

## Driven by Women™

### SUMMARY

Borden Ladner Gervais LLP is a strong supporter of the vibrant start-up community in Canada and has launched DRIVEN BY WOMEN™, a BLG initiative tailored to meet the needs of female-led and female-founded companies.

We partner with female entrepreneurs who have founded or lead businesses with:

1. a developed business plan,
2. existing funding or annual income, and
3. plans for scaling up,

and help them meet their goals through community building events, value-added seminars and flexible fee arrangements.

### INITIATIVES

#### Community Building Events

With more female professionals and partners than any other major law firm in Canada and a vast network of investors, venture capitalists, government financial advisors, accelerators and consultants, BLG is uniquely positioned to help female entrepreneurs succeed.

Through a series of events, we will share helpful information and foster a supportive and collaborative network where female entrepreneurs can gather to meet, learn, and share.

#### Value Added Service

Clients participating in Driven by Women will be paired with committed female BLG professionals who understand their needs. We offer a full range of services from leading professionals and professionals, including mentorship and advice based on our unparalleled depth of expertise.

In addition to providing exceptional legal advice, BLG offers valuable workshops targeting your needs on topics including:

- negotiation tactics
- contracts
- intellectual property
- scaling up a business

#### Flexible Fee Arrangements

BLG understands that flexible fee arrangements are important to new businesses. Along with negotiated arrangements, we offer a set-fee “Startup & Grow” package to make starting a company as quick and painless as possible. Our package includes the following:

- incorporation and organization of company documents
- shareholders agreement
- intellectual property assignment agreement
- employment/consulting agreement
- preparation and filing of one trademark application
- website terms of use

- confidentiality/non-disclosure agreement
- strategy discussions

## **BLG INVESTS IN WOMEN**

At BLG, we consider diversity to be an asset to our ability to serve clients and thrive as a law firm and we are committed to helping women succeed both within and outside of BLG. Our National Managing Partner has been recognized as one of Women of Influence's Canadian Diversity Champions and is a member of the 30% Club, an organization committed to working towards having 30% of corporate board seats and C-suite positions held by women by 2019. In addition, a number of BLG professionals have been recognized by the Women's Executive Network as Canada's Most Powerful Women in recognition of their leadership in the private, public and not-for-profit sectors. BLG's commitment to the advancement of women in business also extends to our community involvement. For example, many of our professionals hold board positions or are members of the Forum for Women Entrepreneurs, the Association for Women in Finance and Women in Capital Markets.