

# BASE PROGRAM 13.0 SCHEDULE OF 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

Participants apply their learnings from the year in a live, Shark Tank-style pitch competition before a panel of mock investors and judges.

2026

FRI 2  
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.

2026

FRI 16  
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.

2026

FRI 13  
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.

2026

FRI 11  
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.

2027

FRI 8  
JAN

## ACCOUNTING BASICS AND FOUNDER FRAUD

Learn accounting fundamentals including financial statements, budgeting, cash flow, and key investor metrics. Also to cover founder fraud and compliance pitfalls, internal controls, and best practices for maintaining financial transparency and investor trust.

2027

FRI 12  
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.

2027

FRI 12  
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.

2027

FRI 9  
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.

2027

FRI 14  
MAY

## SHARK TANK PITCH COMPETITION AND GRADUATION

Participants pitch their startups to a panel of mock investors. To include feedback, prizes, 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.