

# MISPRINGBOARD REFERRAL PARTNER



## Varnum's MiSpringboard program.

Launched in 2011, MiSpringboard is Varnum's innovative program that provides free legal services to new and growing businesses. It is our way of helping entrepreneurs effectively put their bright ideas to work.

## How do entrepreneurs access MiSpringboard?

Varnum works with referral organizations who currently assist entrepreneurs and growing businesses, such as economic development offices, investors, angel funds and business incubators. These referral organizations recommend businesses for participation in MiSpringboard. Referral sources are listed on our website, [www.mispringboard.com](http://www.mispringboard.com).

## How do I become a referral partner?

If you are an organization that works with entrepreneurs, contact Varnum. We will connect you with an attorney who will be the relationship manager for your organization. He or she will also be the first point of contact for any entrepreneur you refer.

## What are the criteria for accepting an entrepreneur into MiSpringboard?

As a referral source, you may have additional criteria, but generally candidates for participation in the MiSpringboard program:

- Have a written business plan.
- Provide innovative solutions to problems.
- Have potential to scale and grow.
- Can be from any sector of the economy.

- Often use technology to help deliver value to customers.
- Have founders willing to devote substantial time and energy to the business.
- Have potential to attract investors.
- Demonstrate a need for Varnum's legal support.

Personal service businesses, smaller retail shops and part-time lifestyle businesses are not strong candidates for the MiSpringboard program. Candidates who are not ready for MiSpringboard are often referred to organizations that can assist with their business plan. Qualified candidates may reapply to the program at any time.

## MiSpringboard Fast Facts

- 700+ clients
- Startups located in 150+ Michigan cities
- 90+ referral partners

## How do I notify Varnum of a potential client?

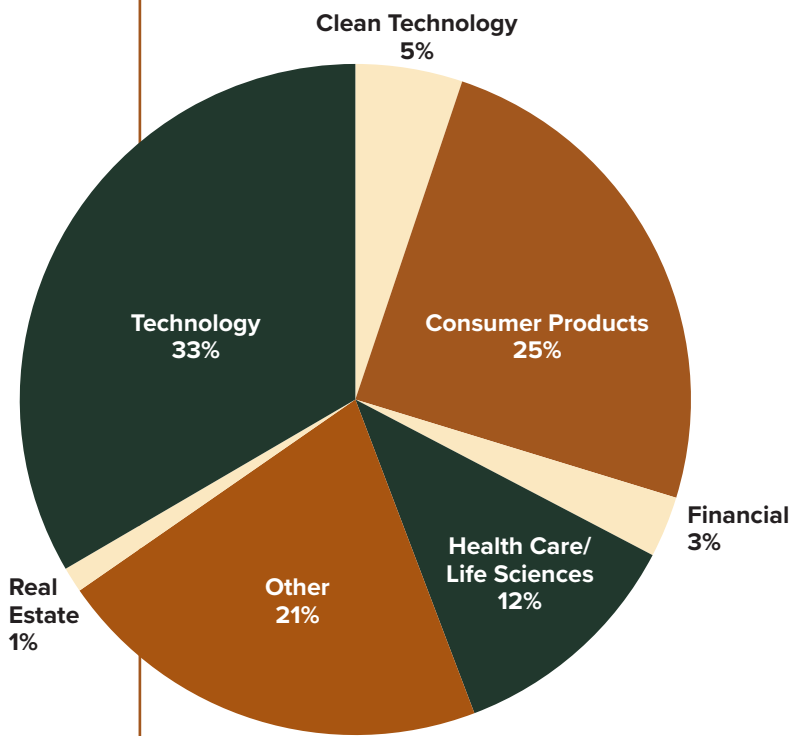
As a referral partner, you will have access to MiSpringboard applications through our website ([www.varnumlaw.com/partners](http://www.varnumlaw.com/partners)). Have the entrepreneur complete the application, then forward it to your Varnum relationship manager along with the applicant's business plan or pitch deck. Include a brief note of recommendation.

### After I make the referral, what can my client expect?

Your Varnum relationship manager will review the application and business plan or pitch deck, and will run a conflict check. If the conflict check clears, the attorney will contact the applicant for an initial consultation to assess their business needs. If the applicant is accepted into the program they will be assigned to an attorney who will send them an engagement letter detailing the agreed-upon services to be provided, and the value of those services. MiSpringboard clients have a single point of contact at Varnum, even if their legal needs require attorneys from more than one practice area.

We anticipate that each business will receive a minimum of \$2,500 in complimentary services, although it may vary based on other factors. When the work is complete, the client will receive a disengagement letter.

### MiSpringboard Client Industry Makeup



### MiSpringboard Services

Legal services and counsel will be determined after an initial consultation and may include:

- Corporation and limited liability entity formations
- Equity investments and securities offerings
- Capital structure planning
- Licensing
- Joint venture agreements
- Nondisclosure agreements
- Employment agreements, compensation planning and non-competes
- Compliance with employment laws
- Employee benefits
- Research collaboration agreements
- Distribution agreements
- State and federal tax planning and compliance
- Immigration
- Privacy and security issues
- Introductions to accountants, lenders and other resources

### About Varnum

Varnum is a leading law firm providing a broad range of legal services to meet the complex needs of its clients. Varnum serves as counsel to entrepreneurs and growing businesses throughout Michigan and the Midwest.