



Keevican Weiss Bauerle & Hirsch LLC

Emerging Business Program

Keevican Weiss Bauerle & Hirsch LLC has represented emerging businesses since its inception. In tandem with our affiliate, Renaissance Partners LLC, we nurture those businesses through their entire life cycle. Using our years of experience we steer emerging businesses through the many decisions and options they face, organizing them, helping them secure their intellectual property, assisting them in developing their business strategies and negotiating key agreements, including among founders and with sources of capital, customers and suppliers. We are committed to learning and understanding the objectives of our emerging business clients so we can help them achieve those objectives.

As part of our commitment to emerging businesses, we have created our Emerging Business Program (EBP). Under that program, we partner with selected emerging businesses by providing a special package of rates and services to assist them through the early stages of their lives when they face myriad questions and decisions but have not received significant funding.

Under our program, for up to a year we charge qualifying emerging business client rates that are more than 15% lower than our already reasonable standard rates. We also provide the first twenty hours of our services, which are usually vital to making sure the business' structure is properly in place and it is in a position to receive initial capital funding and enter into strategic agreements, on a buy one hour, get one hour free basis, using a blended discounted rate of \$250 per hour. As a result the emerging business knows that it can get essential initial work done for a total fee of \$2,500 (the "Initial Fee") for the first 20 hours of our work.

Participants in the EBP will receive guidance from experienced attorneys. A partner will be responsible for the team providing services to participating businesses and will be actively involved in the representation, in the development of the business' strategy and in major decision making, as well as being readily available to discuss all questions and concerns.

So how does a business qualify for the EBP? By meeting the following requirements:

- Participants must be either existing companies at an early stage or founders of a company not yet incorporated.
- Participants must have an initial draft business plan for their business, which they have submitted, to our affiliate, Renaissance Partners, LLC, for review and evaluation. Business plans can be summary in nature but they should briefly describe the business, any technology or innovation it has or is developing, the need and market it intends to address, including the size of the market and its ideas concerning revenue generation from that market, the anticipated cash needs of the business and potential competitors and possible purchasers of the business assuming it is successful. **Projections should also be included to the extent they have been developed.** Plans can be submitted either at www.renaissance-partners.com or via mail or overnight delivery service to:

Renaissance Partners, LLC
1001 Liberty Avenue, 11th Floor
Pittsburgh, PA 15222
Attention: Emerging Business Program

If accepted, participants will become clients of Keevican Weiss Bauerle & Hirsch LLC and will be expected to agree to its standard EBP engagement letter and to pay a retainer of \$3,000, which represents anticipated out-of-pocket organization costs of \$500 and an amount equal to the Initial Fee.

Keevican Weiss Bauerle & Hirsch LLC reserves the right at its sole discretion to accept or reject applicants.

Keevican Weiss Bauerle & Hirsch is a client service law firm that provides business and entrepreneurial clients the full range of legal services and, through its subsidiary Renaissance Partners, LLC, offers access to the capital markets. For more information please visit:

<http://www.kwbhlaw.com> and <http://www.renaissance-partners.com>