

# CORPORATE - Emerging Companies

Helping You Get Started, Compete, and Grow

**Most fledgling businesses are not lacking in innovative ideas, unbounded energy, and potential for a great future. What you do need in order to realize your vision is strategic advice, practical guidance and capital. We understand the challenges you face and we have the answers.**

## How We Can Help You

### Getting You Started

Our job is to help you get your business off the ground in the right way, and in a cost effective manner. To achieve this goal for emerging companies we provide a full array of legal services at discounted rates as part of a fixed-fee bundle, which provides full transparency and certainty for your legal spend. Why? Because to earn your trust, we need to work with you the first time and demonstrate our value. We will help you understand entity formation, first-round financing, operational issues, and even serve as general counsel to provide “hands-on” practical advice with an eye toward the long-term growth and success of your business.

### Identifying the Right Financing

Financing is often one of the most time-consuming hurdles that emerging companies face. This is an area of strength for our team because we know the ins and outs of getting you capital, and know the players. We can help you identify potential financing sources, bringing the benefit of our experience and contacts, and provide perspective on both traditional and nontraditional financing sources, from venture capitalists to angel networks and many others.

Our historic experience working with clients that are providers of capital allows us to quickly spot the potential obstacles that may delay a financial transaction for your business. We know all the major players, and when they see our firm representing you, they know you are in good hands.

### Deeply Embedded in the Ecosystem

We are deeply embedded in the “ecosystem” of emerging companies in the markets that we serve. Our ear is to the ground, working from a grassroots level with technology associations, universities, incubator programs, venture capitalists, and even occupying co-working space within some of the startup communities. Because we understand how all the moving parts should work, we can offer a truly holistic level of support for emerging companies.

## Buchanan Labs: Helping Provide a Solid Foundation

Buchanan Labs is a cross-practice group of seasoned attorneys who provide efficient legal solutions to emerging companies. We partner with you as outside general counsel to provide hands-on, proactive, practical advice. And we do this using a unique, highly cost-effective subscription model. We can assist you with:

- Corporate structuring
- Financing
- Securities
- Commercialization of technology
- Compensation and employment
- Intellectual property protection and strategy
- FDA and regulatory considerations
- Immigration
- Labor and employment compliance



Visit [Buchanan-Labs.com](https://www.buchanan-labs.com) for insights from our team.

## WE SHARE WHAT WE KNOW

**Buchanan Labs** hosts a podcast series through Pittsburgh Tech Council's *TechVibe Radio* and an ongoing speaker series to provide insights on hot topics in the entrepreneurial, emerging company and technology space.

## ADVANCING OUR CLIENTS' GOALS

### The Innovator and the Negotiator

Wearable body monitors for both healthcare and fitness are common devices. But not long ago, companies developing these devices were pioneers. While our client concentrated on the technology, we helped them secure multiple equity financings and negotiate strategic alliance agreements, cooperative agreements and research agreements for development and distribution. We helped them respond to and resolve social media, infringement, recall, regulatory and indemnity issues. And ultimately, we assisted with the company's acquisition by another leading innovator in wearable technology.