



BASE STARTUP ACCELERATOR

From Launch to Investor-Ready

ATTORNEY ADVERTISING

**Ballard
Spahr**
LLP
BASE

WHAT IS BASE?

BALLARD ACADEMY FOR STUDENT ENTREPRENEURS

Launching a startup as a student entrepreneur comes with unique challenges—balancing classes, navigating limited funding, and managing complex legal issues can feel overwhelming. Ballard Spahr understands these hurdles and created the Ballard Academy for Student Entrepreneurs (BASE) specifically to address them.

BASE provides free legal support designed to help student entrepreneurs tackle key startup tasks like establishing corporate structures, raising funds, understanding governance, negotiating leases, and handling contracts. Participants in the BASE program collaborate closely with experienced Ballard Spahr attorneys who guide them step-by-step through the legal landscape of launching a business.

Beyond legal assistance, BASE members gain exclusive access to educational workshops, a pool of mentors, connections with fellow student founders, seasoned entrepreneurs, and influential figures in the startup ecosystem.

The program culminates with “BASE Jump,” an event where participants pitch their startups directly to investors, including angel investors, venture capitalists, and private equity professionals. Each year, BASE selects only 15 of the most passionate and promising student entrepreneurs from a wide pool of applicants.

For student entrepreneurs aiming to transform classroom ideas into viable real-world ventures, BASE provides the essential guidance, resources, and community to support their success.

Program Highlights

- \$10,000 in legal services from experienced startup attorney teams
- Monthly academic seminars with industry leaders
- A pool of incredible mentors
- Access to Ballard Spahr’s extensive, national networks

By the Numbers

\$1.5M+

Legal Services Delivered

150+

Student Startups Alumni

13

Years of Cohorts

HIGHLIGHTS

FINANCING/EXITS

- Raised funds from dozens of VCs, angel investors, and private equity funds
- Grew to millions of dollars in revenue
- Raised over \$150M
- Three companies have had successful exits

MENTORS

- Top VC and PE fund professionals
- Business consultants
- Successful founders (some with Shark Tank deals!)
- Accounting professionals
- Marketing gurus
- Executive coaches

PRESS

- *The New York Times*
- *Thrillist*
- *Food & Wine*
- *Entrepreneur Magazine*
- *Yahoo Finance*
- *Axios*
- *Fortune*
- *Technical.ly*
- *Forbes*
- *Modern Healthcare*
- *Vice*
- *Women's Health*
- *Buzzfeed*

“ We can’t imagine where we would be without the BASE program. From getting our corporate documents together to negotiating contracts with vendors, our Ballard team have been a key part in the growth of our company and we are excited to continue working with them following the end of the program. ”

JAI WILLIAMS AND GABRIEL ABBES

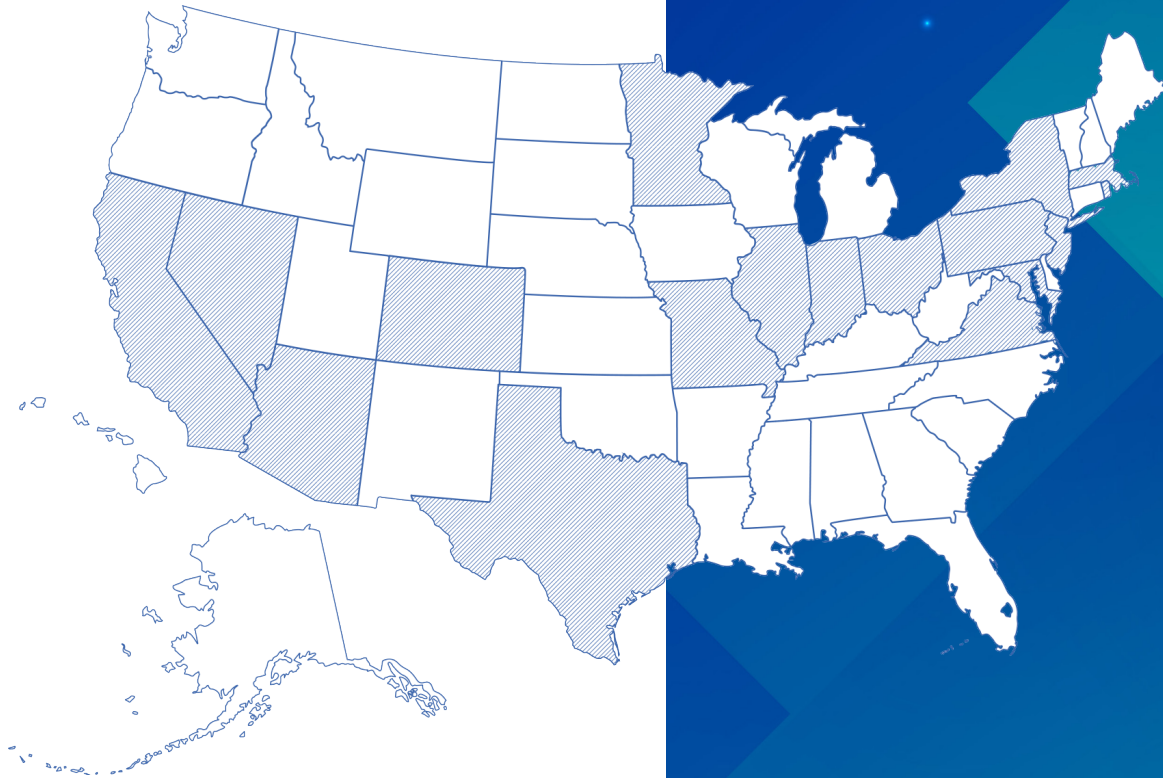
Co-Founders of OptiGenix, 2023 BASE Cohort



NATIONALLY DIVERSE COHORTS

INCLUSION IS A CORE VALUE

The BASE program takes great pride in the diversity of its cohorts and seeks to include participants of all backgrounds and perspectives.



“As a 19 y/o startup founder to say I can have my lawyers look over something has been such a blessing. We once emailed our lawyers at 9:32 pm to request to move an appointment and they responded in less than 8 minutes. We really felt respected and like a true Ballard client. I can’t recommend enough the Ballard BASE team.”

DANIEL CHAN

Co-Founder and CEO of Exergi, 2023 BASE Cohort

Arizona State University | Augsburg University | Cornell University | Drexel University | George Washington University | Georgetown University | Harvard University | Johns Hopkins University | Lehigh University | Massachusetts Institute of Technology | Northwestern University | Ohio State University | Penn State University | Princeton University | Seton Hall University | Stanford University | St. Olaf College | Texas Christian University | The University of Texas at Austin | University of California, Berkeley | University of California, Los Angeles | University of Chicago | University of Colorado Boulder | University of Minnesota | University of Nevada, Las Vegas | University of Notre Dame | University of Pennsylvania | Villanova University | Washington University in St. Louis

COMPANY SPOTLIGHTS

ADORA

A Virtual College Tour Application

Adora offers a world-class experience to visitors, virtually or in person. Prospective and incoming students can participate in personalized, self-led tours through Adora mobile applications or through their web browser.

Member of BASE 8.0

- Acquired during BASE program
- BASE provided all documents necessary for due diligence
- First exit for a first time, undergraduate founder
- Founders received part-time positions with acquiring company so they could finish school
- Princeton University Company

NEUROFLOW

Providing Better Outcomes and Lower Costs By Integrating Behavioral and Physical Health

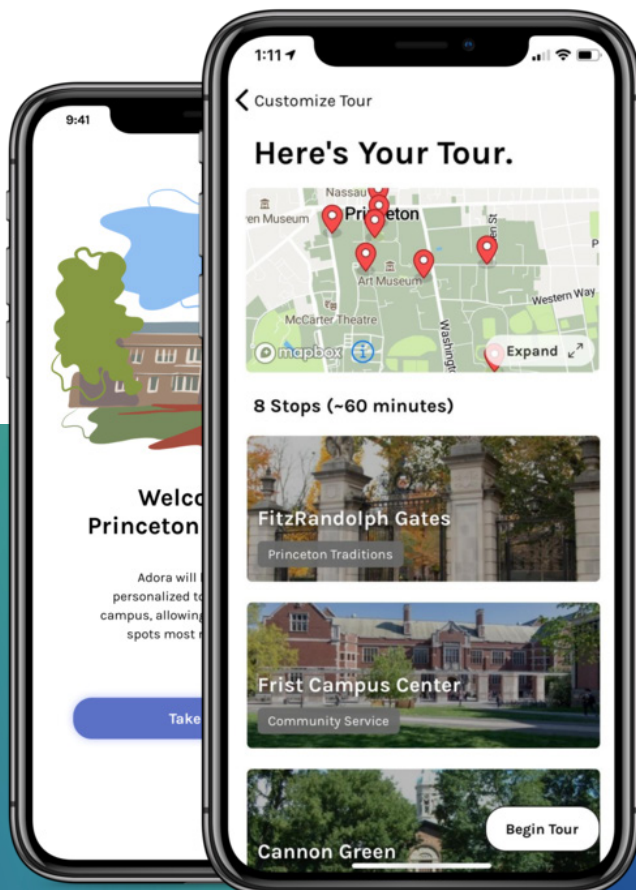
NeuroFlow's HIPAA-compliant, cloud-based platform empowers health care providers to objectively, assess, track, and engage patients using evidence-based practices to support their mental health. Its suite of tools enables remote monitoring and behavioral health integration across the continuum of care, including psychology, primary care, and pain management settings. NeuroFlow's mission is to be a resource and asset to health care providers in their tireless pursuit to help patients feel better faster.

Member of BASE 3.0

- University of Pennsylvania founder team
- Veteran-founded venture
- Grown to 100+ employees
- Over \$60M raised
- Growing exceptionally quickly

Services Provided by the BASE Program

Formation, Terms of Service and Privacy Policy, General Strategic Advice, Healthcare Industry Consultation, IP Assignment, Equity Documents, Corporate Documents, and more.



“ The BASE program provided a complete review and edits of all company documents to help ensure a seamless due diligence process.

Our attorneys also acted as advisors during the exit transaction. ”

COMPANY SPOTLIGHTS

GROOV INSOLES

Groov is revolutionizing footwear personalization through its innovative mobile platform. Groov employs proprietary ShapeSense technology, enabling users to scan their feet and shoes using an iPhone's TrueDepth camera. This process generates precise 3D models, which are then utilized by machine learning algorithms to design custom insoles tailored to each individual's unique foot structure and footwear preferences. By integrating at-home biometric scanning with rapid, on-demand manufacturing, Groov delivers personalized insoles directly to consumers, aiming to enhance comfort and performance across various types of footwear.

Member of BASE 10.0

- UPenn Company
- Endorsed by numerous professional and college athletes
- Published in *Fast Company* and *Gizmodo*

Services Provided by the BASE Program:

Terms of Service and Privacy Policy, General Strategic Advice, IP Assignment, Equity Documents, Corporate Documents, and more.

OWLER.AI

Owler AI is an education technology platform founded in 2023 and headquartered in Chicago. It offers an AI-driven solution designed to streamline the grading process for educators by providing automated, rubric-aligned feedback on student writing assignments. The platform supports various formats, including essays, short answers, and multiple-choice questions, delivering personalized feedback within seconds. Owler AI integrates seamlessly with existing learning management systems, making it adaptable for diverse educational environments. By leveraging advanced analytics, it helps educators identify student progress and areas needing improvement, thereby enhancing teaching efficiency and student outcomes.

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Services Provided by the BASE Program

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“BASE helped me understand the legal implications of business decisions and approach problems with a founder's mindset. It gave me a framework I still carry with me today when making decisions under uncertainty.”

ATHENA SAVINO

Founder/CEO of Owler.AI 2023 BASE Cohort

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 to learn more.

Emerging Companies and Venture Capital

We provide strategic counsel to entrepreneurs and early-stage businesses across various industries. The attorneys in our Emerging Companies and Venture Capital Group (ECVC) have decades of experience helping emerging companies thrive—from entity formation, angel and seed financing, preferred financing rounds, and ultimately through a sale or initial public offering.

The group is drawn from the practice areas that are integral to such efforts—business and transactions, intellectual property, finance, labor and employment, tax, health care, government relations, and litigation. Our emerging company clients benefit from our national network of relationships with venture capital and private equity firms, angel investors, investment funds and banks, and public companies that invest in emerging companies.

We are committed to the long-term success of our emerging company clients and offer a wide range of options to help them make the most of their limited resources.

We Help Emerging Companies With:

- Choice of entity and formation guidance
- Angel and seed financing
- Venture capital financing
- Intellectual property counseling and litigation
- Employee benefits and executive compensation
- Crowdfunding
- Labor and employment
- Licensing
- Strategic partnership agreements
- Confidentiality and non-compete agreements
- Tax
- Mergers and acquisitions
- Public offerings and securities matters
- Product commercialization
- Federal, state, and local regulatory compliance
- Corporate governance
- Privacy and data security

Our Value

FIXED FEE MODELS AND MENUS

Our clients are able to take advantage of our fixed fee pricing model for many services.

INTRODUCTIONS BETWEEN COMPANIES AND INVESTORS

We serve as stewards for companies and investors to leverage our network for partnership and investment opportunities.

CONTENT AND EVENTS

BASE Accelerator Programming, WhatsNext Business Festival, Philly Tech Week, Kim's Korner, and other events and programs provide opportunities for learning and networking.

EXTENSIVE EXPERIENCE

Attorneys in our practice teach ECVC in entrepreneurial programs at several universities, including The University of Pennsylvania, Rowan University, and Princeton University.

KNOWLEDGEABLE ASSOCIATES

Associates get extensive practical training through their involvement with our BASE program startup companies.

EXPERIENCE ACROSS THE BOARD

Attorneys who practice in employment, benefits, intellectual property, and regulatory compliance who have direct experience with startups.

