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# startup formation 101: the key to early stage success

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MSK New York | 437 Madison Ave, 25th Floor | New York, NY 10022

February 26, 2020  
6:00 PM – 8:30 PM EST

## practice areas

capital markets & securities  
corporate & business transactions  
corporate governance  
crowdfunding  
early-stage private company financing  
specialties  
start 'n knupp

**Start smart. Lead with legal.** Join MSK and Gust Launch on Wednesday, February 26th, as we discuss best practices for properly launching your startup and why it is so important for the future capital raising.

Arina Shulga from MSK and Ryan Kutter from Gust Launch will discuss the following:

- Identifying the right time to incorporate.
- Benefits of incorporation and of becoming a Delaware corporation
- The startup formation package
- How Gust Launch helps
- How to split equity among founders
- What does vesting of founder shares really mean
- Why do you need to file 83(b) election forms
- How to use the Gust Launch platform for capital raising
- Common mistakes and pitfalls when setting up a startup
- Additional costs to run the business (franchise taxes, foreign qualifications, etc.)



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- Advice for running a successful capital raising campaign.

### **Agenda:**

- Doors open at 6pm.
- Presentation: 6:30pm – 7:30pm
- Wine & cheese reception: 7:30pm – 8:30pm

This event is limited to 40 people, so make sure to RSVP soon!

Founders: Free

All others: \$50

### **RSVP Here**