

## Advisors to Asian Start Ups

Entrepreneurs and start up founders face many challenges when building a fast growing new business. One major difficulty is how to quickly and efficiently build the corporate, legal and intellectual property infrastructure to support your business idea. Few have the means to create a multinational on day one, but building a tech, software, trading or services business in the sharing and connected world means you probably operate as one already!

You need an intellectual property strategy to secure, protect and fully own all the rights in your brand, creative assets, software, technologies, trade secrets and data and digital assets. Corporate structuring needs company, tax, financial and operational planning. Employees, suppliers, distributors, consultants, partners, shareholders and lenders all need agreements to ensure they are working for your best interests.

VCs and Investors take properly set up businesses more seriously because their investment is better protected and so their risk reduced. But it can take years to build out all of these assets. For a start up, this means carefully planned stages. You need the minimum corporate, intellectual property and legal infrastructure to support your accelerating growth. It means including in investor pitches funding for corporate, legal and intellectual property build out in order to effectively manage the risks to their investment and your company's competitive advantage. This gives your owners and investors the confidence that the core ideas and assets of your new business will be protected and has the sustainability to last as the company grows.

Having experienced advisors, who specialise in helping start ups is critical. We have the unique combination of Asian and developed market expertise across many industries. Our unmatched intellectual property expertise will help secure your moat. Our cross border experience and office network, provides resources for your growth. Our start up plans match your limited spend to a risk profile commensurate with your business ambitions. We work with founders and business people and simplify the legal myth. We have worked with start ups through FFF, Angel, VC, PE and IPO stages, both helping capture core intellectual assets and communicating IP value to investors. As advisor, network facilitator and sounding board, we support taking your business ideas into the global marketplace.

### DISCUSSION CONTACT

Nick Redfearn  
 Deputy CEO & Partner  
 Rouse & Co. International LLP  
 Tel +62 811 870 2616 | Mob +852 9887 1771  
 Email nredfearn@rouse.com | Skype rouse\_nick.redfearn

