



BASE PROGRAM 8.0 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 1, 2021 | 12:30 P.M. **WELCOME TO BASE**

Welcome to BASE! Meet your BASE peers, ask questions about the program and learn how to leverage its many resources.

OCTOBER 29, 2021 | 12:30 P.M. **AM I A COMPANY YET?**

Learn about formation processes, protection against liability and risk, and some "fun" tax tid-bits. See it play out in practice by using one of our successful startup clients as a case study.

NOVEMBER 26, 2021 | 12:30 P.M. **TELLING YOUR STORY**

Hear from branding experts about how to effectively define, develop and protect your company's brand. Apply the lessons learned by honing your company pitch with your peers.

DECEMBER 17, 2021 | 12:30 P.M. **BY THE NUMBERS**

A "how to" for approaching the valuation of your business and managing your books from an accounting perspective. Learn practical and immediately applicable accounting and valuation techniques from experts in the field.

JANUARY 28, 2022 | 12:30 P.M. **BEING A (THE) BOSS**

It is never too early to ensure that you are both engaging in good HR practices and developing a company culture. Learn from startup experts 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 28 2022 | 12:30 P.M. **START (UP) RIGHT: DEI AND YOU**

How to successfully implement practices, at the onset, to ensure that your venture is infused with a diversity of both perspective and talent. Learn how a healthy DEI Culture can, in practice, improve your product and your company.

MARCH 25, 2022 | 12:30 P.M. **SHOW ME THE MONEY**

Get the 411 on seeking and securing investments to grow your venture. This session will specifically focus on obtaining investments from local angel investors and venture capitalists. Learn how to position your company best through a practical Q&A with investors.

APRIL 29, 2022 | 12:30 P.M. **PITCH HONING**

Hone your pitch in front of industry experts, 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 the real pitch to actual investors on May 26 at BASE JUMP.

MAY 26, 2022 | 12:30 P.M. **BASE JUMP**

Apply everything you've learned from BASE Sessions and 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 some awesome prizes and, potentially secure an investment.

CONTACT



Alex Bolovotsky
BASE Program Administrator
215.861.7421
bolotovskya@ballardspahr.com

**Ballard
Spahr**
LLP