


So You Need to Raise Outside Capital... So You've Hired or are Planning for Your First Employees...

Cover Your Bases *A seminar for emerging companies*


Tuesday, November 15, 2011
5:00-8:30 pm

It is important for emerging companies to understand how one decision can impact all areas of the business. This seminar examines raising financing and hiring and rewarding employees from legal, tax and accounting, communications, intellectual property, banking and insurance viewpoints—all in one place. You'll learn as the panel of providers engages in a lively discussion about the best approaches to position yourself for growth, and you'll have the chance to ask questions about covering all these bases for your business.

Get Answers About Obtaining Financing

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- Financial info you must compile and project to obtain outside financing
 - Types of commercial loans for early stage companies
 - Deal structures for early stage equity or convertible debt financing
 - Insurance you need once you have investor capital and outside board members
 - Securing property rights for your intellectual property (IP) – patents and trademarks
 - Communicating your brand and identity to investors

Get Answers About Hiring & Rewarding Employees

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- Employees vs. independent contractors
 - Setting up payroll accounts and direct deposit
 - Providing employee insurance and benefit plans
 - Rewarding employees: structure and tax consequences
 - Protecting IP developed by employees and consultants
 - Expanding your internal brand and culture to new employees

Location

Shady Grove Innovation Center
www.mcinnovationnetwork.com
9700 Great Seneca Highway
Rockville, MD 20850

5:00-5:30 pm Registration & Networking, Light Dinner
5:30-8:30 Program

For more info, visit
www.stepwiseconsortium.com

Speakers



Register Now! To register, e-mail Heather Reinhardt at the Shady Grove Innovation Center at hreinhardt@scheerpartners.com or call (240) 453-8470