

AUSTIN FORUM

ON TECHNOLOGY & SOCIETY

Connect. Collaborate. Contribute.™

***Welcome to the
Austin Forum on Technology & Society
on Zoom!***

***Thank you for joining our community
online!***



From Tech Idea to Technology Impact:
Creating Successful Tech Companies
That Matter

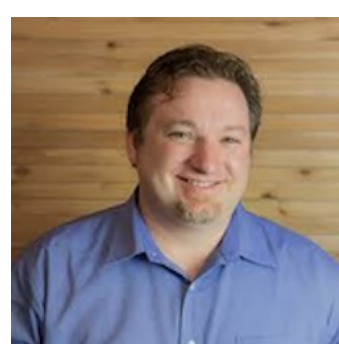
September 8, 2020
Online (Zoom)



Gordon Daugherty
Capital Factory



Harold Ingersoll
Atchley & Assoc



Kirk Cesari
SetterRoche LLP



Ashley Phillips
Impact Hub



Jill Murphy
FBI



Josh Baer
Capital Factory

Our Annual Partners Make This Possible!



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Navira Abassi
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Dell Technologies



Charlie Burgoyne
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Kirk Cesari
SetterRoche, LLP



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SAIC



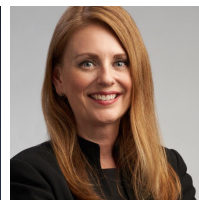
Brad Englert
*Brad Englert
Advisory*



Hugh Forrest
SXSW



Sherri Greenberg
LBJ School



Amber Gunst
*Austin Technology
Council*



Fares Bagh
Arm



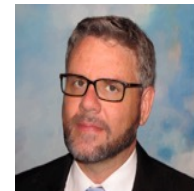
Mike Ignatowski
AMD



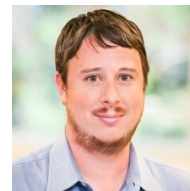
Harold Ingersoll
*Atchley &
Associates*



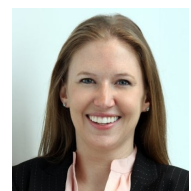
Mitch Jacobson
*Austin
Technology
Incubator*



Karl Popham
Austin Energy



Matt Sanchez
CognitiveScale



Marie Todd
Slalom Consulting



Michael Ward Jr.
*Austin Urban
Technology
Movement*



Jay Williams
*Quantum
Materials Corp*

Austin Forum Events: Expert Presentations to Inform & Inspire

We bring leaders, thinkers, builders, creators, and learners together to [connect, collaborate, contribute!](#)



6:00-6:15

attendees can connect to Zoom session

6:15-7:15ish presentation

presentation

7:15-8:00

extended Q&A and discussion!



AUSTIN FORUM

ON TECHNOLOGY & SOCIETY

@AustinForum
#startupsAF

What is the *worst* startup idea you've ever heard?

1 2 3 4 5 6 7 8 9 10

11 12 13 14 15 16 17 18 19 20

21 22 23 24 25 26 27 28 29



More Great Content: Austin Forum Upload & Austin Forum Update!



<https://medium.com/@AustinForum>

Join the AF Slack Workspace

AustinForum.org/Slack



- Continue and deepen the conversation after Austin Forum events
- Find new opportunities for collaboration, mentoring, working, and more
- Promote local events and relevant Tech & Society opportunities

Interested in moderating a channel on our Slack workspace? Email us at info@austinforum.org



Help us share the Austin Forum goodness with everyone!

Remember to tweet!
#startupsAF @AustinForum

Questions for speakers?
Use **Q&A in the Zoom** client
(not the chat window)

And now, our featured presentation...

Please:

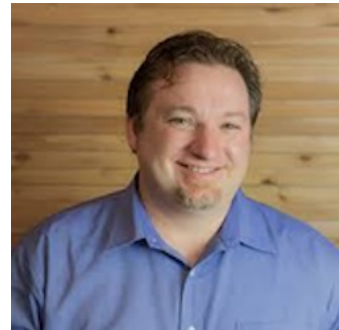
- ✓ Ask questions via **Zoom Q&A button** (and please be respectful of our speakers and audience)
- ✓ Share key points via Twitter using our hashtag & handle: **#startupsAF @AustinForum**
- ✓ Learn, think, enjoy!



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Capital Factory

THE STARTUP OPERATING SYSTEM



Setting the Stage

“Every man is the creature of the age in which he lives. Very few are able to raise themselves above the ideas of the time.”



Voltaire

(French historian & philosopher, 1700's)

**Kids have no problem with
imagination & creativity**
(the foundation for innovation)



Entrepreneurs are good at seeing things differently and realizing that not everyone sees things the same way



“What important truth do very few people agree with you on”

(Peter Thiel – co-founder, PayPal)



If you had to guess her age:

- 25 years
- 75 years



Does this make a difference?

YouTube Search:
“old or young woman illusion”

<https://www.youtube.com/watch?v=7f1G6Nx5VDw>

<https://www.youtube.com/watch?v=qQCHWBKrkew>

Birth of a Startup

In the beginning there were two . . .

(plus some passion, coffee and a blank sheet of paper)

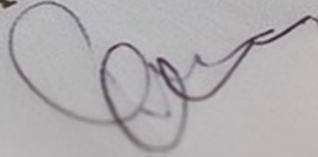


**. . . and a startup
was born**

10. Assignment

Agreement
the prior which

SIGNATURE

A hand holding a black and gold pen is shown in the process of writing a signature in cursive on a document. The signature is partially completed, with the pen tip resting on the paper.

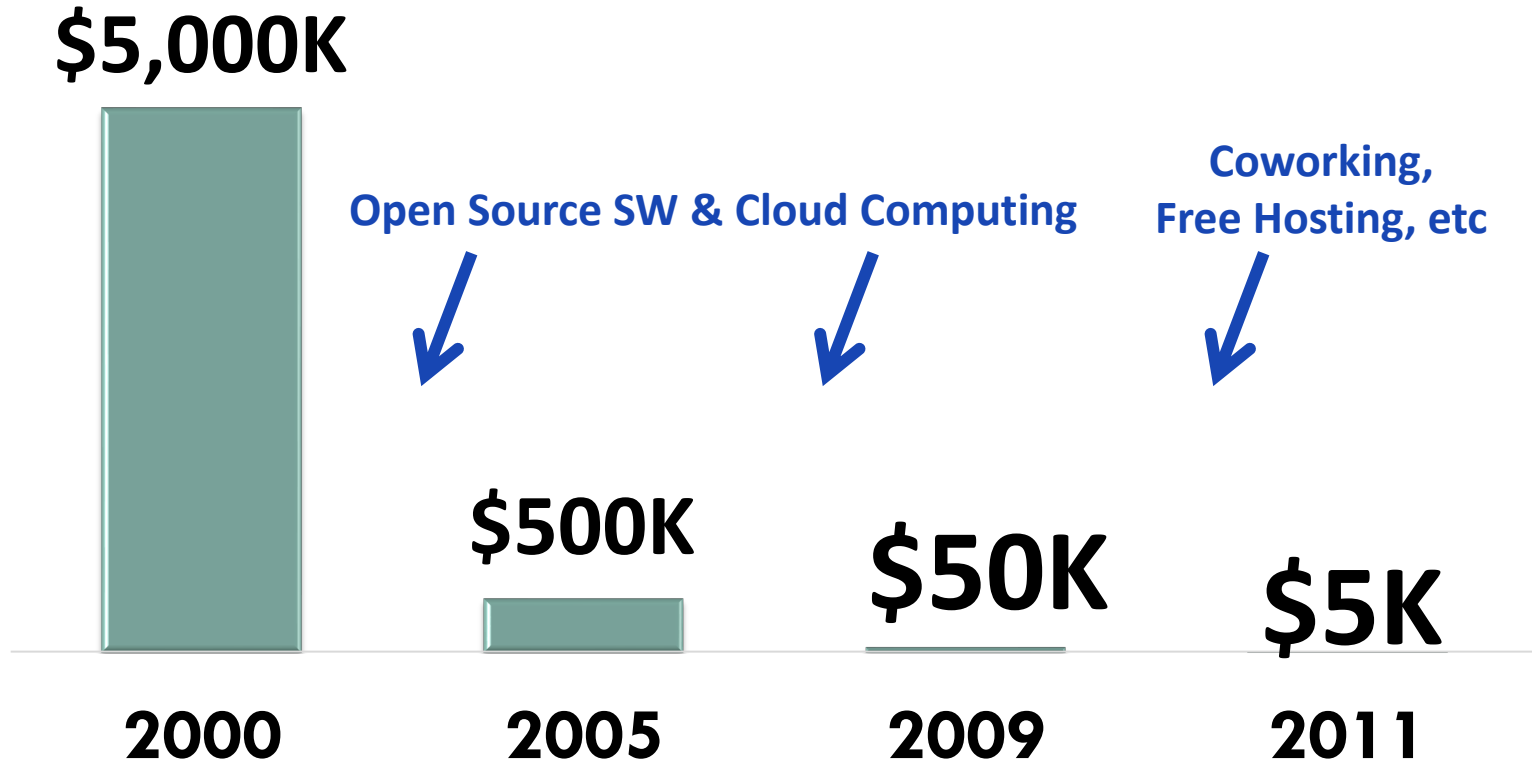
**The most successful entrepreneurs have
personal passion for the problem being solved**

Translates to hours worked, low/no salary and deafness to “no”

**They bootstrap or raise a little
funding and are off to the races**



It Costs Almost Nothing to Start a Startup



The Startup Operating System

A person in winter gear is falling from a snowy cliff edge into a blue sky. The person is wearing a red jacket, yellow pants, and a red helmet. The background features a range of snow-capped mountains under a clear blue sky. The text "Nothing to lose and everything to win" is overlaid in white, with the subtitle "(versus safety and certainty)" in a smaller, italicized font below it.

Nothing to lose and everything to win
(versus safety and certainty)



**On the verge of out-of-control
*ALWAYS***

Most Valuable Resource: TIME

An hourglass with red sand is the central focus, set against a background of a newspaper. The sand is flowing from the top bulb to the bottom bulb. The top bulb is partially filled, and a thin stream of sand is visible in the narrow neck. The bottom bulb has a small pile of sand at the bottom. The background is a blurred newspaper page with some text visible.

**“We didn't lose the game,
we just ran out of time”
(Vince Lombardi)**

The best develop survival instincts



**Velocity and itchy trigger fingers:
get down the path quickly**



**They certainly don't start with a grand plan.
They just start putting pieces together until a
an idea starts to take shape.**

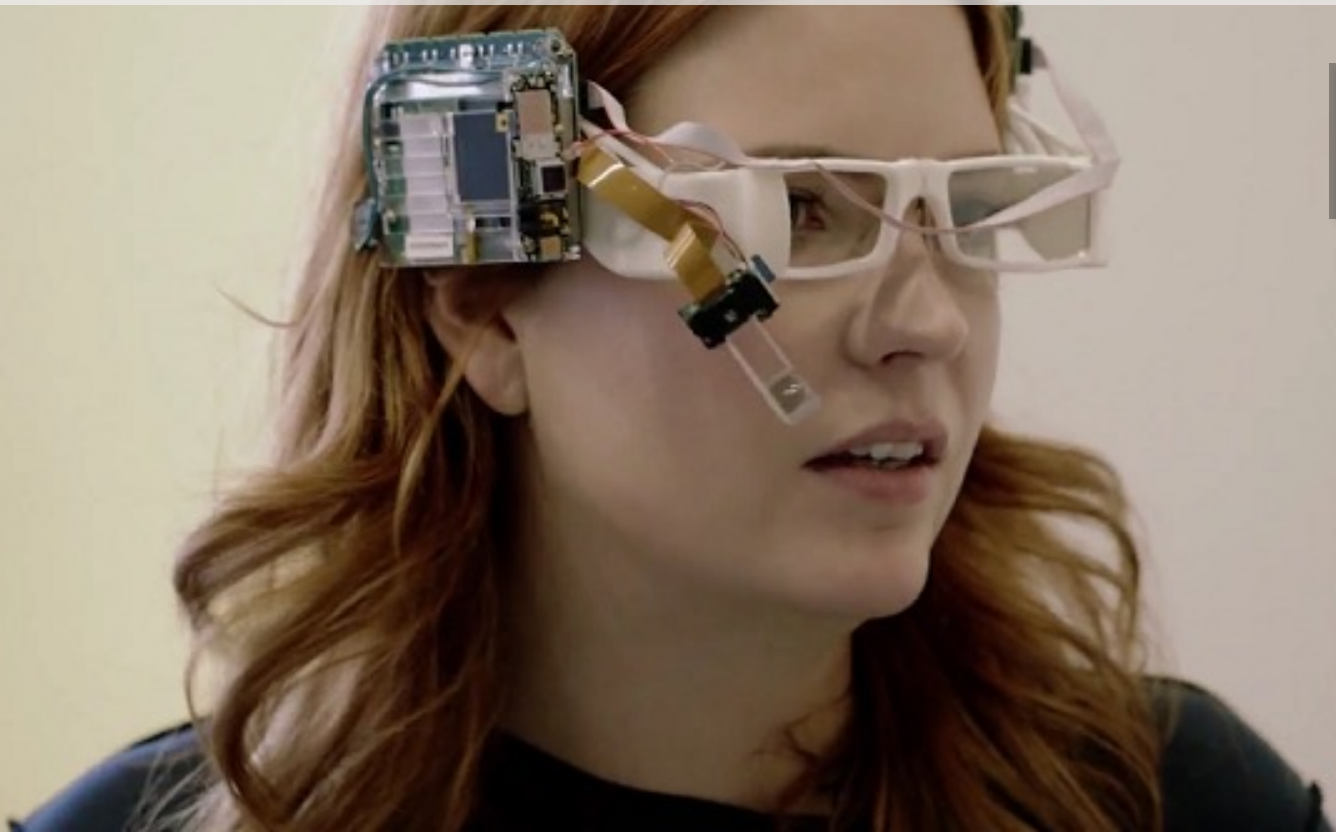


They use a compass more than a GPS

Level of precision & “directionally correct” concept



**At the beginning they think minimal, manual,
crappy, expensive, throw away/redo**



*They also claim it
before they have it*

Welcome to the Startup “Pivot”

A structured course correction designed to test a new fundamental hypothesis about the product or strategy



They don't all think or act alike

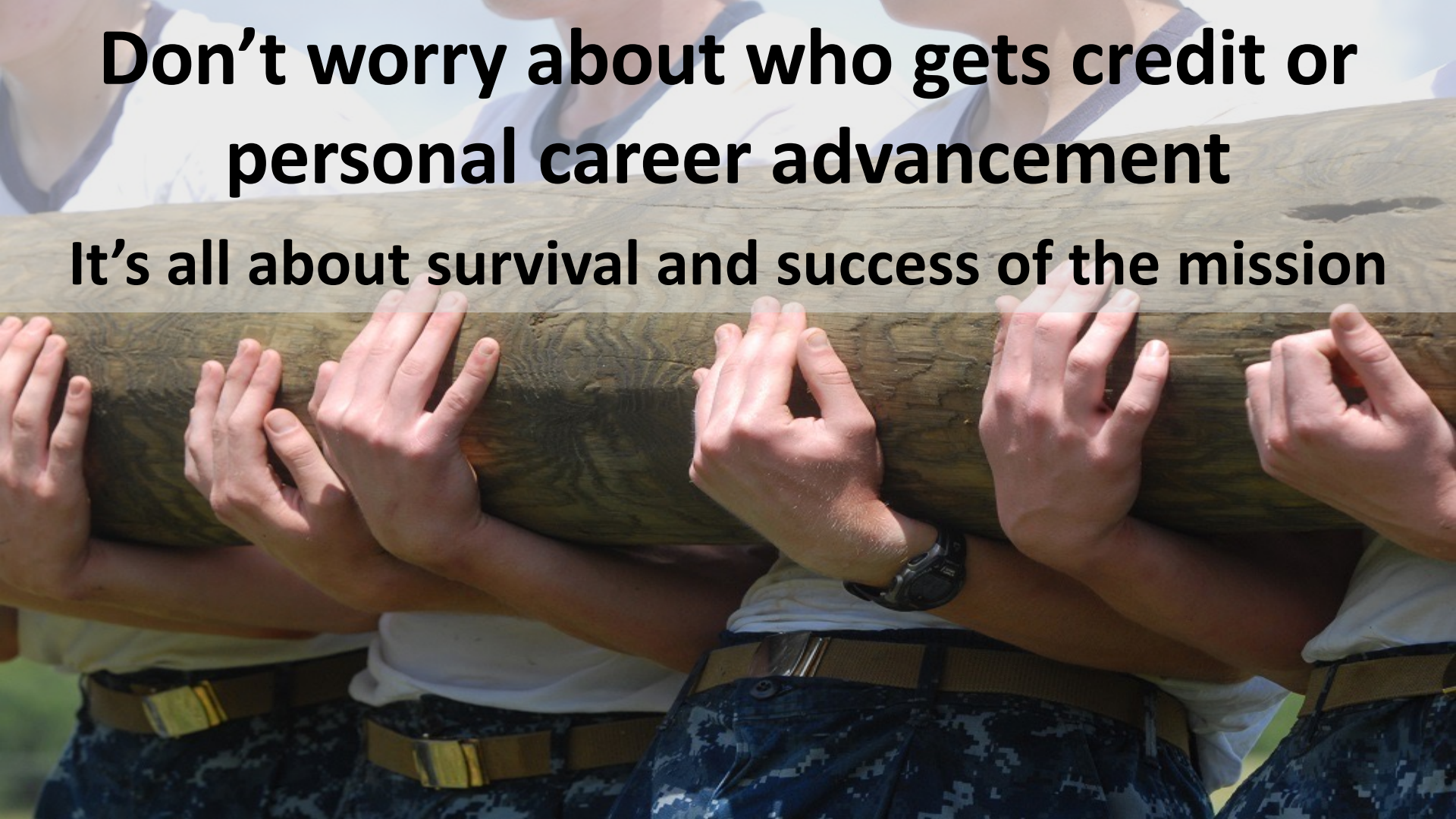


21%	Visionary
14%	Conservative
13%	Explorer
13%	Scrappy
11%	Evangelist
10%	Hustler
9%	Inventor
8%	Unstoppable

Shockwave Innovations survey

**Don't worry about who gets credit or
personal career advancement**

It's all about survival and success of the mission



“I never failed once. It just happened to be a 2,000-step process.”



Thomas Edison
(prolific inventor)

Death \neq Failure

Failure - of - Mission

\neq

Failure - of - Individuals

**If it doesn't work out,
simply shut it down and try again**
(minimal time and capital wasted)

A red pushpin is stuck into a yellow circular base, which is placed on a black computer keyboard. The pushpin is oriented vertically, with its sharp point pointing upwards. The keyboard keys are visible in the background, showing various symbols and letters. The lighting is bright, highlighting the colors of the pushpin and base.

Back to the coffee shop!





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Harold Ingersoll
Atchley & Assoc

ACCOUNTING & TAX ISSUES FOR STARTUPS

8 Biggest accounting/tax mistakes startups make

- 1 Choosing the wrong legal entity for efficient tax treatment
- 2 Not keeping up with accounting and retaining documentation
- 3 Not asking for professional help before and after startup
- 4 Blending personal and business finances
- 5 Not deducting business expenses
- 6 Not using the right tools
- 7 Not paying taxes timely and not understanding obligations
- 8 Not recognizing phantom income transactions



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Kirk Cesari
SetterRoche LLP

Types of Intellectual Property and Common Problematic Issues

- **Trademarks – used to protect brands/branding**
 - Potential loss of rights if someone else registers first
 - Potential loss of mark if incorrect information submitted
- **Copyrights – used to protect creative works**
 - Loss of statutory damages and attorney fees for registering late
 - Cannot file a lawsuit without registration
- **Patents – used to protect useful inventions**
 - Potential loss of rights if not filed first
 - Potential loss of rights if publicly disclosed and not filed timely
- **Trade Secrets – used to protect secret, valuable information**
 - Must actually implement the company policy and comply with specific requirements to receive trade secret protection

The most OVERLOOKED Issue

- **Contracts, contracts, contracts**
 - Formation Agreements (articles of incorporation, partnership agreement, operating agreement, shareholder agreement, IP assignment agreement...)
 - Employment Agreements
 - Independent Contractor Agreements
 - Non-disclosure agreements

Strategically Manage Your Legal Costs

- **Treat an attorney like any contractor**
 - Interview multiple
 - Ask about relevant experience to your situation
 - Check for conflicts of interest (e.g. do they represent your investor or competitor?)
 - Find someone who fits your operating style and timeline needed
 - Will they be efficient???
 - Price shop, and get exact specifics of how they do their billing
 - Make sure the engagement agreement has billing details and price controls (estimate, approval required, capped or flat fee cost)
 - Check referrals and references
 - Do not be afraid to challenge their billing if they are over budget
 - Don't give them a blank check

Legal Checklist for Startups

- Company Formation
- Partnership Agreements / Shareholder Agreements
- Employment Contracts/Employee Handbook or Policy Manual
- ICAs / NDAs / License agreements / Terms of Use / Privacy Policies
- IP Filings (trademarks, patents, copyrights)
- Compliance/Government Approvals (regulated industry?)
- Accounting/Taxes (IRS, TWC, other states, etc.)

References

- [Small Business Lawyer Cost: Everything You Need to Know](#)
- [Five Great Ways To Manage Outside Legal Costs](#)
- [Ten In-house Secrets For Reducing Your Company's Legal Costs](#)
- [What Start-ups Should Know About Hiring a Lawyer](#)



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Jill Murphy
FBI

Grab a drink, take quick break, and
them come back for live Q&A and
discussion in 2 minutes!



Q&A for

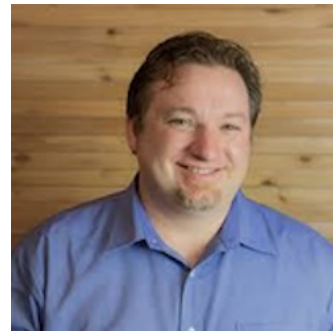
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Join Us for More Great Events

- **Edge Computing, AI, and Smart Communities & Cities – October 6**
- **AI & the Future of Work – Oct 20**
- **Quantum Computing – November 10**
- **Online Worlds – November 17**
- **Tech for Social Good – December 1**
- **Tech Trends for 2021 (and Beyond) – January 5, 2021**



Austin Civic Priorities Workshop

Do you want to better understand and help address Austin's greatest civic challenges?

- City of Austin and other civic organization leaders will share their top three priorities in concise 15-minute presentations that answer the questions:
 - What are the City's biggest needs?
 - What are biggest challenges to addressing these needs?
 - How might data and technology help address these needs?
 - What are the biggest opportunities ahead in this domain/area?
 - What can companies, universities, and other organizations do to
- We will then discuss how 'smart city' approaches—collecting data to improve operations and decisions—can help address these challenges
- September 16th, 2-5pm Zoom, free
- www.austinsmartcity.org



Join the Austin Forum Slack Workspace

1. Go to: www.austinforum.org/slack
2. Click “Join the Slack channel”
3. Enter your email address
4. Check your email to confirm Slack invitation
5. Enter your name and click “Create Account”
6. You’re in!



Our Annual Partners Make This Possible!



Help Others Get Connected during COVID-19: Donate Your Devices to **Austin Pathways!**



Our residents need these devices to learn, work and be well remotely!

Therefore we can pick them up **SAFELY** from you, safely refurbish and deliver to residents

All you need to do is call **512-767-7832** or email **info@austinpathways.org**



The road to success.

Join us to learn, share, discuss!!



Please share the upcoming events with your friends and colleagues!

What was the most useful thing you learned/heard tonight?

1 2 3 4 5 6 7 8 9 10

11 12 13 14 15 16 17 18 19 20

21 22 23 24 25 26 27 28 29 

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