



Pooja Terwad & Associates (PTA)

Creating a Perfect Startup Journey, from sign in to check out

THE COMPLETE STARTUP GUIDE

India | USA | Canada | Singapore

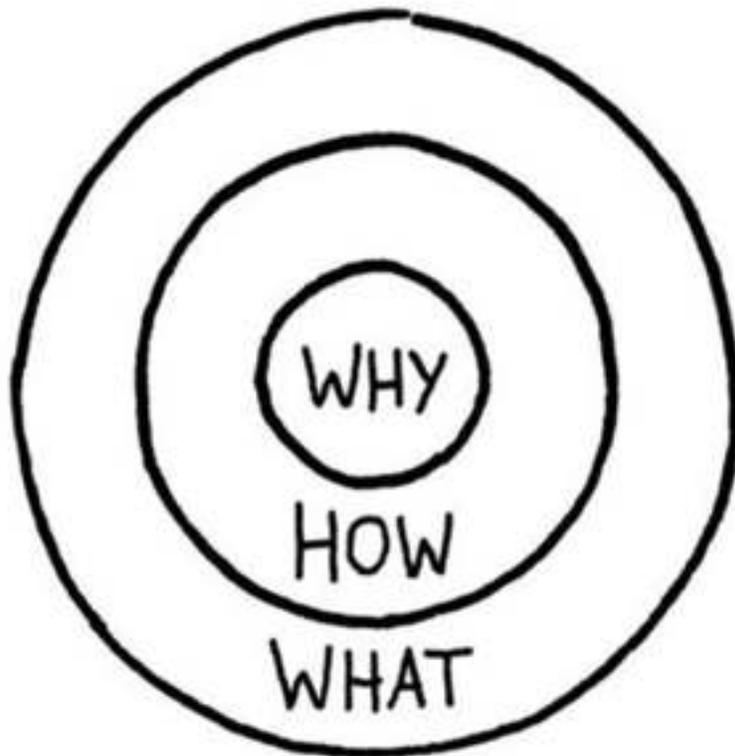
In its seventh decade of independence, India stands on the cusp of major change: a transformation that could lead to unprecedented economic growth paired with radical improvements in the nation's Human Development Index (HDI).

While, our National Ambition is to achieve a \$10 trillion economy, Entrepreneurs will play a crucial role in leading the way.

A. The 3 W's...

Ask yourself these 3 questions before you launch your start-up. Begin only when you find an answer to all these questions.

1. What do I want to do?
2. How do I want to do?
3. Most importantly, Why do I want to it?



B. The Start-up Development Phases



Our common aim is to bring more transparency and efficiency to entrepreneurs and startups in regards to legal aspects, providing legal resources and services for entrepreneurs at every stage in the startup journey. We aim the startup entrepreneurs never get lost with legal aspects

There are different types of External Support Systems, which every startup needs, in order to have a successful and less traumatic business experience.

C. The StartUp Ecosystem

A startup ecosystem is formed by people, startups in their various stages and various types of organizations in a location (physical and/or virtual), interacting as a system to create new startup companies. These organizations can be further divided into categories: universities, funding organizations, support organizations (like incubators, accelerators, co-working spaces etc.), research organizations, service provider organizations (like legal, financial services etc.) and large corporations.



D.Time is Money & hence a One Stop Start-up Servicing Garage is the need of the hour..

SUPPORT SYSTEMS ESSENTIAL FOR STARTUPS

Legal Services
CA & CS Services
Intellectual Property Services
Business Advisors & Mentors
Funding Advisory
Co-working Spaces/ Incubations/ Accelerators
PR & Branding Services
Business Pitch & Financial Pitch Services
Access to Crowdfunding Platforms



1. You need Lawyers who understand Law, but most importantly, who understand BUSINESS



IDEATION

Reviewing IP – will there be potential for trademarks, patents, design rights, database rights, copyrights?

Reviewing potential structure – Private Limited? Sole proprietorship? Partnership Firm? Limited Liability Partnership?

Will funding be required? - If so what kind of funding would be most suitable? Loans? Equity Funding?

EXECUTION

Setting up structure & Compliances

Drafting & Vetting Various Agreements (With Co-founders, Employees, NDA's, Vendors, Term-Sheets, Software Developers.)

VC Negotiations & Shareholder Agreements ; ESOP's.

Registration of Trademarks, Filing of Patent Applications, Design Patents etc.

Drafting Website Terms & Conditions, Cookies and Privacy Policy

Negotiating and agreeing trading agreements for; Manufacture; Distribution; Agents Introducers; Sales; Licensing; Joint ventures

Negotiating and resolving disputes (whether internal or external) and whether using Mediation, Arbitration or traditional court methods

EXPANSION

Purchase or acquisition of other entities as the company grows

IP renewals

Exit agreement for founders through share or asset sale

Legal Due diligence



2. A Start-up cannot afford to go wrong with their compliances

Your account books grow as your startup grows. It is crucial to follow the dynamic accounting procedures maintaining all debit and credit systems intact.

Additionally, as your startup progresses, you will be required to maintain your accounts for Tax filling with the Income Tax and Annual filing with Registrar of companies. At such times, you definitely need a certified auditor to file your ITR returns and do the tax Audits if your turnover of your business crosses the threshold limit. Another mandatory compliance-annual filling is a compulsory procedure to be followed by every Company whether small or big.

3. IDENTIFY-PROTECT - MANAGE: The 3 Point check for your Intellectual Property Protection



Intellectual property is as important as any other priority on your list, if not more so. IP represents the foundation, the backbone of your work; and often the bulk of the company's value.

Ignoring your intellectual property is a mistake, and the well-intentioned procrastination we all engage in ("I'll tackle that next week/next month/when things calm down a bit") doesn't equal action. The process of handling your intellectual property should start as soon as you begin laying the groundwork for your business.

4. A good Business Mentor is as important as an Investor



In the startup world, having a guiding hand can make all the difference.

A business mentor can help you turn your good idea into a viable business proposition, and can make all the difference in getting your dreams off the ground.

How? A good mentor can help you define what your startup is (and what it isn't), as well as helping you tackle the harder questions you need to address for your business to flourish.

“Having a number of trusted advisors and mentors around you is important when testing ideas, cutting through the noise, and trying to stay on track to achieve your goals.”

5. Mapping your Valuations: A Job of a Funding Advisor

A constant support to Entrepreneurs, in order to create a strategic roadmap for their new ventures, develop financial and operating models, plan for effective funding, and build an IP portfolio that supports their valuation and growth.

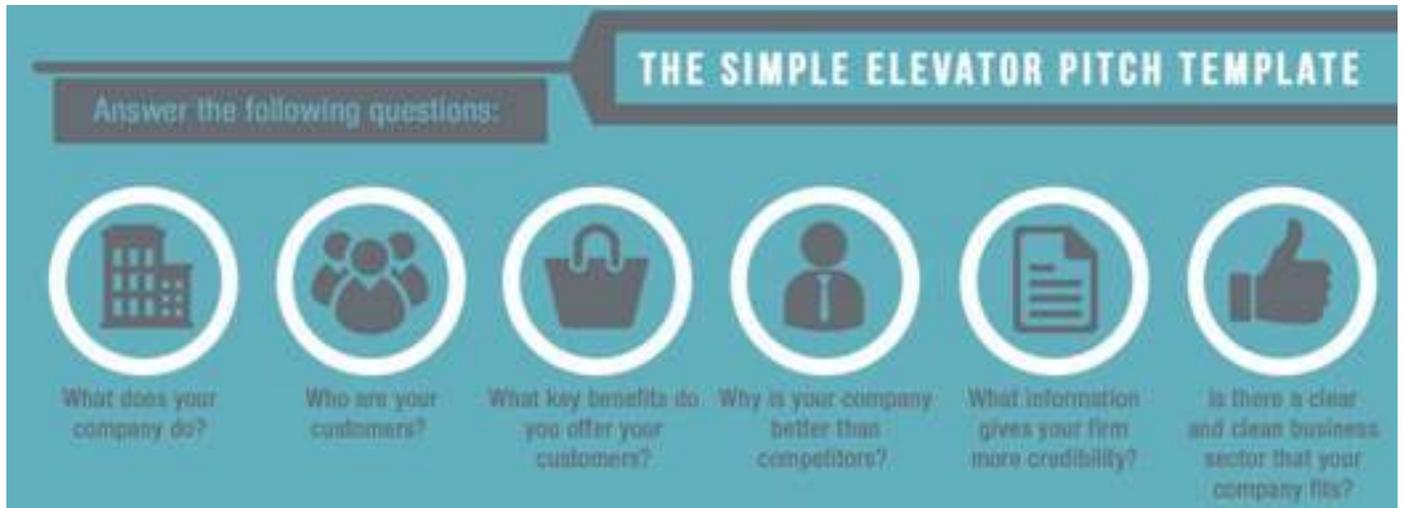
Advisors leverage unit economics, people metrics and industry benchmarks to create a set of five-year financial projections, valuation trajectory and funding roadmap.

Your existing financial models are tested against industry benchmarks used by investors to gauge the feasibility and reliability of the model. They offer key areas for improvement in each model and suggest improvements based on industry-specific metrics.

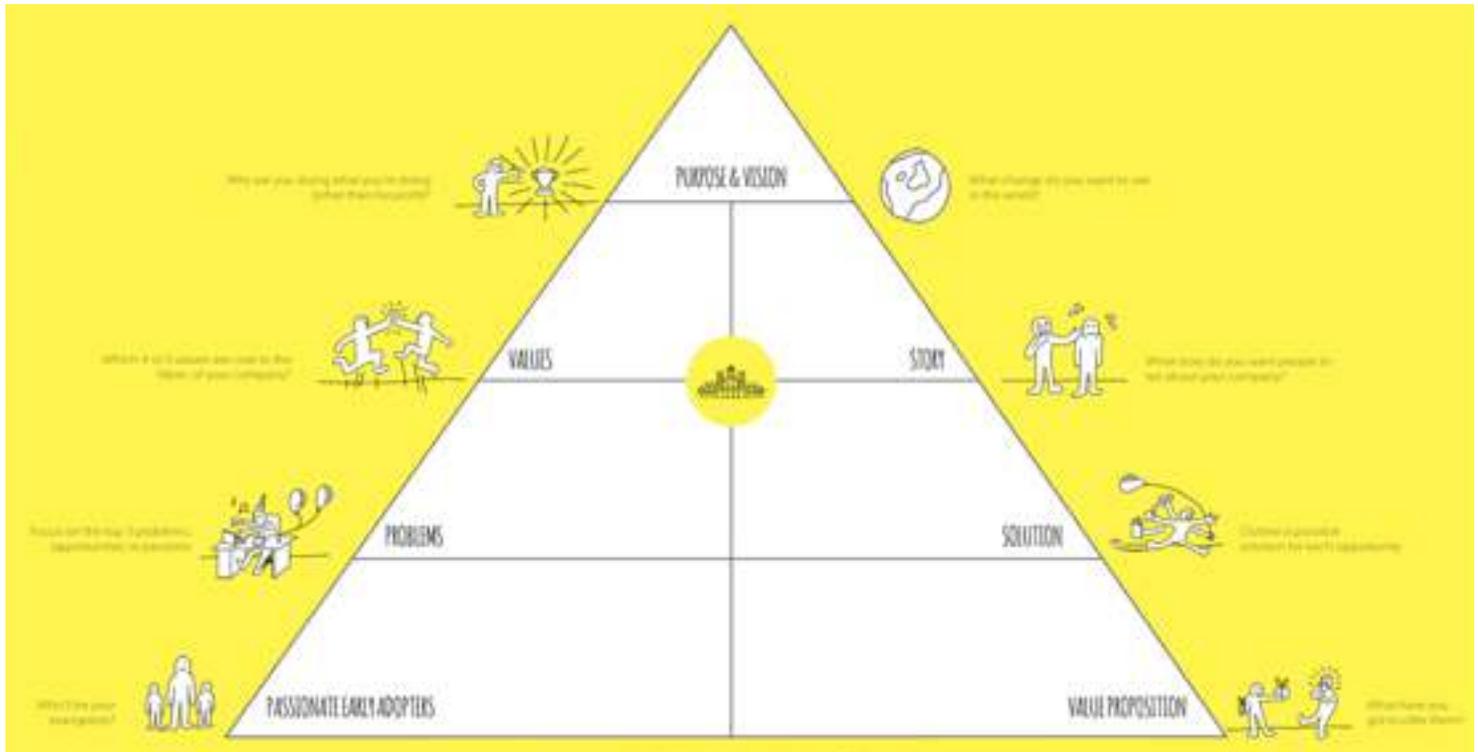


7. Learn to Market your Business, through the Business Pitch..

What's a pitch? It's a short presentation, which talks about your startup in less than 10 minutes. The pitch could be in the form of a presentation along with A/V in front of crowd. Or done in a meeting room setup for just 2 prospects. A pitch may also be in the form of a sit-down discussion to prospective employees or investors. Why it is important? Simple answer. No product or service can be sold better unless it is marketed even better.



E. Helping you build a Happy Start-up Canvas



“As Business Advisors we do much more than simply to assemble, to order, or even to edit: we add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse.”

“At PTA we walk the Entrepreneurial Journey with You”

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