

## WilmerHale QuickLaunch University: Successfully Launching Your Startup

APRIL 1, 2015

Entrepreneurs are faced with many challenges during the initial stages of building a new business. WilmerHale's [Emerging Company Practice](#) hosted an afternoon seminar of practical and business-focused presentations from startup advisors on the most critical issues facing early-stage companies. The educational sessions concluded with a presentation by a panel of investors and entrepreneurs focusing on making sense of early-stage financings.

### AGENDA

2:30 p.m.–3 p.m. Registration and Networking

3 p.m.–3:05 p.m. Welcome Remarks from WilmerHale Partner Ed Pease

3:05 p.m.–3:35 p.m.

*Staying Out of Trouble: Key Privacy, Data Security and Advertising Mistakes That Can Put You in the Enforcement Crosshairs*

Reed Freeman—Partner, WilmerHale

Heather Zachary—Partner, WilmerHale

3:35 p.m.–4:30 p.m.

*From Positioning to Media: Best Practices and Real-World Lessons from Marketing Pros*

Matt Flanagan—Founding Partner, fama PR

Chris Pollara—Founding Partner, Convertiv

Patrick Reynolds—Chief Strategy Officer, Triton Digital

Keith Watson—Founding Partner, fama PR

Chris Wolfel—Co-Founder & CRO, Mavrock

4:30 p.m.–5 p.m.

*An Overview of Founder's Equity and Compensation: Managing Your Human Capital*

Mick Bain—Corporate Practice Co-Chair and Partner, WilmerHale

Aaron Lapat—Managing Partner, Park Square Executive Search

5 p.m.–5:45 p.m.

*Making Sense of Early-Stage Financing: Notes, SAFEs and Seeds, Oh My!*

Ty Danco—Director, Techstars and Angel Investor

Rob Go—Co-Founder and Partner, NextView Ventures

Pete McDonald—Relationship Partner, Silicon Valley Bank

Dipul Patel—CEO & Co-Founder, Ecovent Systems

Ed Pease—Partner, WilmerHale

5:45 p.m.–7 p.m. Networking Reception

[READ MORE ABOUT THE EVENT](#)

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## *Speakers*



**Mick Bain**

PARTNER

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SPEAKING ENGAGEMENT



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APRIL 9, 2024

WEBINAR

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