



SUNY STARTUP
SUMMER SCHOOL

Week 6
July 7, 2021



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Course Schedule

Week	Date	Course Title	Presenters
6	July 7	Forming and Structuring Your Company Like A Boss	Rich Honen, Phillips Lytle
7	July 14	Selling and Telling Your Story	Sue Hayes, Labsim
8	July 21	Commercialization 101 – Positioning Your Go-To-Market Strategy	Mark Sperry, Sperry Energy
9	July 28	Follow-On Capital Sources – What Early-Stage Investors Want	David Cruikshank, ARCH Venture Partners
10	August 2-6	1:1 Meetings With SUNY Venture Advisors	
11	August 11	Demo Day and Graduation	

Course Schedule & Announcements

1. August 2-6: 30-minute dry run of your pitch with Venture Advisors. Pitch guidelines and Google Form to schedule were sent via email yesterday 7/6.

Check your inbox!

2. 10-minute Q&A session on Demo Day Pitch Guidelines with S4 Team after today's session.
3. You must sign up for a pitch dry run to be eligible for Demo Day pitch.
4. August 11 3-5 PM Demo Day: Mark your calendars!



Course Schedule & Announcements

1. At the end of each live session, please answer a 1 question Zoom poll about this week's topic. Your feedback helps us improve the program.
2. Join the [SUNY Innovation and Entrepreneurship Network LinkedIn Group](#)
3. Today only! Stay tuned for a prize giveaway at the end.



Course Schedule & Announcements

1. Next week: Sue Hayes will present Telling and Selling Your Story.
2. In this week's Thursday email, we will include some information on a quick exercise in preparation for next week's webinar.



Leaderboard



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Leaderboard Top 20

	First Name	Last Name	Points
1	David	Liu	11
2	Michael	Coyle	11
3	Christopher	Badurek	10
4	Carol	Beckley	8
5	Christopher	Williams	8
6	Adam	Graczyk	6
7	Alba	García-Rodríguez	6
8	Brennan	Overhoff	6
9	Douglas	Ling	6
10	Hai	Lin	6
11	Janet	Paluh	6
12	Jill	Lee	6
13	Michael	Walters	6
14	Noa	Eshkar	6
15	Tatyana	Tarasevich	6
16	Weilan	Zhang	6
17	Zuby	Onwuta	6



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Leaderboard By Campus

#	Campus	Points
1	Downstate	41
2	Albany	40
3	Polytechnic Institute	39
4	Buffalo	34
5	Binghamton	31
6	Stony Brook	31
7	Upstate	12
8	Cortland	10
9	Buffalo State College	9
10	Brockport	8
11	Oswego	6
12	Plattsburgh	6
13	Potsdam	5
14	Morrisville	3
15	Herkimer County Commu	2
16	Empire State College	1
17	ESF	1
18	Farmingdale State Colleg	1
19	Fredonia	1
20	Cobleskill	0
21	New Paltz	0
22	Old Westbury	0



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Questions about S4?



Email us at S4@rfsuny.org



Let's jump into today's topic!





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**Forming and Structuring Your
Company Like A Boss**

Presented by Richard E. Honen, Esq



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Choice of Entity

- Need an entity to hold the IP and to facilitate investment
- Corporation v. Limited Liability Company (LLC)
- Considerations – liability, taxes, cost and ease of use, exits

Choice of Entity Considerations

- Liability – about the same
- Taxes – Generally, owners and investors can take losses personally, but some additional flexibility with LLC side
- Formation cost, ease of use
- Investor preference and stock options

Important Startup Agreements

- Nondisclosure agreements
- Assignment and work-for-hire agreements
- Consulting/employment agreements – non-competes
- Founders Agreements (next slide)

Founders Agreements

- Assignment and non-compete
- Restricted transferability
- Vesting of equity based on continuing “business relationship”
- Acceleration events

License Agreements

- An agreement with the owner of the technology, often the RF or a college or university
- Standard license terms and benchmarks
- Important to work with your tech transfer office to determine realistic benchmarks

Questions?

Richard E. Honen, Esq.

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Thank you!

- ▶ Please answer the Zoom poll question.
- ▶ Recording will be sent tomorrow.
- ▶ Don't forget to connect with us on [LinkedIn](#).
- ▶ See you next week for

Week 7: July 14

Telling and Selling Your Story

Sue Hayes, Labsim, Inc



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