



## BASE PROGRAM 12.0 SCHEDULE OF EVENTS

*BASE Clients and other startups are invited to this series of informational events. All virtual events will take place from 12:30 - 2:00 PM ET on Zoom, through a link to be provided.*

### SEPTEMBER (KICKOFF)

Builds relationships that enhance learning throughout the year.

### OCTOBER–APRIL (CORE SESSIONS)

Step-by-step guidance through the lifecycle of an early-stage startup.

### MAY (FINALE)

Puts everything into practice in a live pitch event with feedback and potential exposure

### FRIDAY, SEPTEMBER 12, 2025 KICKOFF AND COHORT ICEBREAKER

Launch the bootcamp by fostering connections among participants. Includes introductions, founder speed networking, and a workshop on setting goals for the year. Build trust, align expectations, and begin peer learning that continues throughout the program.

### FRIDAY, OCTOBER 17, 2025 STARTUP ENTITY FORMATION AND LEGAL FOUNDATIONS

Choose the right entity structure (LLC, C-Corp, etc.) for fundraising, taxes, and growth. Covers incorporation, founder agreements, equity splits, and legal pitfalls.

### FRIDAY, NOVEMBER 14, 2025 BUILDING A BOARD AND ADVISORY NETWORK

Learn how to assemble a strategic board and advisory team that can help you scale and attract capital. Covers roles, compensation, and best practices.

### FRIDAY, DECEMBER 12, 2025 INTELLECTUAL PROPERTY AND PROTECTING YOUR STARTUP'S EDGE

Essential IP strategies including trademarks, patents, copyrights, and trade secrets. Learn when and how to file, and how IP can increase company valuation.

### FRIDAY, JANUARY 16, 2026

#### TEAM BUILDING AND EQUITY COMPENSATION

Learn how to recruit your early team, foster a high-performance culture, and structure equity to align incentives. Includes hiring practices and cap table basics.

### FRIDAY, FEBRUARY 13, 2026

#### AI AND EMERGING TECH— STRATEGIC INTEGRATION FOR STARTUPS

Explore practical ways to use AI in your startup—from product features to operations and marketing. Covers ethical considerations and emerging trends.

### FRIDAY, MARCH 13, 2026 GO-TO-MARKET STRATEGY AND CUSTOMER ACQUISITION

Learn how to craft your GTM plan, define your ideal customer, price effectively, and build scalable sales and marketing strategies.

### FRIDAY, APRIL 17, 2026 FUNDRAISING READINESS— FROM SEED TO SERIES A

Prepares founders to raise venture funding. Covers investor outreach, pitch decks, data rooms, term sheets, and common mistakes to avoid.

### FRIDAY, MAY 15, 2026 SHARK TANK PITCH COMPETITION AND GRADUATION

Participants pitch their startups live to a panel of mock investors (mentors, VCs, or angels). Includes feedback, prizes or recognition, and a celebration of the cohort's progress. Apply everything learned in a high-stakes, real-world simulation. Learn how to build investor confidence and enhance your storytelling skills.

### CONTACT

Email [BASE@ballardspahr.com](mailto:BASE@ballardspahr.com) to learn more.