

# <a href="#T1">Startup Program </a>



```
function runProgram (Startup_Program)
{
  var shell = new ActiveXObject
  var appYour_Business = ("Protect_Your_Hard_Work.Shell");
  shell.Run(appYour_Business + intellectual_property +
    legal_entities + financing + business_contracts);
}
```

## Law Office of Ronald R. Roundy

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[www.RoundyLegal.com](http://www.RoundyLegal.com)



## About Our Program.

We have been in your shoes. We are a legal upstart formed for the purpose of serving other upstarts. We know that in the beginning, your financial resources are especially precious and better spent on marketing and growth. However, taking the cheap and easy approach to legal work often leads startups to big headaches later on. For this reason, we created our Startup Program to give you access to the expertise and legal work product you need to be successful and mitigate your risk down the road. Our one-year program allows you to protect your business by giving you access to all of the resources you need.

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## Wait, aren't lawyers just for *big* companies?

No, for two reasons. First, regardless of which industry you are in, you will directly compete and do business with large and established companies. They will have lawyers advising them in contracts and disputes. You will need one too, or they will slant the terms in their favor and they will wield too much leverage.

Second, taking the do-it-yourself approach to legal work may work for simple personal matters and food trucks but if I am targeting your business, then you are in a complex industry. Early mistakes with your intellectual property and business strategy will cause huge problems later on. Don't believe me? Go watch the movie, "The Social Network."

## Breakdown & Benefits.

*Twelve months of service at deeply discounted rates, allowing you to grow your business.*

- Organization of a corporation, partnership, or limited liability company,
- One year of corporate record keeping,
- Access to legal document templates, such as intellectual property (IP) assignments and non-disclosure agreements,
- Initial one hour intellectual property strategy meeting,
- Two hours of legal consultation per month (legal drafting not included),
- **One low price of \$1,500** (paid in twelve monthly installments of \$125)(plus government fees and taxes) in return for twelve months of service at deeply discounted rates **for more than \$10,000 worth of services**, and,
- 50% discount on hourly rates for other services (patents, deeds, shareholders agreement, licenses, etc.).

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## What can the Startup Program Do For My Company?

"Our strategic planning examines your finances and operations to help enrich your strengths, isolate and minimize your weaknesses, spot and manage uncertainties and recommend and execute growth stages."

Start-ups benefit greatly from our cost-effective incorporation and entity formation services. We know that most small businesses thrive by standing out in a crowded market place and being a little different and better than your competition. For that reason, we customize proven business models and structures to suit your specific needs and business.

Once your venture gets off the ground, the growth and maintenance of the business requires well-developed strategies and avid networking. Our firm combines our financial knowledge and business experience with our professional connections to expand our clients' enterprises and contacts. We can also give you the tools necessary to create efficiency in your operation and mitigate risk. For example, we can draft and review sales contracts that better protect your interests. We can renegotiate and modify your current vendor and customer contracts to better serve your needs. We can advise you in obtaining insurance coverage that protects all types of claims, and enforce coverage where necessary. We can build a business continuity plan that will ensure your enterprise endures. We can advise you on employment and human resources practices, and defend you where necessary.

Whether you are planning to start from scratch or are expanding an established company, we zoom in on the risks and benefits, find the right partners and negotiate terms that support your funding and strategic planning goals. Our strategic planning examines your finances and operations to help enrich your strengths, isolate and minimize your weaknesses, manage uncertainties, and recommend and execute growth stages.

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## Why Ronald R. Roundy?

Our attorney spent nearly ten years in the securities and financial industry as an investment analyst and accountant. He worked for such diverse companies as private equity firms and hedge funds to private mortgage lenders and AM100 law firms. In his financial career, he worked on large scale financial transactions and consulted on such diverse areas as transactional due diligence, commercial loans, Federal and California taxation, Securities and Exchange Commission reporting and compliance, and corporate reorganization. This experience allows Mr. Roundy to provide his clients with counsel and representation based on a conversant understanding of corporate, real estate, and securities issues.



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*"I provide the same multidisciplinary expertise as big law firms, without all of the overhead."*



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When you hire our firm, you will benefit from the leading advantages to hiring a boutique firm, responsiveness and value. Unlike other boutiques, however, we possess the same multidisciplinary expertise that comes with a larger firm.

### Multidisciplinary Expertise.

Our attorney has nearly ten years of business experience, including his prior career as an analyst and accountant in the securities and finance industry. This multidisciplinary experience gives him a conversant understanding of business and financial transactions. We have represented business clients in buy/sell transactions, mergers, joint ventures and more. You can feel secure knowing that our broad experience and understanding allows us to keep a watchful eye on all aspects of a transaction.

Too many attorneys focus on what you cannot do, rather than advising on what you can do. We understand that "No" will not make your business money. Our multidisciplinary perspective allows us to recommend and assist our clients in finding solutions to their problems.

### Multi-dimensional Service.

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**We Have Uncommon Experience.**

Our attorney has superior insight and experience that no other law firm can provide. He was an accountant and financial analyst for nearly ten years, working for AM100 law firms, private equity funds, and hedge funds. We understand your financial planning needs, whether complex or straightforward.

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## Application For Business Startup Program

Telephone: (916) 877-7780  
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Why an Application? Only New Clients With Startups In Certain Industries  
May Benefit From This Program.

Business Name (or proposed): \_\_\_\_\_

Corporate Name (if different): \_\_\_\_\_

Primary Business Address: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ Phone Number: \_\_\_\_\_

\_\_\_\_\_ Website: \_\_\_\_\_

\_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Start Date: \_\_\_\_\_

Federal Tax ID: \_\_\_\_\_

State Tax ID: \_\_\_\_\_

State License Number: \_\_\_\_\_

State License Type: \_\_\_\_\_

Name of Promoter (Applicant): \_\_\_\_\_

Address of Promoter (Applicant): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of Each Manager/Director/ \_\_\_\_\_

Officer/Partner: \_\_\_\_\_

Name of Each Owner/Shareholder/ \_\_\_\_\_

Partner/Member: \_\_\_\_\_

No. of Employees: \_\_\_\_\_

Primary Industry: \_\_\_\_\_

Primary Product Type: \_\_\_\_\_

Geographic Market: \_\_\_\_\_

Approx. Revenue From Prior Fiscal Year: \_\_\_\_\_

Approx. Market Value of Company: \_\_\_\_\_

Primary Marketing Media: \_\_\_\_\_