



# SMALL BUSINESS & STARTUP ESSENTIALS WORKSHOP



OCTOBER 11TH | WEWORK 750 LEXINGTON

We know starting a business is hard. That's why we're here to make it easy for you. Tonight, we'll cover the basics.  
Everything you need to know when starting your company.

1. **The Business Plan:** Setting up your business for success with a simple overview of your mission, structure, finances, and management.
2. **Intellectual Property:** Protecting your company with trademarks & copyrights.
3. **Labor & Employment:** Ensuring protection of your company & your employees.



# ABOUT US

Pardalis & Nohavicka is a full-service law firm based in New York City with offices in Manhattan and Queens.

We handle an eclectic array of matters representing individuals and business owners in:

- ❑ Civil Litigation
- ❑ Trademark Services
- ❑ Business Transactions
- ❑ Employment Law
- ❑ Intellectual Property Protection
- ❑ Patents

Our mission is to approach each matter with the utmost in ethical standards and integrity. With their experience and unique approach, our attorneys regularly solve problems for a total fee lower than comparable firms charge. We cannot help but consider it a professional honor to be entrusted with your business and personal matters.

We are counsel to innovative companies, start-ups, and brands around the world, and are thrilled to be here to offer you and your business full protection!



Taso Pardalis  
Partner

The Business Plan

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# *Every business needs a plan. What makes yours better?*

There are many factors that go into creating a solid business plan that ensures that your company is set up for success and well protected.

A good business plan gives you the opportunity to nail your company's first impression to clients and investors, and maximizes your ability to sell your products and services.

Some of the key components of a good business plan include...

- ❑ Creating an “Executive Summary”, which acts as your business’s “calling card” and details the ‘problem’ your business solves
- ❑ Key Financial Highlights
- ❑ Precise Target Markets
- ❑ Management Team

# *Where do I start?*

Creating a concise overview of your company is the essential first step of any good business plan. What should this overview include?

- ❑ **Mission Statement:** A formal summary of the aims and values of your company or organization
- ❑ **Brief Summary of the Company's Legal Structure and Ownership**  
**Company History:** Who founded this company, when, and for what reasons? Include any notable accomplishments or press mentions.
- ❑ **Location:** Let people know where you are located, and your availability schedule

MISSION  
STATEMENT



# *Where do I start?*

When creating your business plan, it is crucial to define all of your products and services to give clients and customers a better idea of what they are buying. This includes detailing...

- ❑ The core of what your product is and achieves
- ❑ The problem that your product or service addresses
- ❑ The way in which your product or service goes about fixing this problem
- ❑ The competition and your edge against them
- ❑ The technologies you are using, the intellectual property that you own, and what you plan to build



All of these details will help you scale your company's growth.

# Defining Your Market

Understanding your target market is key to building marketing campaigns and generating sales. Your target market will define how your company grows.

Defining your target market is a key prerequisite to your business strategy.

Once you have defined your market, you can...

- ❑ Detail the strategies you will use to reach your target market.
- ❑ Determine how you will price your products and services
- ❑ Determine how will you promote your offerings
- ❑ Determine how you will generate sales and revenue



# *Milestones, Metrics, and Management*

The milestones & metrics portion of your business plan should lay out concrete tasks that you must accomplish, with due dates and the names of the people to be held responsible.

Furthermore, detailing your management team is a huge part of your business plan, because this is what investors focus on the most. The Management Team section should include...

- ❑ Relevant team bios
- ❑ Explanation as to why your management personnel are the right people for their jobs.



Keep in mind that Investors very often invest in people more than products.

# *Your Financial Plan*

A typical financial plan includes a Sales Forecast, a Personnel Plan, a Profit & Loss Statement, a Cash Flow Statement, and a Balance Sheet.

Some of the other questions your financial plan should address are:

- ☐ How much capital does your business need to get started or to grow?
- ☐ Where it will be spent?
- ☐ How much money do you plan on bringing in?
- ☐ Where will you spend it once it comes?

A financial plan is crucial to keeping your company's budget well balanced, and maximizing profits.





Joseph D. Nohavicka  
Partner

Intellectual Property

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# *Business Plan Complete? Now do your homework!*

## **STEP 1: Do you have a trademark for your business name and logo?**

If you do not do it now, chances are in a couple years you find that you have to change the name of your entire company because another company is claiming you are using a variant of their name and wants to sue you.

IP turns intangible assets into exclusive property rights that may confer substantial competitive advantages to businesses. Many large corporations have increased their valuation and achieved great success because of their investment in IP. This is an important consideration for your business, no matter the size.



# *Basic Facts about U.S. Trademarks*

While acquiring a trademark is generally a good idea, investing in registering your trademark in the United States gives your company and brand a big advantage.

Below are some facts about U.S. trademarks:

- ❑ Protects words, phrases, slogans or logos that are actually in use in commerce.
- ❑ Trademark applications can be filed even if the trademark is not actually used in commerce yet, provided that the applicant has a good faith intention of using the mark shortly after it's registered
- ❑ Can sue for damages caused by “consumer confusion.”
- ❑ You obtain the exclusive right to use your trademark in connection with the goods or services you selected.
- ❑ You have the right to enjoin any third party to use your trademark or a confusingly similar trademark in connection with similar goods or services.
- ❑ You may sue for trademark infringement and recover monetary damages
- ❑ You build your brand and increase consumer recognition and trust

# Copyright 101

What does a copyright protect?

- ☐ Pictorial, graphic, and sculptural works
- ☐ Motion pictures & other audiovisual works
- ☐ Pantomimes & choreographic works
- ☐ Literary works
- ☐ Musical works
- ☐ Dramatic works
- ☐ Sound recordings
- ☐ Architectural works



Copyright owners have the exclusive right to...

- ☐ Reproduce the work in copies
- ☐ Perform and display the work publicly
- ☐ Prepare derivative works
- ☐ Authorize others to use the work
- ☐ Distribute copies of the work by sale



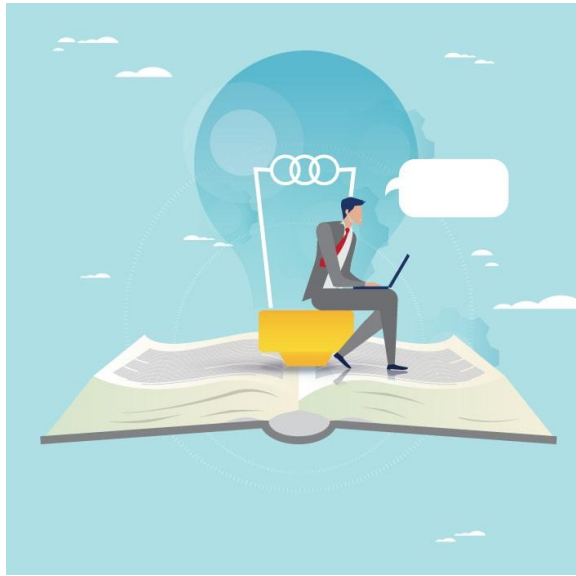
Ariadne Panagopoulou  
Attorney

Labor & Employment

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# *Hiring Your Employees*

Some of your most favorite employees today will not always work out in the long run. Be sure to document the relationship well.



- ❑ Well-written offer letters outlining the terms of employment and pay.
- ❑ Very important to have non-compete, non-solicitation and non-disclosure agreement.
- ❑ Including agreement to arbitrate clauses.
- ❑ Keep signed copies somewhere safe.
- ❑ Formally document reviews and disciplinary write-ups.
- ❑ Diligence upfront will save you a lot of time and money in the future.
- ❑ As the company grows you will want to have employee handbooks as well.

# *For Employers*

As an employer, there are important things to keep in mind in order to protect yourself and prepare for future issues...

- ❑ Employee Handbooks: policies for family and medical leave, equal employment and non-discrimination, and workers compensation policies
- ❑ Employment Agreements: choosing proper way to designate your employees, length and term of employment, and what employees' overall duties will be
- ❑ Severance Agreements:
  - ❑ Monetary amounts
  - ❑ Non-compete provisions
  - ❑ Non-solicitation provisions



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NOHAVICKA  
IS GOING TO PARIS!

**LEGAL WORKSHOPS FOR  
FRENCH ENTREPRENEURS,  
START-UPS AND  
SMALL BUSINESS OWNERS**

OCTOBER 17 - 19





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OCTOBER 25TH | GOSSIP COFFEE