

INTRODUCING THE SMARTSTART™ PROGRAM

If you have a strong idea for a business and you're anxious to take your idea to market, but nervous about the "legal" requirements of starting a company, the SmartStart™ Program is for you.

SmartStart™ is designed to easily and affordably get you established as a legal entity and set up your company documentation, so that you can focus on launching your product or service. Best of all, you'll know up front what this work will cost you because we'll provide these services to you for a set fee.

The SmartStart™ Program will provide you with a lawyer to walk you through all of the steps to get you up and running, from securing a company name and incorporation, to drafting standard agreements such as shareholder and employment agreements, to reviewing your commercial lease agreement, and much more. The SmartStart™ Program also includes six months of unlimited access to a lawyer to answer any questions you might have during the early days of your business.

FOR MORE INFORMATION ABOUT OUR SMARTSTART™ PROGRAM

Contact our Program Leader

Loren Mallett

604.643.2456

lmallett@ahbl.ca

ALEXANDER HOLBURN

2700 - 700 West Georgia Street,
Vancouver BC | Canada V7Y 1B8

Phone: 604.484.1700

Fax: 604.484.9700 | ahbl.ca

SMARTSTART™ PROGRAM

YOUR START-UP SOLUTION



YOUR PERSPECTIVE OUR FOCUS™

Entrepreneurs know that ideas are the life-blood of every successful new business venture. Successful business people also know that to translate ideas into profits you need an effective business structure to manage the legal details and let you get on with implementing your business plan.

But how can a start-up business take care of the legal details the right way and for the right cost? This is where the SmartStart™ Program comes in.

SmartStart™ can help you to aggressively pursue your business goals while providing you with a solid operational foundation at a set price that meets the budget of your new business.

CUSTOMIZED SERVICE PLANS

Ideas are unique and so are you. We can tailor the SmartStart™ Program to meet your specific business needs. Services may include legal counsel on all or any of the following areas:

- How to structure your business (i.e. partnership, company, sole proprietorship, etc.). This includes the cost of incorporation;
- Corporate governance;
- Directors' and Officers' liability and Partnership liability issues;
- Standard shareholder or partnership agreements;
- Standard employment contracts for your company employees or partners;
- Leasing and major supplier contracts;
- Mechanisms to protect your ideas or business concepts (non-disclosure agreements, confidentiality agreements, non-competition agreements etc.); and
- Preliminary research and suggestions for longer-term mechanisms for protecting your ideas and business concepts (trade-marks, copyrights, patents etc.).

TRUSTED ADVISOR

At Alexander Holburn Beaudin + Lang LLP, we've helped numerous companies to get started and we understand that during those early days, there can be any number of legal questions you might have. We also know that when cash flow is tight, you don't want to be watching the clock when you call your lawyer for advice. What you really need during this critical period is the constant availability of a cost-effective, trusted legal advisor.

As a client of our SmartStart™ Program, you get six months of unlimited access to a dedicated lawyer for any general legal questions you might have during the initial launch phase of your business venture. This includes advice on legal issues to help you identify risks and to assess whether you need further legal help to get you where you want to go. With the SmartStart™ Program there are no "stupid" or expensive questions. SmartStart™ gives you a proactive way to avoid the costly mistakes that can result from being afraid to pick up the phone and ask a question in the first place. And because we understand there's no limit on the questions you may want to ask us, anyone in your company can call or e-mail us. You don't have to worry about managing those points of contact internally.

ADDED SERVICES:

GREAT LEGAL BACK-UP

As your business develops, you may find you need a broader range of legal services than SmartStart™ provides. However, as a SmartStart™ client you can rely on the backing of a multi-service law firm capable of helping you with almost any legal need that might arise as your company grows. These areas may include advice on: employee stock option programs; specific employee agreements and other Human Resources issues; business immigration; international trade; mergers and acquisitions; privacy issues; insurance requirements and coverage assessment; and much more.

LEGAL TOPICS OF INTEREST

As a SmartStart™ Program client, you will receive newsletters for areas of the law which might affect your business. If there has been a change in legislation or case law that you should know about, we'll keep you informed. From time to time, we offer seminars on various topics of interest to our clients and their employees as an added value of being an Alexander Holburn client.

MARKETING ADVICE

SmartStart™ clients also have access to our Marketing Department for advice on product, program or specific marketing initiatives. This service is not meant to take the place of a committed marketing individual for your business. It simply offers an additional opportunity for you to bounce ideas off objective marketing professionals, test out a logo or tagline, or have a marketing strategy reviewed.

REFERRAL TO OTHER PROFESSIONALS

New businesses may have many needs in their first year of operation. We maintain a network of related professionals and can refer you to individuals we have worked with and trust to handle your other service needs. This includes individuals who can help you with accounting and tax issues, banking needs, business planning, executive searches, insurance requirements, commercial leasing, public relations, and marketing.

PROGRAM COST

SmartStart™ is provided to our clients for a set fee. We invite you to sit down and talk with us about tailoring a SmartStart™ Program that fits your needs and your budget.

WHO QUALIFIES FOR THE SMARTSTART™ PROGRAM?

If you are starting a new business venture, you may be eligible to participate in our SmartStart™ Program.

Contact our program leader:

Loren Mallett at 604.643.2456 or lmallett@ahbl.ca