



## BASE Program 5.0: Tentative Schedule of Events

*BASE Clients and other startups are invited to this series of informational events. Events take place at Ballard Spahr's Philadelphia office at 1735 Market Street in Philadelphia, on the 48th floor, and are available via webinar.*

**SEPTEMBER 26, 2018 | 5:00 P.M.**  
**ORIENTATION TELEPHONE CONFERENCE**

The official "Welcome to BASE" conference call will be an opportunity to (virtually) meet your BASE peers and attorneys, ask questions about the program, and learn how to take advantage of your extensive BASE resources.

**OCTOBER 12, 2018 | 12:00 P.M.**  
**FORMATION: LAYING A GOOD FOUNDATION FOR YOUR VENTURE**

Learn about the pertinent issues associated with forming a new entity including: choice of entity, state of incorporation, and tax considerations.

**NOVEMBER 9, 2018 | 12:00 P.M.**  
**HIRING, FIRING, AND BEING A BOSS**

Thinking about hiring employees, consultants, or interns? It is never too early to ensure you are engaging in *good* HR practices. Learn from startup experts about labor and employment issues that plague young businesses and how to avoid the pitfalls of being a boss.

**DECEMBER 14, 2018 | 12:00 P.M.**  
**SELLING YOUR STORY: HOW TO BRAND AND MARKET YOUR VENTURE**

Learn from branding experts about pertinent issues associated with identifying, developing, and protecting your company's brand and intellectual property.

**JANUARY 18, 2019 | 12:00 P.M.**  
**BUILDING A BOARD**

What is the purpose and function of a board of directors or an advisory board? Learn how to get the right people on your board of directors or advisory board.

**FEBRUARY 22, 2019 | 12:00 P.M.**  
**ACCOUNTING**

Get a primer on accounting from Wipfli LLP, a national accounting firm with startup and venture capital expertise.

**MARCH 15, 2019 | 12:00 P.M.**  
**PITCH WORKSHOP**

Hone your pitch with the help of entrepreneurs who have had successful exit events.

**APRIL 12, 2019 | 12:00 P.M.**  
**NEED CAPITAL? GET THE SKINNY FROM ANGELS AND VENTURE CAPITALISTS**

Get the 411 on valuing your business, seeking and obtaining investments from local angel investors and venture capitalists, and using the capital to grow your venture.

**MAY 8, 2019 | 5:00 P.M.**  
**BASE JUMP PITCH COMPETITION**

Apply the tips you have learned from BASE sessions and BASE mentors in the exciting culmination of the program – an opportunity to pitch your venture to local venture capitalists and angel investors to help you perfect your presentation for securing an investment or investment opportunity.