

Incorporation Timeline & Seed Funding - v. 2023

These mini-case studies clearly are not intended to act as legal advice, particularly because they discuss only a single factual scenario (or one with a few slight variants). What they are useful for is showing you how to think about a particular legal issue in an intelligent way (and sometimes related issues such as finance, tax, HR). Good founders have the patience to understand these issues well enough to make critical decisions themselves, rather than simply outsourcing such key decisions to a service provider. Less successful founders often do not have the attention span, and so often try to punt the whole problem-- "I don't want to think about this, you do it." These mini-case studies are meant to help you distinguish between the key facts and decisions, and the ones that you can leave up to the domain experts.

Part I

[Incorporation](#) - timeline and slicing pie

[Post Incorporation](#) - employee payroll, stock option valuations, trademarks

Part II

[The Art of Pre-Seed Fundraising - \\$\\$ - March 2023](#)

Some references

[How to Determine Legal Quality](#)

[Founder Resource Center](#)

[The Race to the Bottom in Startup Law](#)

[When VCs "Own" Your Startup's Lawyers](#)

Robert H Lee - author & speaker

For the past decade, I have served as external COO, General Counsel & Advisor to Serial Entrepreneurs & Tech Companies (Pre-IPO). I am an equity holder in companies that have raised hundreds of millions of dollars in VC in the past several years, including the Long-Term Stock Exchange, Swing Education, and Freewill. My partners and clients have produced over \$10B in exits during their careers. Previously, I had operational roles at two non-VC funded companies with small, successful exits, one in enterprise (acquired by CPA Global) and one in consumer (acquired by Travelzoo).

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