful business requires a good idea, a lot of energy and determination, as well as the right opportunities and the right people.



# Benefits of being part of CMS equip

Companies that are part of the equip ecosystem have access to:



## Legal advice at a discounted rate

A 50% discount off our standard hourly rate.

\*



## Networking with key industry stakeholders and investors



## Fixed-price services

This includes an IP health check and advisory services for investment rounds, stock options, and employment terms and conditions.\*



## Added value

Access to exclusive events, workshops, and newsletters for our members.

\*The benefit may vary depending on the country.

At CMS, we love helping startups grow, especially in Latin America, a region that is becoming increasingly attractive for businesses. Working with entrepreneurs in the region on groundbreaking ideas, fostering growth and innovation in the tech sector, and supporting the future stars of the industry is our greatest motivation.

At an early stage, legal advice may seem like a low priority, especially given the associated costs. However, for a company to scale successfully, particularly when investors are involved, having the right foundation is essential.

There are many frustrations and obstacles to starting a business. Sometimes it seems like you spend more time negotiating with investors and lawyers than actually delivering on your promises. This frustration multiplies every time the business needs to expand, enter a new market, seek legal advice under the laws of a different country, or structure a deal in another jurisdiction. CMS equiP helps your business get where you want it to go.

From the initial concept to an acquisition, an initial public offering, or establishing itself as a market leader, a business venture must consider a wide range of legal advice, including advice related to:



**Venture Capital**



**Terms and conditions**



**Commercial Agreements**



**Compliance**



**Employment contracts**



**Intellectual property protection**



**Industrial property protection**



**Data protection**



**Shareholder agreements**



**Stock options plans**



**Corporate structuring**



**Asset protection**



**Invoice issuance**



**Tax returns**



**Estate planning**



## Fixed price menu

**Intellectual property (IP) health check:** IP is vital for the future of your business. Our IP health check service, provided by our IP team, helps you maximize this value throughout the life of your company.

**Investment rounds:** Raising capital is an essential part of your growth, and we will use our experience and network of investors to help you secure the funding you need.

**Stock option pool:** Stock options are a viable alternative as a form of compensation, helping you attract and retain top talent. We can assist you in implementing mutually beneficial compensation systems based on stock options.

**Employment:** Keeping your team happy is essential. equiP gives you access to our employment law services at a fixed rate to help you protect your company's interests in a simple and cost-effective way.

**Website terms and conditions:** Our lawyers, with extensive experience in the technology sector, will ensure that you gain the trust of your customers and potential investors, while protecting your business.

**Corporate services:** It is essential that you structure your company in the most appropriate way, anticipating its future growth. Our team will advise you to ensure that your corporate documents and structure are suitable for your needs, both now and as the company grows.

**Data protection:** Our specialists will analyze your business and suggest the steps you should take when processing and managing data in the future.

## Who are we?

We are a leading international, full-service law firm with deep local roots and over 45 years of experience advising local and multinational clients. We provide specialized legal advice with strong management skills and a strategic approach, supported by a team of nearly 100 local lawyers specializing in various practice areas, and a global network of 7,200 lawyers with offices in 50 countries.

We have been recognized by leading legal rankings in the following categories:



We are specialists in the technology and startup sector in each of the Latin American countries where we operate, with experience helping companies grow and expand internationally.



A full-service legal firm with a strong focus on Technology, Media and Telecommunications

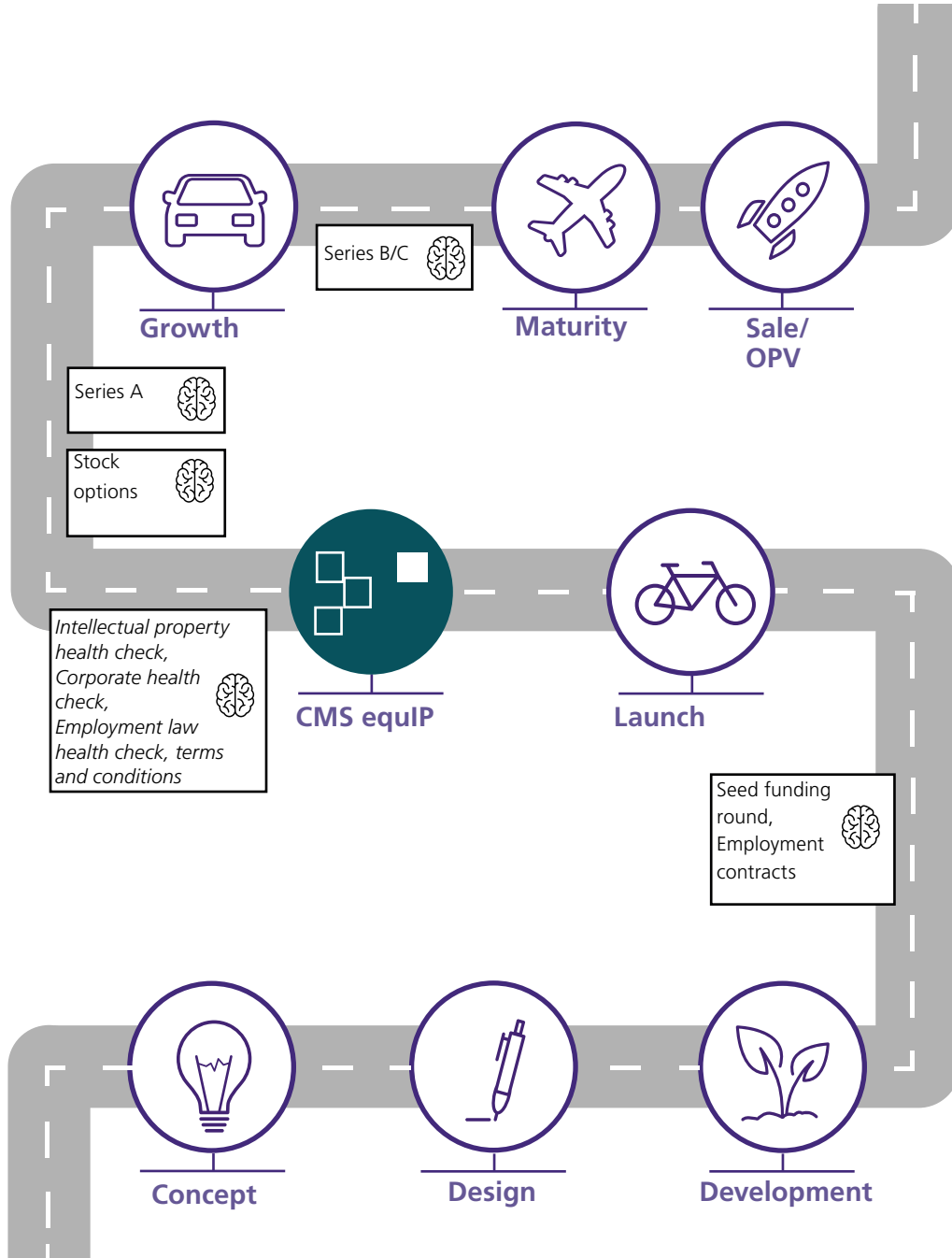


5 offices and more than 200 lawyers in Latin America.



We work with some of the most important players in the technology industry, as well as with new and emerging digital disruptors.

# The roadmap for startups and common legal issues



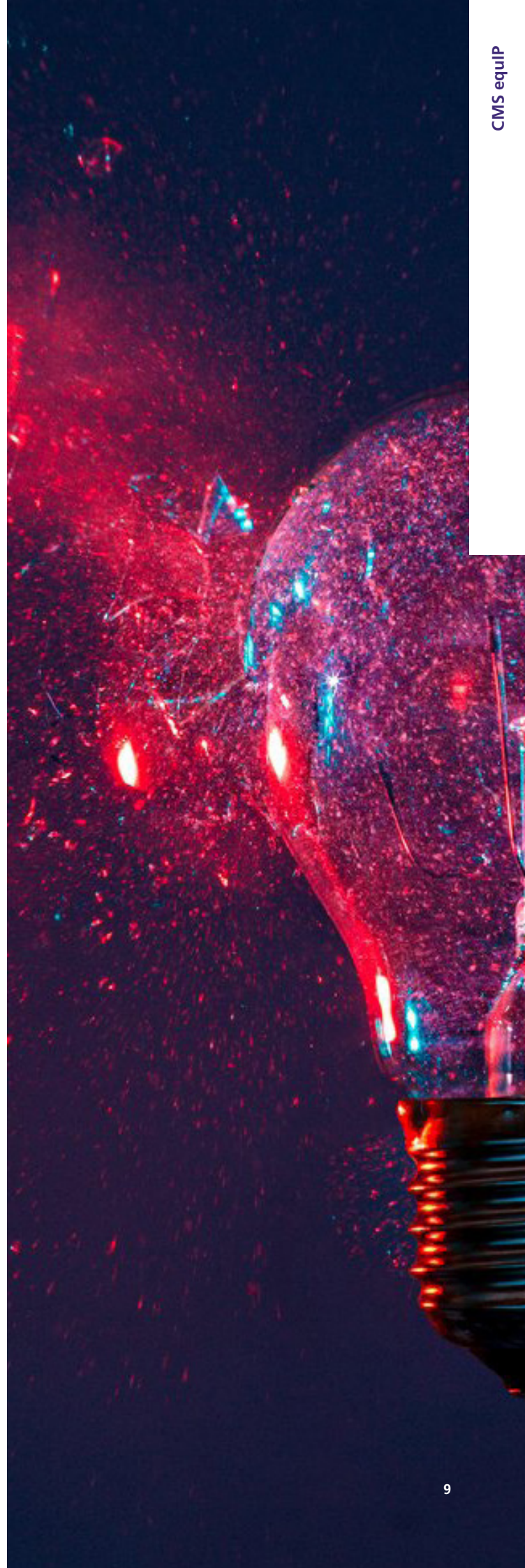
## What is CMS equiP?

With CMS equiP, you have the support of a team of specialized lawyers with offices worldwide who invest in your business and protect it to help it grow.

It is a program dedicated to supporting startups and emerging businesses with high growth potential. We help companies understand how to expand into local and international markets and connect them with investment ecosystems across all regions.

equiP was launched in the UK in January 2016 and has since expanded internationally. In Latin America, it has a presence in Brazil, Chile, Colombia, Mexico, and Peru.

The program provides ongoing and continuous legal advice, covering all the routine legal matters your company may encounter, including corporate, employment, tax, venture capital, intellectual property, and data protection issues.



## Why CMS equip?

We are an international law firm that provides our clients with top-tier legal advice through our global and regional network. Our team of specialized lawyers is available to support entrepreneurs, offering a unique program that allows them to access certain benefits without compromising the quality and standard of our legal services.

With our specialized legal advice, you can have peace of mind knowing you are protected at every stage of your business journey, allowing you to focus on growing your company. Starting a business legally and with expert guidance is the best way to avoid problems and safeguard your interests.

## How to apply?



1

Fill out the form located on the equip website. ([CMS](#)) and then apply to the program by completing a form about your business. There is an initial screening process conducted by the program committee, headed by Juan Camilo Rodríguez and Lorenzo Villegas-Carrasquilla, partners at the firm.

2

Once they pass this initial screening, the entrepreneurs must present their project to the company, where the program committee will ask them questions about their business and its viability.

3

Once this final screening process is completed, a formal business contract will be sent to you, which will need to be signed by both the company and the startup.

## Did you know that...



CMS equip is now active in more than 20 countries.



Globally, we have worked with over 100 companies, including Sonaltyc\*, Appyparking, Crowdicity, and Passie.



\*While part of the equip program, Sonaltyc was acquired by Spotify.



In September 2019, CMS equip was recognized at the FT's Innovative Lawyers Europe Awards.



We are partners with leading startup communities such as Startup Grind.

# Your CMS equip contacts in Latin America

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[Apply here](#)



5 offices in Latin America



Nominated by Chambers and Partners as "Regional South America Practice of 2019"



+50 partners



+200 Lawyers



Continuously recognized by TTR for both the number and total value of mergers and acquisitions transactions.



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#### CMS locations:

Aberdeen, Abu Dhabi, Amsterdam, Antwerp, Barcelona, Beijing, Belgrade, Bengaluru, Bergen, Berlin, Bogotá, Bratislava, Brisbane, Bristol, Brussels, Bucharest, Budapest, Casablanca, Chennai, Cologne, Dubai, Dublin, Duesseldorf, Ebene, Edinburgh, Frankfurt, Funchal, Geneva, Glasgow, Gothenburg, Gurugram, Hamburg, Hong Kong, Hyderabad, Istanbul, Johannesburg, Kyiv, Leipzig, Lima, Lisbon, Liverpool, Ljubljana, London, Luanda, Luxembourg, Lyon, Madrid, Manchester, Maputo, Mexico City, Milan, Mombasa, Monaco, Mumbai, Munich, Muscat, Nairobi, NewDelhi, Oslo, Paris, Podgorica, Poznan, Prague, Reading, Rio de Janeiro, Riyadh, Rome, Santiago de Chile, São Paulo, Sarajevo, Shanghai, Sheffield, Silicon Valley, Singapore, Skopje, Sofia, Stavanger, Stockholm, Strasbourg, Stuttgart, Sydney, Tel Aviv, Tirana, Vienna, Warsaw, Zagreb and Zurich.

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Further information can be found at **cms.law**