

DISRUPTIVE TECH COUNSEL



INNOVATE. DISRUPT. REPEAT.

USE CASES
&
RECENT ENGAGEMENTS

Global Capital provides legal & strategic counsel to clients who develop, commercialize, finance or use Disruptive Tech, including, e.g., scaleups, investors, enterprises and law & other professional firms

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1 HOW SCALEUPS USE GLOBAL CAPITAL





SCALEUP USE CASES BASED ON . . .

PACKAGED SERVICES

We tailor a package of legal services according to the needs and growth phase of the client.

INTERIM GENERAL COUNSEL

We draft & negotiate all agreements, coordinate specialized outside counsel and create templates and internal processes.

A photograph of terraced rice fields in a valley, with a person visible in the distance. The fields are lush green and yellow, and the background shows a clear blue sky.

USE CASE: GENERAL COUNSEL FOR EU SCALEUP

Multiple clients engaged us to serve as part of senior management and manage all legal matters, e.g., drafted all key agreements such as XaaS, tech dev, employment, e-commerce agreements and GDPR and other policies; developed internal procedures; and created and helped implement the strategic plans for rapid EU expansion.



USE CASE: EU STRATEGIC ALLIANCES

General counsel of an EU platform PaaS engaged us to develop the EU & NA expansion strategy and find strategic tech dev partners. We then helped integrate our client's PaaS with the tech services of distribution partners for critical verticals in these markets

A vertical photograph on the left side of the slide showing terraced rice fields. The terraces are filled with green rice plants, and the background shows a clear blue sky. The fields are arranged in a series of steps that descend from the top left towards the bottom right.

USE CASE: COORDINATING COUNSEL FOR \$1M ROUND

As coordinating counsel we selected & supervised a global law firm to represent our US AI client in a \$1m angel round from a non-US VC fund



USE CASE: INTEGRATING AI, & BLOCKCHAIN FOR MARKETING & E-COMMERCE STARTUP

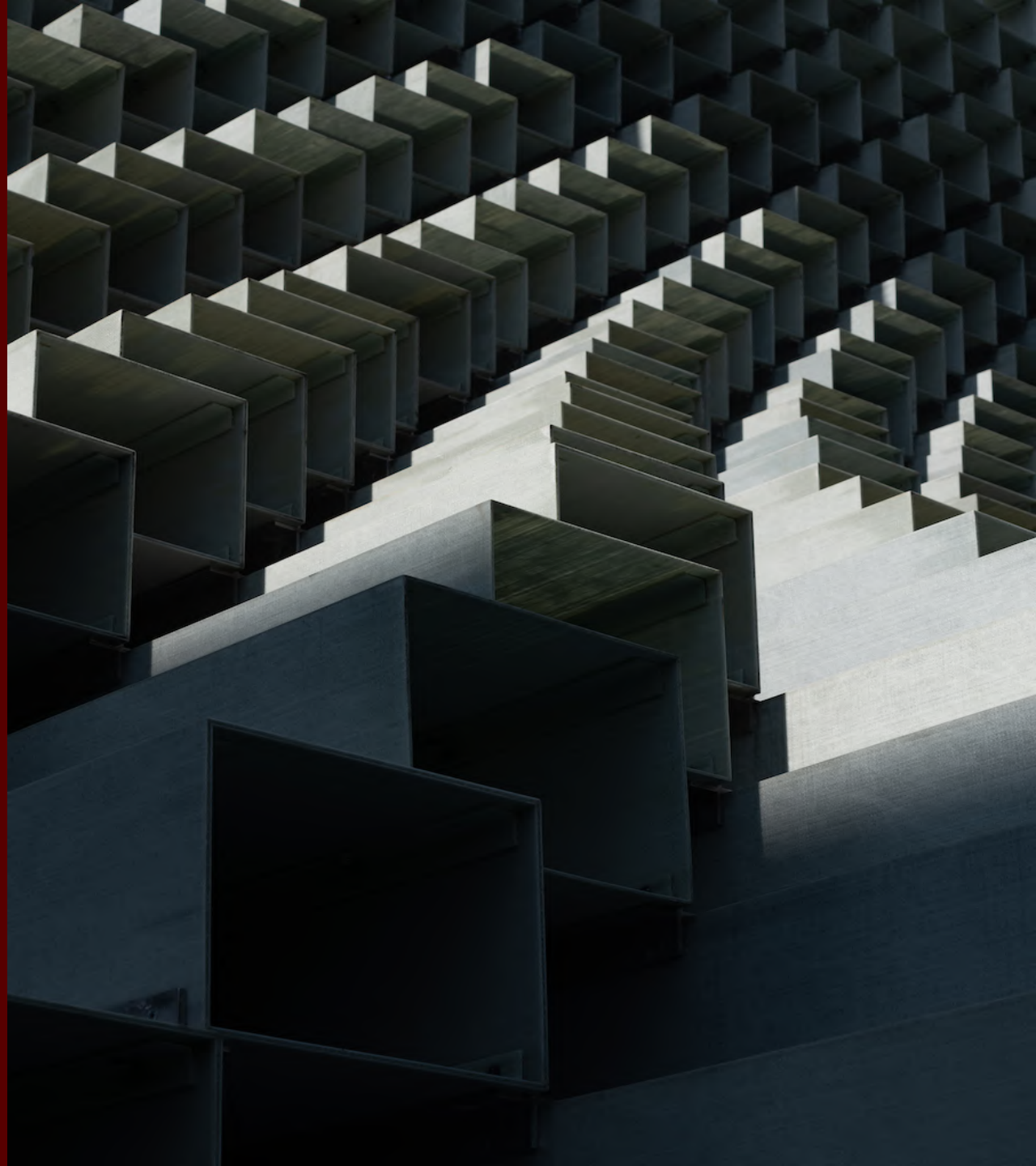
We were engaged to bring together innovative companies to integrate AI & DLT to develop an advanced marketing platform and then handled all related agreements

A photograph of terraced rice fields, showing multiple levels of green rice plants growing on a hillside. A person is visible in the distance, standing on one of the terraces. The sky is a clear, light blue.

USE CASE: STRATEGIC COUNSEL TO LAUNCH A
TRAINING XR COMPANY

We were engaged to help form a training XR startup, integrate its various technologies, advise on fund-raising, negotiate with strategic partners and manage alliance plan

2 HOW INVESTORS USE
GLOBAL CAPITAL





INVESTORS ENGAGE US

- As GC for their portfolio companies
- As “Coordinating Counsel” for investments/exits
- As specialized counsel (for disruptive tech agreements for their portfolio companies; for international expansion; and for *them* (GDPR, IP, etc.))
- To identify investment candidates—scaleups & startups
- To seek and engage with strategic partners for portfolio companies
- To find or serve as interim management or as portfolio board members



USE CASE: TRANSNATIONAL M&A

In a transnational M&A deal a
VC fund engaged us to
coordinate counsel in three
jurisdictions representing
acquiror,
target and other entities



USE CASE: PRIVATE EQUITY FUND COUNSEL

Engaged by an EU private equity fund in four countries we:
revised numerous EU agreements across the EU;
revised templates; implemented GDPR; trained staff and advised on document management systems



USE CASE: ANGEL INVESTORS EARLY EXITS

On several occasions for angel investors we advised on early exits from struggling tech companies and helped reorganize capital structure



USE CASE: BLOCKCHAIN ACCELERATOR
& VC FUND FORMATION

We advised on forming a
blockchain accelerator and trans-
EU VC fund for DLT
implementation investments

3 HOW ENTERPRISES USE
GLOBAL CAPITAL





ENTERPRISES USE GLOBAL CAPITAL

Draft/negotiate/review disruptive tech agreements (e.g., XaaS/XR/AI)

Conduct due diligence

Refer tech matters to us

Refer us to their regular counsel

Seek our help in certain jurisdictions

Seek our strategic consulting advice

Ask us to train their lawyers

Need additional professionals on an interim basis



USE CASE: WHEN HQ CALLED US

The CEO of an EU enterprise asked us to seek transborder strategic tech dev partners, draft and negotiate XaaS and other tech/licensing/distribution agreements and coordinate with marketing



USE CASE: MEDIA ENTERPRISE DIGITAL INITIATIVE

As a result of a “beauty contest” we were engaged to serve as corporate and commercial counsel for a large digital media subsidiary, negotiating all content, marketing and tech back-end agreements



USE CASE: VR/AR TRAINING DEVELOPMENT

An enterprise was in discussions with a vendor to develop VR/AR training tech

Global Capital worked with both companies on tech specs, deliverables and IP allocation and then revised the agreement



USE CASE: WHEN HQ CALLED US

The CEO of an EU enterprise asked us to seek transborder strategic tech dev partners, draft and negotiate XaaS and other tech/licensing/distribution agreements and coordinate with marketing



USE CASE: WHEN HQ CALLED US

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4 HOW LAW FIRMS USE GLOBAL CAPITAL





LAWYERS USE GLOBAL CAPITAL

- Include us in their teams (subcontractor)
- Refer tech matters to us
- Refer us lower-fee projects
- Seek our help in certain jurisdictions
- Ask us to help train their lawyers
- Engage our lawyers on an interim basis when workloads increase
- Work with our clients on “bet-the-farm” matters
- Engage us for due diligence



USE CASE: APP/API DEV FIRM JOINT CLIENT

A large law firm worked with us to represent an App/API dev firm in its launch of mobile apps and enterprise/data center APIs for AI and data mining. We were responsible for all tech, dev and alliance agreements



USE CASE: WHEN ITALIAN LAW FIRM CALLED US

An Italian law firm representing Italian company being acquired by a US company referred us to controlling investors to represent them in the sale



USE CASE: WHEN WE CALLED AN ITALIAN LAW FIRM

While representing an Italian client on spin-offs in the US, we called on an firm with central European expertise for a spin-off there, along with handling impacts under Italian law

5 SOME RECENT ENGAGEMENTS



PROJECTS RIGHT NOW

international **AI** startup | blockchain & **AI** integration | petcare
telemedicine PaaS | transnational **M&A** transaction | contact center
platform | **VR** platform | event planning platform | **B2B** platform |
venture fund formation for blockchain | international alliance
program | tech agreements for **AI** startup | XR healthcare platform
| **EU** tech acquisition fund | patent advisory & acquisition firm

More at globalcaplaw.com/engagements



A QUICK LOOK AT SOME OF 2019

Serve as interim general counsel for EU AI scaleup | negotiate international reseller agreements | advise on AI/blockchain integration | negotiate medtech startup tech dev agreements & “design bible” | structure JV for VR & analytics companies | draft TOUs & GDPR/CCPA policies for multiple companies | launch international strategic alliance program | negotiate AI startup tech agreements & seed round | advise on launch of EU tech company US sub | structure cloud-based tech spinoff | negotiate data analytics company tech dev & XaaS agreements

More at globalcaplaw.com/engagements
&
[HTTPS://TINYURL.COM/GLOBALCAPITAL](https://tinyurl.com/globalcapital)



6 CONTACTS & RESOURCES

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