



# BASE PROGRAM 9.0 SCHEDULE OF EVENTS

*BASE Clients and other startups are invited to this series of informational events.*

*All virtual events will take place on Zoom, through a link to be provided.*

## OCTOBER 19, 2022 WELCOME/ORIENTATION

Meet the Ballard Spahr team that will be in your corner, facilitating your success throughout the year. Hear from BASE alumni about how to get the most value from the program. Meet, connect, and get to know your fellow cohort members in a team challenge!

## OCTOBER 28, 2022 AM I A COMPANY YET?

Learn about formation processes, protection against liability and risk, and some “fun” tax tidbits. See it play out in practice through a case study of one of our successful startup clients.

## NOVEMBER 18, 2022 TELLING YOUR STORY

Hear from branding experts about how to effectively define, develop, and protect your company’s brand. What’s worth the investment? What can wait? Who can help, and how? Apply the lessons learned by defining your brand’s central message with your peers.

## DECEMBER 16, 2022 BY THE NUMBERS

A how-to for managing your books from an accounting perspective. Learn practical and immediately applicable accounting techniques from a national accounting firm as we take a deep dive into your company’s books.

## JANUARY 27, 2023 BEING A (THE) BOSS

It’s never too early to ensure that you are engaging in good HR practices and developing a company culture. Learn from experienced startup leaders about (1) the labor and employment issues that tend to plague young businesses and (2) how to avoid the pitfalls of being a boss. Apply the lessons as we take a deep dive into a case study of a prominent company.

## FEBRUARY 24, 2022 DEI AND YOU

Learn how to successfully implement diversity, equity, and inclusion practices at the onset to ensure that your venture is infused with diverse perspectives and talent that can help improve your product and company. Additionally, learn how you can create a diverse board and leverage those disparate experiences to propel your venture forward.

## MARCH 31, 2022 SHOW ME THE MONEY

Hear about a practical, real-world approach to valuation. Get the 411 on seeking and securing investments to grow your venture. This session will focus on obtaining investments from angel investors and venture capitalists. Learn how to best position your company through a practical Q&A with investors.

## APRIL 28, 2022 PITCH HONING

Hone your pitch in front of industry leaders, service providers, and analysts who can provide actionable tips and feedback on how to make your pitch investor ready. This session will prepare you for your real pitch to actual investors at BASE Jump.

## MAY 31, 2022 BASE JUMP

Apply everything you’ve learned from the BASE sessions and your mentors in the exciting culmination of the program—an opportunity to pitch your venture to venture capitalists and angel investors. This competition provides all contestants with a chance to win awesome prizes and potentially secure an investment.

## CONTACT



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