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**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 #4**  
**Turning an Idea or Product Into a Business**  
**May 24, 2022 at 1:00 PM CST**

Building the infrastructure of a business around a product or service requires detailed focus upon items that are not intuitive.

An early decision which founders must make is the selection of a legal entity (LLC, Partnership, S Corp, C Corp, Non-Profit) for the business. Another critical action item is to consider steps to protect turf by keeping copycats away, to the extent possible (i.e. with copyrights, trademarks, patents, non-disclosure agreements, among other things).



Hiring and incentivizing employees and finding away to finance the business are examples of other key areas that founders need to get right. This webinar provides an overview of these topics and shares some best practices with regard to them.

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