



Practice Group
Start-ups

It takes one to know one. We understand start-ups because we used to be one ourselves. We know about bold and hopeful beginnings, we know about success as well as the odd setback and, above all, about the challenges that come with growth. We are driven by **innovation**, something we have in common with our clients. We enjoy accompanying them on this path– from the early stage to profitability.

Employment law in start-up consultation is much more than simply drafting **service agreements for employees and managing directors** - we know all the issues from our **many years of experience**. In addition to the core labor law issues, many interfaces with **corporate law** arise - whether in the context of the start-up or in the various financing rounds. Series A, Series B, Series C, debt for equity - we know which financing rounds take place in which phase of the company's development and also provide optimal support for these, always in close coordination with our corporate law colleagues.

Do business, but know the risks. Nothing ventured, nothing gained. Without a certain willingness to take a risk, founders are unlikely to get beyond the pre-seed stage. However, it is important to keep damage away from the company and oneself. To be able to do this, the management needs to know where the limits are between (residual) risks and dangers. We draw these guidelines in for our clients. Advice on prevention is not in line with the way we see ourselves; we are open to unconventional ideas and almost always find a way to implement them **effectively and in a legally secure manner**.

The right foundation for a successful business also includes the drafting of legally compliant employment contracts for managing directors. This is one of our focal points and we evaluate all possible scenarios with the founders in order to find the appropriate individual solution. After all, the slogan "one size fits all" does not apply here. We also work closely with our colleagues in corporate law to put together the perfect package.

It's a people's business, always. In the beginning, start-ups can often hardly afford to recruit excellent and therefore expensive employees , and certainly even less so mediocre to poor employees. Therefore, they have to be creative in the competition for talents: intrapreneurship, non-cash benefits and a work place that can be adapted to private needs must be attractive and legally secure. Thanks to **our international network**, we are also able to do this **across borders**.

We provide support in all areas that may become relevant in this context: drafting legally compliant employment contracts adapted to the needs of start-ups, **ESOP/VESOP agreements** or **consulting on mobile work** ("remote work") - even abroad. We attach great importance to the individual corporate culture - be it in the wording of the employment contracts ("employer branded") or in the provision of suitable **employee benefits**.

And we also have the right answers to the question of how to reconcile the entrepreneurial challenge with the issue of **data protection** in the world of "Work 4.0" and work closely with our **data protection law experts** in this area.

Copcats are no pets. In a market economy, one cannot help but deal with the competition. Effective protection of trade secrets, intellectual property rights and know-how carriers - both internally and externally - are fundamental for companies that are still in their start-up phase. In order to establish an optimal defense, we work with an **interdisciplinary network of experts** with which we have built a **trustworthy relationship over many years**; depending on the client's needs, for example, in the areas of intellectual property, press and **statements law** as well as **criminal law**.

Among other things, we ensure that employment contracts in these areas are adapted to the **individual needs of the company** and offer optimum protection. Especially in sensitive areas such as software development, it is particularly important to be in the best possible position to avoid unpleasant surprises later on.

Steady wins the race. With our „ Product-Market-Fit“, growth begins - at least ideally. The business model is scaled, investments in marketing, sales and staff are made, possibly also opening up new markets abroad. The mandate and the legal complexity of our advice grows with it.

As the company grows and the number of financing rounds increases, so do the demands of investors: we also provide comprehensive support during this phase. Be it in the **creation of corporate policies** such as a code of conduct, an **anti-discrimination policy** or a **climate policy**.

And if the first case of separation is imminent, we provide pragmatic support with a focus on the essentials: be it in the **legally sound preparation of terminations** or the **drafting and negotiation of mutually agreeable termination agreements**. And should it be necessary, we will of course also support you in **potential court proceedings**.

We have the **quantitative and qualitative capacity** to stand by our clients at all stages, in **operational as well as strategic questions**.

Your contact persons

Start-ups



Dr. Falko Daub
daub@pwwl.de
+49 (0) 30 20 62 95 3-0



Dr. Tobias Pusch
pusch@pwwl.de
+49 (0) 30 20 62 95 3-0

practicegroup-start-ups@pwwl.de