



ALLENS ACCELERATE

STARTUPS AND EMERGING COMPANIES

forward >>



WELCOME TO ALLENS ACCELERATE

As an entrepreneur starting up a new business, you have a unique set of challenges ahead of you – Allens Accelerate is focused on assisting you to prepare for success.

Allens Accelerate assists startups from beginning to launch and beyond in all areas of corporate law, fundraising, intellectual property, data protection, employment, tax and other issues that affect emerging companies.

Quality at a cost that works for you: We know that legal issues are the last thing you want to focus on at the early stages of your startup venture. That's why we've developed a set of high-quality legal solutions specific to startups – called the A-Suite – to help you get your company up and running without a significant outlay of time or money.

And beyond: We are keen to help you through the lifecycle of your business. From the early stages of your idea, through to being a profitable operation with a few funding rounds under your belt – to perhaps when you pursue an IPO or sale.

But we also know you wouldn't ordinarily use a firm like Allens at the early stages of your evolution. So, to enable you to use us for other legal work after we've got you up and running, we can also work with you to develop an alternative pricing structure that allows you to tap into our lawyers' expertise while providing you with control and predictability over your costs.

👉 We have structured our pricing so that you get a cost effective, high quality service that will set you up to move on to the next stage of your evolution, including potential external investment. 👈

ALLENS ACCELERATE SERVICES AND PRICING

The Allens Accelerate services include free and fixed price services



A-SUITE

A-Suite, a free suite of essential documents specifically drafted for startups, with user-friendly guidance notes.

Free



GETTING STARTED

Fixed price *Getting Started* company incorporation, ABN/TFN/GST/PAYG registration and registered office services.

Fixed price packages:

1. incorporation **\$1,150**
2. ABN/TFN/GST/PAYG registration **\$650**
3. registered office services **\$450**
4. your Annual Company Review **\$450**



A-SUITE TAILORING SERVICE

A-Suite Tailoring Service, a fixed price legal service to help you customise the A-Suite documents for the specific needs of your startup.

Allens can customise the A-Suite documents for your needs for a fixed price of:

1. **\$3,000 for 10 hours,**
or
2. **\$5,500 for 20 hours.**



IP PROTECTION

Fixed price *Intellectual Property Protection* package including an hour consultation with our IP experts.

\$1,750 fixed price for a full trade mark availability search and filing in one class, plus a free hour of initial consultation on IP rights (copyright, trade marks, designs and patents).



HOTLINE SERVICE

Fixed price subscription *Hotline service* to discuss, and seek advice on, all legal aspects of your business.

- **\$1200 per month**
- Four hours per month
- Three month minimum commitment

Prices exclude GST and government filing fees. As a general rule, these services are available to companies that are less than 3 years old and less than \$20 million in current valuation. Please let us know if you are unsure about whether you meet this criteria and we can discuss it with you.

ALLENS ACCELERATE A-SUITE

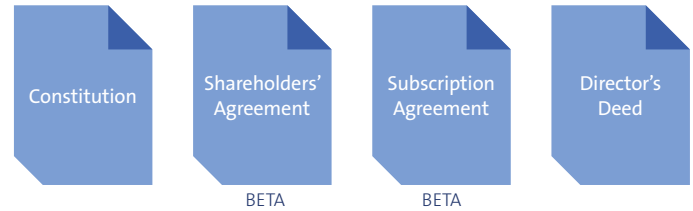
We've put together a full set of legal documentation to swiftly lead you through the legal considerations required to successfully establish your company and safeguard your future success.

Each document in our A-Suite comes with an overview as to why you need it and what it will cover, as well as guidance notes to help you use or adapt each document.

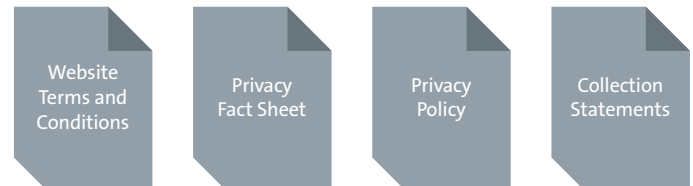
The A-Suite comes in four bundles which you can download individually.

The A-Suite has been designed as a fully integrated suite of documents, but each document can also be used on a standalone basis. Depending on the stage and needs of your business, you may require the full suite, a themed bundle or even a single document.

THE CORPORATE BUNDLE



THE PRIVACY AND WEBSITE BUNDLE



THE IP AND NDA BUNDLE



THE EMPLOYMENT BUNDLE



ABOUT THE ALLENS ACCELERATE TEAM

We are committed to working with startups and emerging companies to help them get on their way. We are passionate about helping great ideas be brought to life and supporting startup companies through these formative stages to increase their chance of success.

We have a lot to offer a startup: legal expertise; business experience and insight; geographic access; and market knowledge and contacts. We also have a team of young and dynamic lawyers who understand the challenges facing startups in the modern economy, have a depth of hands-on experience in this area and who are driving our involvement in this space. We also know how to work quickly and efficiently, in the way that is important to a startup.

There's no reason why leading entrepreneurs shouldn't have access to the best lawyers. We know the cost of lawyers can be prohibitive, but we hope this offering makes high-quality legal advice available to you at a price you can afford.

For more information, please visit our [Allens Accelerate website](#), get in touch with the team or tweet us [@allenslegal](#) using [#AllensAccelerate](#).

CONTACTS



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Details of our entire Allens Accelerate team are available [here](#).

Allens Accelerate is powered by international law firm Allens.

To learn more about our entire range of services, please visit the [Allens website](#).



MORE ABOUT
ALLENS ACCELERATE
A-SUITE BUNDLES



THE CORPORATE BUNDLE

Why do I need this?

A solid corporate foundation can be critical to the success of a startup and getting it right early will help to ensure a smooth path to growth. The A-Suite Corporate bundle has been formulated specifically for startups to ensure you have an optimal legal framework from the outset. The documents in our Corporate bundle will form the backbone of your new company and help to make it conducive to investment.

What does it include?



Constitution

The **Constitution** is your company's most important corporate governance document. It establishes the corporate governance structure and sets out the rules under which your company will operate. Preparing your Constitution will be a useful way to clarify your company's guiding principles and processes.

The A-Suite Constitution has been designed to give your company a strong corporate governance foundation that will be conducive to growth and investment. It covers: powers of management and the board; appointment, removal and remuneration of directors; conduct of meetings; the issue, transfer and forfeiture of securities; capitalisation of profits; and distribution of dividends.



Director's Deed

A **Director's Deed** is an agreement between the company and its individual directors setting out the rights and responsibilities of directors and the company to each other. Whereas the Corporations Act sets out a number of important legal duties which are applicable to the conduct of company directors, a Director's Deed should operate to protect and empower directors.

The A-Suite Directors' Deed is designed to provide your directors with liability protection so that they can focus on supporting the growth of your company. It covers: access to company documents and information; indemnification and insurance of directors and officers; and obligations of the director.

THE CORPORATE BUNDLE



Shareholders'
Agreement

BETA

A **Shareholders' Agreement** is a contract between the shareholders of a company which specifies the manner in which the company is owned and managed. Having a Shareholders' Agreement in place is particularly important for startups. A Shareholders' Agreement will operate as the single source of truth of the rights and responsibilities that each shareholder has to other shareholders and to the company. Your Shareholders' Agreement will provide transparency and security to founders, shareholders and prospective investors with respect to the ownership and management of the company. In this way, a solid Shareholders' Agreement is a great tool to help you to seize opportunities for investment and avoid potential disputes between shareholders.

The A-Suite Shareholders Agreement covers: establishment of the company; how the company will be managed; budgets and financial information; financing; distributions; transfer and registrations of shares; and exit events. Having clear, binding rules around each of these critical areas will ensure that your rights and those of your fellow shareholders are protected as your company grows.



Subscription
Agreement

BETA

In growing your company you are likely to seek opportunities to attract inbound investment. A **Subscription Agreement** is a document entered into between a company and an investor under which the investor "subscribes" for shares in the company in exchange for the investment of cash.

Taking on board investment into your company is likely to be as complex as it is exciting. The A-Suite Subscription Agreement has been designed specifically for startups seeking investors. It covers: conditions precedent to investment; rights attaching to securities; undertakings given by investors; and board positions offered to investors.

We are launching the Shareholders' Agreement and the Subscription Agreement in beta with a view to workshoping and improving those documents over time. We welcome industry feedback and would love to hear what you think works and what could be improved. Both agreements are nonetheless ready for use and customisation by you.

THE PRIVACY AND WEBSITE BUNDLE

Why do I need this?

One of the first things you may do once you set up your company is launch a website to provide a public face to your company and a vehicle for potential investors and customers to find out more about you. You are also likely to have a social media presence, which you can use to drive traffic to your website.

Even in the early stages of your startup, it is worth having in place quality website terms and conditions and taking a considered approach to privacy issues. This is especially relevant for startups that are data intensive or that collect personal information.

While not necessarily a legal requirement for early stage startups, a built-in privacy-by-design approach from the outset will save you headaches later. It is much easier to incorporate good privacy practices into the fabric of your business from the outset rather than trying to reverse engineer it once you are required to comply by law or by your investors. Adopting this approach will also be useful when investors ask to see your privacy documentation.

What does it include?



The A-Suite **Website Terms and Conditions** set out the terms on which your customers or users can access and use your website. Website terms and conditions will vary depending on the features and use of your website. The A-Suite Website Terms and Conditions have been designed with this requirement for flexibility in mind.



The A-Suite **privacy documents** include a privacy factsheet, a privacy policy, a privacy compliance checklist and some template collection notices. Important issues considered include how you collect personal information and from whom; how you use and disclose private information, including if you disclose it to companies outside Australia; cookies; and security.

THE IP AND NDA BUNDLE

Why do I need this?

Intellectual property is the lifeblood of your business and you must protect it. When an investor or company is looking to invest in your business, they will be looking for something concrete – other than your company – to invest in, and that will be your IP.

If you have third parties creating IP for you and these third parties are not employees of your company, you should make sure, at the very least, that the third party assigns any IP it develops to your company. Dealing with this early on may help you to avoid later disputes as to the rightful ownership of your company's core IP assets.

What does it include?



The A-Suite **Intellectual Property Assignment Deed** is designed to help your startup easily secure the rights to important intellectual property. This will be a powerful tool for ensuring the ongoing value of your company's intellectual property portfolio. The Deed is appropriate for all types of intellectual property, including branding, source code and documentation.



information includes any inventions or innovative ideas that you have.

The one-way non-disclosure agreement should be used when you are providing your company's confidential information to a third party.

The mutual non-disclosure agreement should be used when both parties are providing confidential information to each other.

Ideally, these documents should be executed before the transfer of information between the parties.



Non-disclosure agreements are useful tools for companies to ensure that confidential information is protected from any parties that have access to that information. This confidential

THE EMPLOYMENT BUNDLE

Why do I need this?

Once you have set up your company, you need to consider engaging contractors and employees. You may not have the budget to employ staff, in which case you may be relying on contractors to help get your business off the ground. For example, you may ask a friend to build a website for you, or contract a graphic designer to help design your marketing material.

It is vital that you have appropriate contracts in place to protect you and your business, particularly as you grow and start employing staff. The documentation in our A-Suite employment bundle cover independent contractors, casual employees and full-time and part-time employees.

If you are very much in the startup phase, your most used contract is likely to be the Independent Contractor Agreement. This should be used where the contractor is a company with its own ABN and its own employee/s.

What does it include?



Independent
Contractor
Agreement

The A-Suite **Independent Contractor Agreement** is designed to provide your company with the maximum amount of flexibility and protection in resourcing with broad termination rights and an indemnity. Our Independent Contractor Agreement also covers consultancy fees, payment

of the contractor's employees and sub-contractors, freedom to do other work, indemnity, insurance, confidential information and intellectual property.

Once you start employing staff, you will need to consider contracts for casual or permanent staff.



Employment
Contract

The A-Suite **Employment Contract** is a basic contract designed for full-time or part-time employees. It does not contain non-solicit or non-compete provisions.



Casual
Employee
Contract

The A-Suite **Casual Employment Contract** is for casual employees only, and covers areas such as hours of work, rate of pay, superannuation and notice of termination. If your employee will have fixed hours of work from week to week, it may be better to engage them under the terms of the Employment Contract.

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