INTRODUCING

START-UP SOLUTIONS by Beiruti

01 Introduction

Beiruti Attorneys & Counselors at Law has advised businesses at every stage of their growth. Among them are bright entrepreneurs who first came to us with an idea and a business plan, many of whose companies have since become established enterprises.

THE IDEA	Start-Up Solutions formalises Beiruti's long-standing work with early-stage companies into one structured offering.

Start-Up Solutions by Beiruti formalises that long-standing practice. The programme brings our experience with early-stage companies into one structured offering, giving them dependable legal support from the outset and staying with them as their businesses grow.

02 Our approach

We understand the distinct challenges early-stage ventures face across sectors, and we have tailored our services to give founders the resources and guidance they need to succeed. Decisions taken in a company's first months, on structure, ownership and contracts, often shape its options for years to come.

Whether the need is legal structuring, intellectual property protection or regulatory compliance, we navigate the complex legal landscape so that founders can focus on growth and innovation.

03 The startup life cycle

Most startups pass through six broad stages: Explore, Validate, Build, Launch, Growth and Maturity. Profit typically dips below zero in the early stages, while the company invests in its product and market, before turning positive as the business finds traction and scales.

The startup life cycle

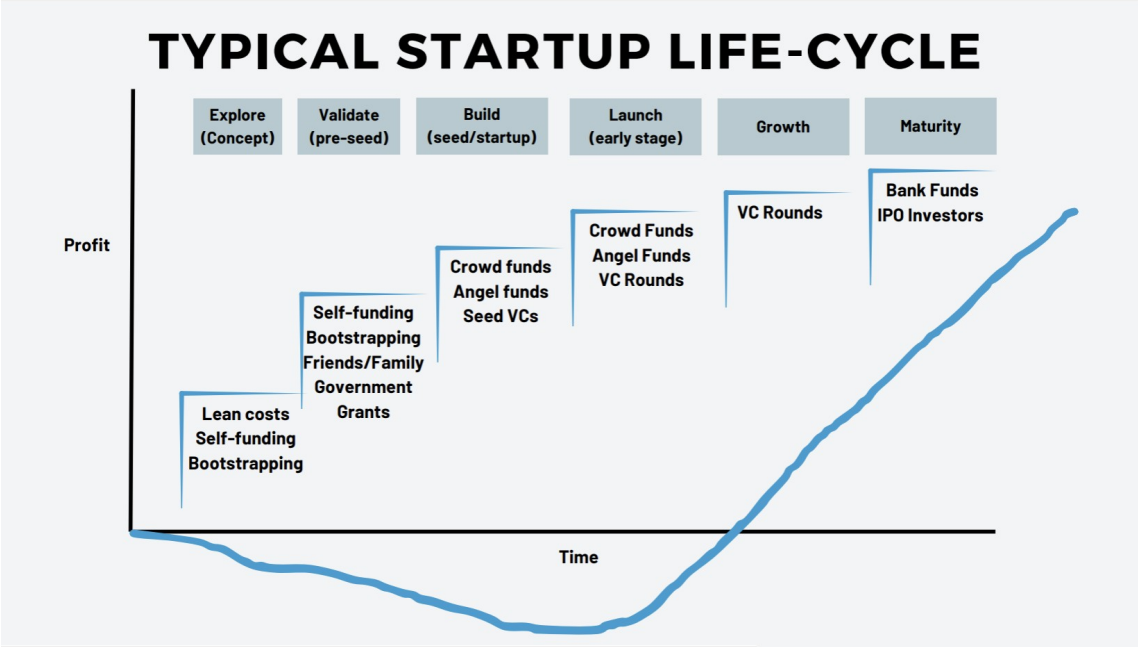


Figure 1: Typical startup life cycle

Each stage brings different sources of capital, and with them different legal questions:

- **Explore (concept):** lean costs, self-funding and bootstrapping
- **Validate (pre-seed):** self-funding, bootstrapping, friends and family, and government grants
- **Build (seed):** crowdfunding, angel investors and seed venture capital
- **Launch (early stage):** crowdfunding, angel investors and venture capital rounds
- **Growth:** further venture capital rounds
- **Maturity:** bank financing and public-market investors through an IPO

DESIGN PRINCIPLE

A founder agreement that works for a two-person team at the concept stage may not hold up once angel investors join. The terms agreed in a seed round, in turn, shape what is possible in later venture rounds. Start-Up Solutions is built to anticipate these transitions rather than react to them.

04 Services by stage

Our services follow the company through its life cycle, so that the right support is in place at each stage.

Services by stage

01 Formation

- **Incorporation:** choosing the right legal form for the business, registering it with the competent authorities, and preparing the constitutional documents, such as memoranda and articles of association or partnership agreements.
- **Intellectual property:** protecting the trademarks, patents and copyright behind the company's products, services and brand.
- **Founders' agreements:** setting out the roles, responsibilities, equity split and decision-making process among co-founders.
- **Licensing and permits:** ensuring compliance with the regulations that apply where the company is established.

02 Early stages

- **Fundraising:** advising on seed rounds, angel investment, venture capital and crowdfunding, and drafting term sheets, subscription and investor agreements, convertible notes and Simple Agreements for Future Equity (SAFEs).
- **Employment:** drafting employment contracts, non-disclosure and non-compete agreements, and equity incentive plans for employees and key team members.
- **Customer contracts:** preparing customer agreements, terms of service, privacy policies and other documents for the sale of products and services.
- **Corporate governance:** establishing governance structures and board arrangements, and putting compliance procedures in place.
- **Securities compliance:** ensuring that fundraising complies with applicable securities laws.

Investment, growth & maturity

03 Investment

- **Investment terms:** negotiating with venture capital funds, angel investors and crowdfunding platforms.
- **Public fundraising:** ensuring compliance with securities and crowdfunding regulations when raising capital from the public.
- **Commercial contracts:** negotiating and drafting agreements with strategic partners, distributors and resellers, and handling licensing, joint ventures and M&A transactions.

04 Growth

- **International expansion:** advising on expansion strategy, including setting up subsidiaries, navigating foreign regulations and managing cross-border transactions.
- **Regulatory compliance:** ensuring compliance with sector-specific regulation, data protection laws such as the GDPR, and the other requirements that apply to the company's operations.

05 Maturity

- **Intellectual property management:** managing IP portfolios and licences, and enforcing IP rights, including through an exit process.
- **Transaction risk:** managing the legal risks of mergers and acquisitions, joint ventures and strategic partnerships.
- **Exit strategy:** advising on IPOs, mergers, acquisitions and strategic partnerships, and negotiating sale agreements, acquisition terms and transaction documents.
- **Corporate restructuring:** assisting with reorganisations, spin-offs and restructurings that streamline the company's operations and assets.
- **Succession planning:** preparing succession plans for key executive and leadership positions to ensure continuity through transitions.

Tailored support

BUILT AROUND YOU

No two startups are alike, so the programme does not offer a fixed package. Each company is assigned a dedicated team, with members matched to its sector and stage.

Our support goes beyond legal counsel. Start-Up Solutions brings together a holistic ecosystem of resources and opportunities designed to nurture and empower emerging ventures.

No two startups are alike, so the programme does not offer a fixed package. Each company is assigned a dedicated team, with members matched to its sector and stage. Services are then tailored to the company's specific needs, laying the foundation for startups to thrive and evolve into successful businesses.

01

SECTOR

Members matched to the company's sector.

02

STAGE

Members matched to the company's stage.

03

NEEDS

Services tailored to the company's specific needs.

06 / THE TEAM

Our team

Behind the programme is a tightly knit team known for its efficiency in project execution. Our lawyers have advised clients ranging from startups to multinational corporations, across sectors including technology, telecommunications, energy, construction, and banking and finance.

They bring that experience to every engagement, ensuring swift and effective outcomes. For founders, this means advice that is commercially grounded, delivered at the pace a young company needs.

07 Next steps

THE PROPOSITION	Start-Up Solutions reflects a simple conviction: the right legal foundations, put in place early, allow a business to grow with confidence.

Start-Up Solutions reflects a simple conviction: the right legal foundations, put in place early, allow a business to grow with confidence. We look forward to working with the next generation of founders, and to growing alongside them.

Bright Entrepreneurs interested in the programme are invited to contact Beiruti Attorneys & Counselors At Law to arrange an initial consultation.