



FINANCIAL POISE WEBINAR ONE SHEET
THE START-UP/SMALL BUSINESS ADVISOR 2022
All episodes air at 1:00 PM CST

ABOUT THIS SERIES

Most startups are not destined to become billion dollar unicorns. Most, in fact, will fail and most of those that survive may never be more than small businesses. Whether and to what extent a startup will be successful depends on many factors. One set of factors is the foundational pillars on which the company is built, and includes things such as the company's capital structure, financial controls, human capital, management/founder talent, market niche (and barrier to entry), financing growth, managing burn rate, and marketing functions. This series explores each of these topics, giving startups, entrepreneurs, and their advisors useful tools and insight into how they can build a foundation for success.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, entrepreneurs, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #3

What Every Founder/Entrepreneur Must Know

April 26, 2022 at 1:00 PM CST

Congratulations. You are a founder of a company and you have just been given an hour to ask several experts anything you want about the subject. Some questions will certainly focus on IP, since intellectual property is so important to so many businesses. Some questions will touch on outsourcing-perhaps of manufacturing, perhaps of certain other functions. Formation, capital raising, and HR are also fair game. And since the panel includes two attorneys,- you can be sure that the conversation will cover both the business and legal aspects of the various topics discussed. The panel will also discuss planning for incremental growth; and, while pandemic continues, the availability of PPP loans and governmental assistance.