

# HOW WE WORK

GLOBAL CAPITAL

LAW & STRATEGY GROUP

GLOBAL CAPITAL STRATEGIC GROUP

GLOBAL CAPITAL LAW GROUP PC

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# WE BRING TOGETHER LAW *AND* STRATEGY

## Strategic consulting

- Develop and implement strategic actions to accelerate growth
- Work as interim CXOs

## Corporate & commercial law

- Draft & negotiate agreements critical to strategic success
- Serve as interim general counsel

*Clients choose either or both*

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# ACCELERATE GROWTH & INNOVATION

- M&A
- Foreign market expansion
- Strategic alliance
- Digital license
- Mobile deal
- SaaS
- distribution
- Market analysis
- IP strategy
- Internal process development



# GLOBAL CAPITAL LAW GROUP IS KNOWN FOR

- Expertise in advanced technology agreements, e.g., SaaS/PaaS/IaaS
- “Day-to-day” legal assistance
- High quality/lower cost
- International experience
- Interim in-house counsel (coordinating counsel)

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# GLOBAL CAPITAL STRATEGIC GROUP IS KNOWN FOR

- Expertise in high-growth sectors
- *Actionable* advice with results
- International experience & network
- Hands-on advice
- Interim management
- Startup mentoring
- IP development strategy

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# THE LAW FIRM

## Serves as outside corporate counsel

- Draft & negotiate agreements as requested
- Obtain and cooperate with other counsel (securities, regulatory, labor, non-US jurisdictions)

## Serves as interim in-house counsel

- All of the above plus provide “day-to-day” services
- Manage other outside counsel



# THE STRATEGIC GROUP PROVIDES

## Strategic Services

- Help to implement growth plan

## External Services

- Devise and implement alliance plan
- Identify & contact strategic alliances
- Negotiate business terms

## Internal Services

- Create internal management processes
- Develop internal growth plan (Seed to Series B)



# BOTH GROUPS MENTOR STARTUPS

- **Pre-funded:** Accelerate development
- **Funded Early Stage:** Accelerate Market Entry & Institutional growth
- **Funded Early Stage:** Accelerate Market Entry & Institutional growth





# BOTH GROUPS MENTOR STARTUPS

## Pre-funded: Accelerate development

- Develop pitch deck
- Find initial team, advisors or partners
- Train on early stage legal issues and prepare basic agreements
- Advise on fund-raising (e.g., *selected* introductions)
- Evaluate & help implement IP strategy

*Do what needs to be done*



# BOTH GROUPS MENTOR STARTUPS

## Funded Early Stage: Accelerate Market Entry & Institution's growth

- Devise & implement market penetration plan
- Train CXOs to be strategic
- Begin developing internal processes
- Advise on fund-raising (e.g., develop deeper/detailed pitch)
- Serve as interim CXO for international alliances
- Increase GC role & more specialized legal advice (e.g., SaaS alliances)



# BOTH GROUPS MENTOR STARTUPS

## Funded Series A: Accelerate Market Penetration & Corporate development

- Implement market expansion plan
- Train CXOs on actions to implement strategy (e.g., hiring, management metrics)
- Occasional advice on internal processes
- Advise on fund-raising
- Train international S&M team, to handle foreign alliance network
- Increase GC role & legal advice specialization

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# HELPING STARTUPS

<i>Pre-seed</i>	<i>Seed &amp; Angel</i>	<i>Series A</i>	<i>Series B+</i>
Focus team on POC, Lean Startup analytics	Advise on commercialization	To accelerate scaling, obtain strategic partners and advise on appropriate expansion	Expand strategic & international presence for increased penetration & sales
Help with Pitch Decks	Help recruit team	Serve as interim CXOs	Serve in specialized roles
Mentor founders	Prepare founders for growth phase	Help develop internal structure & procedures for growth phase (e.g., HR, S&M, analytics, financials, options)	Monitor internal development and provide specialized assistance
Advise on seeking investors	Advise on investment terms	Prepare for Series B phase	Enhance value for exit
Serve as interim General Counsel for corporate & team formation	General Counsel, primarily for “external” needs—alliances, distribution, sales	General Counsel (focus on agreements; coordinate specialized counsel)	Serve as specialized corporate counsel reporting to in-house counsel

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# CASE STUDY: WORKING TOGETHER

Large US corporation with 250+ websites needed partners to provide:

- Digital content in several different categories (travel, news, editorial, video, entertainment, etc.)
- Advertising & ad-serving platform (and other tech)
- Back-end services (site management, storage, PII & data security)
- Design services and technical/customer support

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# OUR RESPONSE: STRATEGY GROUP

## Strategy Group

1. Join internal/external team to find strategic partners
2. Negotiate business terms with partners
3. Manage digital content implementation



# OUR RESPONSE: LAW GROUP

## Legal Group

1. Drafted and negotiated all agreements
2. Helped to train growing in-house counsel on digital content/mobile agreements
3. Assumed responsibility for all advanced tech agreements



# CASE STUDY: THE STRATEGY GROUP ENGAGEMENT

Series A funded B2B startup needed to increase awareness among potential alliance partners.

*Goal: MNC partners would integrate our client's tech solutions in their platforms.*

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# STRATEGY GROUP RESPONSE

1. Evaluate internal capabilities/resources
2. Re-organize internal resources
3. Identify and rank top 100 global partner targets
4. Find out what these partners needed and provide it to them
5. Begin and maintain negotiations and create international network



# OTHER REPRESENTATIVE ENGAGEMENTS

- Negotiated seed and angel term sheets and investment agreements ranging from \$75,000 to \$300,000 for multiple European startups
- Drafted and managed all “base” agreements for multiple startups (employment agreements, NDAs, independent contractor agreements, etc.)
- Mentored 50+ EU startups on raising capital, international expansion and commercialization
- Advised startup on Eastern European expansion and subsidiaries and negotiated related agreements
- Developed international reseller strategy for B2B Cloud-based startup
- Negotiated transborder SaaS and systems integration agreements
- Drafted and managed master service and licensing agreements for multiple funded startups
- Devised international alliance strategy and created team to serve as interim head of alliances to implement
- Negotiated North American mobile publishing deals for several mobile game developers
- Advised venture capital fund on investment selection
- Structured parent and international subsidiaries for multiple startups
- Negotiated Chinese, global and European mobile publishing deals for mobile game developer

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# OUR MODEL

Small core team of professionals with specialists involved as required by the project, e.g.,

- Lawyers from other jurisdictions
- Technology expertise
- Legal expertise

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# OUR COST

We work on a combination of retainer/monthly fee, success fee and equity.

We are usually 40-70% lower in cost than our competitors.

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# THIS IS NOT LEGAL ADVICE

We have presented some insights into how we work, but do not take the information as legal advice.

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# THANK YOU.

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