



## Southeastern Emerging Companies Boot Camp Series

Memphis, Tennessee  
Tuesday, July 16, 2013



**MARSTON GROUP PLC**  
CERTIFIED PUBLIC ACCOUNTANTS & BUSINESS ADVISORS

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|---------------------------|--|
| <b>8:30 – 9:00 a.m.</b>   | <b>Registration</b><br>Breakfast provided by Just For Lunch  |
| <b>9:00 – 9:15 a.m.</b>   | <b>Welcome and Opening Remarks</b><br>Matt Heiter, <i>Baker Donelson</i>   |
| <b>9:15 – 9:35 a.m.</b>   | <b>Choice of Entity and Corporate Formation</b><br>Chris Sloan, <i>Baker Donelson</i>  |
| <b>9:35 – 9:55 a.m.</b>   | <b>Contract Basics</b><br>Emily Brackstone, <i>Baker Donelson</i><br>Bill O'Connor, <i>Baker Donelson</i>                          |
| <b>9:55 – 10:15 a.m.</b>  | <b>Labor and Employment Basics</b><br>Whitney Harmon, <i>Baker Donelson</i>  |
| <b>10:15 – 10:35 a.m.</b> | <b>Break and Networking</b>  |
| <b>10:35 – 10:55 a.m.</b> | <b>Accounting and Record Keeping Basics</b><br>Jimmy Dickey, <i>The Marston Group</i><br>Susan Lattimore, <i>The Marston Group</i> |
| <b>10:55 – 11:35 a.m.</b> | <b>Intellectual Property Basics; Branding</b><br>Grady Garrison, <i>Baker Donelson</i>   |
| <b>11:35 – 12:50 p.m.</b> | <b>Lunch and Networking</b>  |
| <b>12:50 – 1:10 p.m.</b>  | <b>Effective Use of Counsel</b><br>Matt Heiter, <i>Baker Donelson</i>  |
| <b>1:10 – 1:40 p.m.</b>   | <b>Term Sheets</b><br>Chris Sloan, <i>Baker Donelson</i><br>Emily Brackstone, <i>Baker Donelson</i>                                |
| <b>1:40 – 2:00 p.m.</b>   | <b>Crowd Funding</b><br>Matt Heiter, <i>Baker Donelson</i>   |
| <b>2:00 p.m.</b>          | <b>Open Questions</b><br>All Presenters  |