

Appendix 5: Example of Support service documentation

Name of the Service Model

Team building and shareholder agreement workshop

Description

Interactive two-hour training, Q&A and open discussion workshop, lead by an experienced serial entrepreneur focusing on the key elements in building the founding team and team commitment, using the founder's shareholder agreement (SHA) as the key "tool" and framework. On the shareholder main focus is specifically on the logic, process, benefits and value of making a shareholder agreement from business perspective (less about the legal side).

Budget

- 500 - 1 000 EUR / Session
- 6 000 - 12 000 EUR per year

The range in costs are depending if the cost of facilities and related support actions need are to be included as well, or those are available outside of this service cost.

Related Available Materials

- Shareholder Agreement Template (available for attendees)
- Presentation materials
- Event descriptions and communications messages
- Feedback form
- Recorded Webinar

Target Audience

For founders and entrepreneurs at the formation and early validation phases that are forming their founding teams, specifically aimed at startup founders and founding team members, as well as for other team members looking to join an early stage startup in "sweat-equity" types of positions (freelancers, advisors, trainees etc.).

Additionally aimed at startup ecosystem supporting organizations team members that are working with new startup founders in helping their core founding teams and commitment to their venture to learn about the key elements of the topic.

Setup

Optimal number of participants about 15 people "around one table" in a room, to keep the interaction and conversational format with "intime enough" feeling among the participants, to feel comfortable making introductions and to share and ask questions about topics that could feel sensitive for them to share.

Optional setup, made as webinar format to extend the reach for audience beyond the close proximity. Further reach for expanding audience, can be made by offering options for others to “listen in” via online broadcast and/or video recording, editing and publishing the workshop online. While this further reach is limited on interaction Q&A options and is harder to reach “attention”, these limitations are balanced with wider reach and with recording, ability to repeat and remind self again from something that could be missed initially or already forgotten.

Support need

Someone to coordinate the publishing and promotion of the workshop availability and schedule, manage registrations and other workshop related logistics.

Strategy view

Aim of this service is to increase the understanding and skills on building well balanced core co-founding teams and to highlight the importance of well structured and logical shareholder agreement with balanced ownership structure.

This is a type of core service that should be permanently and freely available in the ecosystem at cycle that aims to offer this service to all potential founders and co-founders. Expected outcomes are increased awareness and understanding of the importance of Shareholder Agreement and team commitment building core elements, and more better prepared ventures.

Mid and long term targets

This helps in improving the ROI of many related support services with a clear target to get higher number and quality of well structured and committed founding teams pursuing their shared visions to build growing companies. As well as help reduce founder disagreement, poor IP and ownership allocation related terminal failure rates of ventures.

Strategic Partners

- Lawyers to partner with the workshop to help continue with the legal side of the SHA, perhaps make some affordable service package offers for those taken part to workshop (as it reduces their work on explaining the SHA basics and offer good quality customer flow)
- Investors, to highlight the importance of SHA and to send those without one to take part to the workshop
- Accelerators, quality deal flow

High Level KPI's

- Number of participants,
- Quality of the workshop
- Number of ventures with confirmed Shareholder agreement that took part of the workshop

Risks

- If the aim and focus of the workshop focusing on the team commitment building and business side of the SHA agreement is not properly communicated, it may be wrongly understood to offer what lawyers offer (the actual legal side). As such some could consider it as free option to compete/replace it.

For Operative Management

A shareholder agreement is a validation that startup has become more than a dream, an idea or a product. It's "the core document" defining roles, rights & responsibilities, intellectual property rights (IPR), ownership levels, rules for shareholder entry & exit situations, vesting, confidentiality, etc. Question about the SHA is also one of the first items among professional investors, lenders or advisors due diligence checklist.

Resourcing

- Experienced Serial Entrepreneur, familiar and comfortable about sharing his/her knowledge
- Coordinator; publish event details, maintain schedule, registrations, guidance, event related Q&A's distributing materials, collecting feedback etc.
- Room that fits comfortably up to 20 people around the table
- Projector & whiteboard
- Shareholder agreement template
- Optional: operative partners (local law offices & business lawyers familiar with startup & their shareholder agreements).
- Optional: Livestreaming the event online, recording and editing workshop for further/extended distribution (not included in budget).

Implementation And Operating

- Find presenter, agree schedule, terms ie. ok to record/publish, fees, cancellations etc.
- Commit the dates and the location(s)
- Publish schedule online for agreed/set number of workshops
- Promote event via own and partner channels etc.
- Coordinate registrations and each event attendee logistics
- Coordinate each event feedback and KPI reporting logistics

For Operative Teams

Tools Needed

- Eventbrite.com, meetups.com, facebook events or similar local or own system for publishing & managing events and registrations
- Social media for spreading messages
- Own and partner communication channels, like newsletters and websites for expanding visibility
- Google forms or similar tool for systematically collecting of KPI's and feedback in digitally useful format

KPI's

- Where did participants learn about the workshop? -> effectiveness of channels used
- Total number of participants
- Number of returning participants

Quality KPI's (via feedback)

- Helped to understand the business benefits of an SHA.
- Helped to get perspective on how and what to communicate/discuss when looking for a co-founder.
- Helped to know what are the important topics to agree on and why?
- To help you draft out your own version of the SHA
- To be better prepared and/or being able to have close to complete version of SHA before finalising it with lawyer.
- How important you consider this webinar was for the future of your business?
- Do you believe this information will help you to remove some founder disagreement risks from your business?
- How well did this webinar help you to resolve the open questions in your mind?
- Would you recommend this to other new founders currently building their founding team, working on their SHA and/or dividing their ownership %?

Labeling:

Focus area

- Formation and Validation

Service Objective

- Volume and Quality of talent and entrepreneurship
- Quality and ROI of Support

Target Audience

- New founders,
- Co-founders
- Talent joining startups
- Support service staff advising about team building

Type of service

- Workshop
- One to many

Duration

- 2-3hours

Target availability

- monthly

Related Concepts

- In search of co-founders,
- Co-founder matchmaking

Budget

- 500 - 1 000 EUR / Session
- 6 000 - 12 000 EUR per year