




NÄHRBODEN

LEGAL ADVICE FOR START-UPS



A SUPPORT PROGRAMME OF
BRANDL & TALOS
RECHTSANWÄLTE · ATTORNEYS AT LAW



„If I had asked my customers what they wanted,
they would have said a faster horse.“

(Henry Ford)

BTP NÄHRBODEN – The Idea

(Nährboden – from German, „fertile soil“)

One thing that is constant in the life of a start-up is the pursuit of innovation. But turning a creative idea into a marketable business requires flexibility, clarity, and professionalism. That is why **BTP Nährboden** offers promising start-ups access to professional legal advice from an early stage. Contracts between the founders, with key suppliers and employees, or measures to protect the business idea provide security when suddenly everything is changing. Reliability, whatever tomorrow might bring. **BTP Nährboden** provides a solid foundation for young companies to stand on, so they can focus on what they are truly good at: presenting their ideas, developing, creating and challenging the future.

Brandl & Talos attorneys at law

UNDERSTANDING WHAT MATTERS

BTP NÄHRBODEN
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„Innovation distinguishes between a leader and a follower.“
(Steve Jobs)

BTP NÄHRBODEN – The Support Programme

„Show me your businesses and I will tell you who you are.“ Start-ups are an important driving force of national economies. Young entrepreneurs shall be able to focus on the development of their business ideas; without getting slowed down by unexpected challenges. For this reason, we launched the **BTP Nährboden** support programme. We support young companies from day one, helping them to build a solid legal foundation for a well-functioning business of tomorrow.

BTP Nährboden follows the three phases in the development of a start-up company: Explore, Establish, Expand. Start-ups receive tailor-made legal advice from **BTP Nährboden** at each stage of development at favourable conditions and enjoy access to our firm's business network.

Apply with your start-up and become part of the **BTP Nährboden** programme!
More details on the admission procedure can be found at
www.btp-naehrboden.at

„Do or do not. There is no try.“
(Yoda)

Phase 1: Explore

The first phase of our programme is aimed at developing and protecting your business ideas, finding the right legal form for your company, and defining the cooperation between the founding partners. Together, we clarify legal issues relating to financing and funding opportunities. Dealing with authorities also requires practice and we ensure that you are well prepared.



Phase 2: Establish

In the second phase, your company launches its operations. You rent business premises, establish customer and supplier relationships, and hire employees. Professional contracts prevent misunderstandings and reduce the probability of disputes. Of course, we are also happy to support you in negotiations and in formulating your general terms and conditions.



„The value of an idea lies in the using of it.“
(Thomas Edison)

Phase 3: Expand

In the third phase, we advise on opening up new markets, raising capital and attracting investors. The more professionally you have set up your company from the very beginning, the easier it will be to expand. But no matter what legal challenges you face in the growth phase: our goal is to manage them together with you.



BTP NÄHRBODEN – Your Contact Person



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