

Navigating the Legal Landscape for Startups



**THE HYBRID
LAWTECH FIRM**

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CHRISTIANA ARISTIDOU LLC

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Christiana Aristidou

- Founder & CEO of “*the Hybrid LawTech Firm*”
empowered by
Christiana Aristidou LLC
 - Transnational Technology Lawyer
 - Public Governance and Policy Advocate
- Emerging Technologies Regulatory Compliance
- ISO TC 307 - Head of National Delegation of the
Cyprus Organisation for Standardization (CYS)

Website: www.christianaaristidou.com

Email: christiana@christianaaristidou.com

LinkedIn: <https://www.linkedin.com/in/christiana-aristidou/>

52, Omonoias Street
Troodos Court, 1st Floor, Flat 3
3052 Limassol, Cyprus
t. (+357) 25 262699
e. contact@christianaaristidou.com



www.christianaaristidou.com

Overview

- In the dynamic world of startups, understanding and navigating the legal landscape is paramount for success. From inception to expansion, startups encounter many legal considerations, requiring robust legal support throughout their business lifecycle to build strong foundations. Establishing a solid legal framework early on through tasks like entity formation, founder agreements and intellectual property protection is crucial.
- In today's workshop, we will delve into the primary and most critical legal issues that founders of technology startups should consider at the outset of their entrepreneurial journey. This workshop will not only cover pivotal topics like setting up the business plan and choosing the right business structure but also extend to protecting intellectual property rights, regulating the relationship between partners/shareholders and raising capital. Additionally, we will explore the essential aspect of building the right relationships through legal agreements and effectively interacting with the public.

The role of the expert startup lawyer and the crucial legal issues to be considered by startups during their birth



Startup lawyers need to:



UNDERSTAND WHAT MAKES
THEIR STARTUP CLIENTS
DIFFERENT



ANTICIPATE THEIR EVOLVING
LEGAL NEEDS



PROVIDE THE BEST AVAILABLE
LEGAL SERVICES AND
ASSISTANCE WITH THE
MAXIMUM EFFICIENCY.

The primary legal issues that founders of technology startups should consider include:

Establishing the business plan

Choosing the right business structure

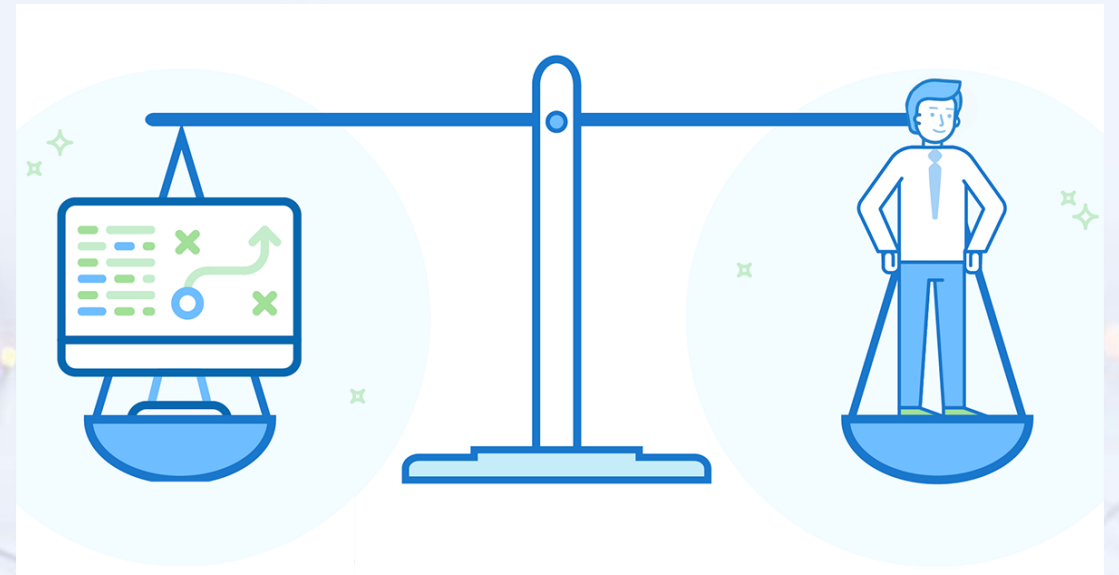
Protecting intellectual property

Regulating relationships between partners/shareholders

Raising capital

Building legal relationships

Interacting with the public



The primary legal issues that founders of technology startups should consider include:

Establishing the business plan

A typical business plan will comprise the following seven elements

1. Executive Summary
2. Company Description
3. Market Research
4. Description of Products and/or Services
5. Management & Operational Structure
6. Marketing Plan
7. Financial Plan

The primary legal issues that founders of technology startups should consider include:

Choosing the right business structure

The type of business organization is very important because it will have important legal implications

The primary legal issues that founders of technology startups should consider include:

Protecting intellectual property

The importance of intellectual property to technology startups, ensuring confidentiality, assigning intellectual property to the company and maintaining rights over work done by employees, contractors, and third parties are critical.

The primary legal issues that founders of technology startups should consider include:

Regulating relationships between partners/shareholders

It is crucially important that the relationship of the partners is set in place in writing and signed by all parties.

Importance of SHA

Shareholders do fall out

Regulates management of the company

Offers protection for minority shareholders

Offers protections for majority shareholders

Controls the transfer of assets

Potential to link shareholdings to employments



Share vesting plan/agreement

Share vesting

- The process rewarded with shares options → receives the full rights to them over a particular period of time or, in some cases, after a specific milestone is hit.

Raising capital

Equity

Angel Investors or Friends and Family

Crowdfunding

Accelerators and Incubators

Venture Capital

- There are various ways to fundraise for your new business.

What are venture capital funds?

- Venture capital funds are pool investment funds that manage capital contributed by investors seeking private equity stakes in startups and small- to medium-sized enterprises with significant growth potential.



The primary legal issues that founders of technology startups should consider include:

Important agreements:

Building the right relationships:

Employment contracts
(Employment Pool)

Option to purchase shares Agreement

Independent Contractors Agreement

Non-disclosure agreement

Intellectual Property Assignment Agreements

Platform-as-a-service (PaaS),

Infrastructure-as-a-service (IaaS)

Blockchain as a Service (BaaS)

Software development Agreement

Mobile Application development Agreement

Licensing Agreements

Licensing agreements

- **Types of licensing agreements:**
- Pharmaceutical patent and know-how license agreement
- Software license agreement
- Licensing of Intellectual Property Rights agreement
- API license agreement -for a software supplier that makes its application programming interface (API) available to developers or other users in a business-to-business context, drafted to highlight provisions that may be desirable from the supplier's point of view.
- Patent licensing Agreement
- Industrial design licensing Agreement

Licensing agreements

- **Kinds of IP licence:**

- Exclusive licence
- Sole licence
- Non-exclusive licence

- **Important clauses to consider:**

1. Grant
2. Reservations & Restrictions
3. Term & Termination
4. Acknowledgement
5. Maintenance & Improvements
6. Royalties
7. Confidentiality
8. Representations & Warranties
9. IP right-specific clauses
10. General

Dealing with the legal aspects of a business's website requires several essential documents to comply with EU laws, including:

**Terms &
Conditions**

Privacy Policy

Disclaimers

**Cookies Use
Declaration**

**Intellectual
Property
Declarations**

**GDPR
Compliance**

**Security
Measures**

**Online Payment
Provisions**

To ensure compliance with relevant laws and address legal issues related to websites, the following documents and considerations should be included:



Interacting with the public:

A strong community is the key to many successful startups!

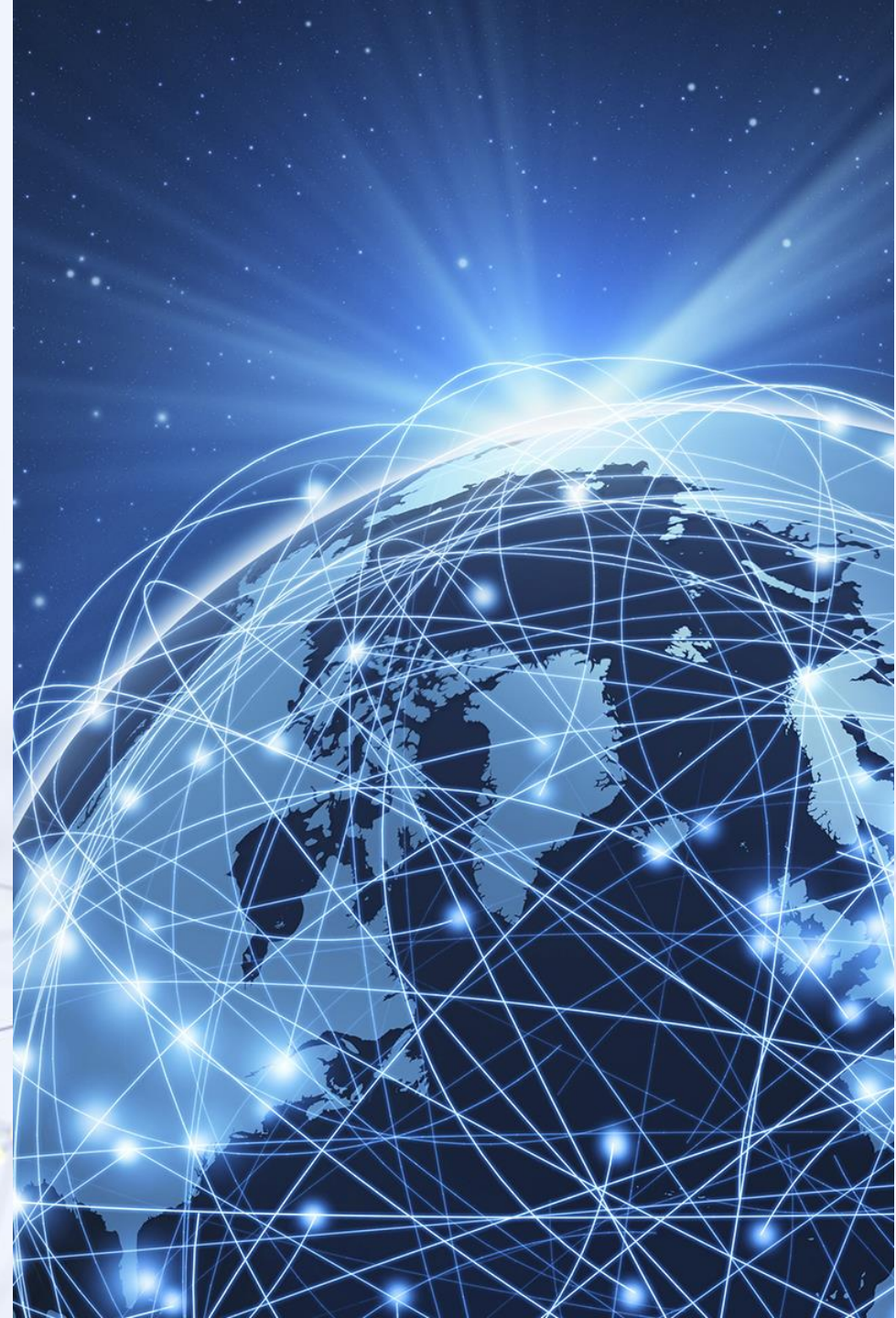
- **How to build a strong startup community around your business**
- **Steps to help you create a community-led product:**
 - Define your solution
 - Start with one person
 - Make members feel special
 - Create a community for them
 - Facilitate communication
 - Build personal relationships
 - Encourage feedback
 - Gradually expand membership
 - Share valuable information
 - Be transparent



Interacting with the public:

A strong community is the key to many successful startups!

- Create a newsletter or content
- Exclusive community
- Build-in public
- Regular community events



Thank you!

Christiana Aristidou

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