

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.

**OCT-
APR**

KICKOFF AND 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.

2025

**FRI 10
OCT**

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.

2025

**FRI 17
OCT**

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.

2025

**FRI 14
NOV**

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.

2025

**FRI 12
DEC**

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.

2026

**FRI 16
JAN**

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.

2026

**FRI 13
FEB**

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.

2026

**FRI 13
MAR**

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.

2026

**FRI 17
APR**

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.

2026

**FRI 15
MAY**

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 to learn more.