Scaling & Establishing -Accelerating Igniting Concept-Forming Validating Idea-Generating Committing Growing Maturing Exploring · Clear direction and Develop MVP · Refining MVP features and · Demonstrate clear, · Product/Services continue to product/service ideas milestones for achieving Initial customers, pilots or betafunctionality from customer measurable and growing evolve and expand to meet with potential to scale minimum viable testing with other customers feedback traction in multiple or changing or additional market expanding target markets needs Identifying target product/service (MVP) Firm commitment by core Identifying clear product markets Testing and gathering founders and non-founder market fit in readiness for · Adjustments to team to Growing team led by ensure commitment to scale Working on initial potential customer and team members scaling including growth and experienced executives - Ability to raise significant potential exit by some or all revenue models partner feedback Continue to bootstrap, raise revenue drivers funding to fuel growth Limited team and · Team of core founders with non-dilutive funding and/or · Filling missing skillsets on initial participants from operations and/or ownership skillsets, vague buy-in set ownership seed round team by non-founders Light commitment by non-Starting to formalize internal Continue to bootstrap, raise More stable risk profile may Generally self-funded founder team members processes and documents non-dilutive funding and/or allow access to other Boot-strapped, raise nonincluding decision-making or seed round financing dilutive funding and/or preauthorization matrix Formalize internal processes* Re-evaluation of company seed round and documents culture, values, goals, etc. PRE-STARTUP 2. STARTUP 3. SCALE-UP **Legal Needs Legal Needs Legal Needs Legal Needs Legal Needs Legal Needs** = ×-1) Identifying issues re 1) Formalize IP ownership, 1) Website Ts & Cs, acceptable Refining initial versions of 1) Similar legal requirements as 1) Preparation for due diligence commercial agrs; initial relating to special intellectual Property protection and licensing use agreement, privacy policy prior stages but continuing versions of joint venture, ownership, protection and 2) Set up corporate and 2) Initial versions of commercial to refine for changing reward transactions including IPOs licensing capital structure and agrs including leases, master partnering or collaboration vs risk tolerance thresholds 2) Purchase of shares or assets 2) Address legal issues raised in of business Non-disclosure and corporate record book subscription agrs, IP licenses agrs; updating data Purchase by business of confidentiality agrs maintenance via Lexstoria Employee & contractor agrs protection, IT security prior stage but relating to shares or assets of other 3) Appropriate corporate and Negotiate "founder" Investor financing documents policies and procedures non-Canadian laws and capital structure version of shareholder & 5) Insurance policies Sophisticated investorregulations, customers, businesses 4) Initial "light" agreements partnership agreements 6) Maintain governance and related financing documents workforce, and operations 4) Issues relating to new or board/committee materials Higher-level HR & 3) Sophisticated investorexpanded products/services with co-founders and others Stock option plan 5) Pre-seed financing docs via Lexstoria governance materials via related Series A or B 5) Prep for litigation or Internal operating policies Lexstoria financing documents alternative dispute Winding-down or exiting 4) Readiness for external audit 4) Prep for litigation & resolution (eg SOC2) and financial audit alternative dispute Legal advice for your entire business life cycle resolution