

Bird & Bird & Wellness

Your bespoke Business Support Package



Bird & Bird has a proven track record in helping ambitious SMEs achieve their strategic goals.

Drawing on our extensive experience in supporting SMEs and growth stage businesses, we have created a full-service, fixed cost support package specifically tailored to the Wellness industry, addressing the key legal issues you need to consider, from launch to exit.

How do we add value?

Starting and scaling a new venture is an exciting journey that can generate unexpected challenges. Overcoming legal hurdles, inevitable with any growing business, can feel like a distraction from the crucial activities of getting your product to market or marketing your services. Investing in legal support to help you address these issues strategically and commercially will ultimately ensure your business is better-placed for success.

With more than 1,200 lawyers in 28 offices across Europe, the Middle East and Asia and clients based in 118 countries worldwide, we specialise in combining market leading expertise across a full range of legal services on an international basis. Our dedicated team of 'Wellness lawyers' are experts in the field and become trusted advisors to our clients, combining passion and insight with in-depth understanding and legal knowledge.

Innovative ways of working

We see the potential in early stage companies and understand the value of building a long-term relationship with our clients. We know complete visibility on fees is essential to any business and work with clients to agree bespoke fixed fee project plans to suit a wide range of budgets and deliver the results your business needs.

We have designed our support package for Wellness businesses with the special challenges of the industry in mind – we create a bespoke team of lawyers to help you deal with these challenges, and provide a project lead to ensure you also have a central point of contact.

The three tiers of success

The most successful start-ups & SMEs we have worked with have turned great ideas into greater businesses. These companies understand the need to strategically focus on three key areas of activity.

Excellence in product development

- Brand strategy & IP acquisition
- Robust supply chain terms
- Ensuring regulatory compliance
- Protecting trade secrets & know-how
- Web reputation management

Effectiveness in sales and marketing

- Balanced Terms and Conditions
- Favourable negotiation outcomes
- Distribution and agency arrangements
- Data protection & management
- Easy-to-read client/consumer policies

Securing finance for growth

- Seed and crowd funding
- Angel and VC investment
- Corporate & Tax structuring
- Government and grant funding
- Exits and IPO

Your key contact

Please do not hesitate to get in touch should you have any questions about our Wellness business support package.

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Associate

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Let's get down to business

Our Wellness support package can be tailored to the specific needs of your business. Tick the boxes that are most relevant to your business in its current growth stage: this will support our conversations with you and help to structure your bespoke support package and associated fixed cost.

Pre-investment
Intellectual Property <ul style="list-style-type: none"><input type="checkbox"/> General brand strategy advice<input type="checkbox"/> Trade mark/design applications<input type="checkbox"/> Patentability queries<input type="checkbox"/> IPR assignment agreements<input type="checkbox"/> Advice on IPR disputes/infringements<input type="checkbox"/> Non-disclosure agreements/trade secrets
Corporate <ul style="list-style-type: none"><input type="checkbox"/> Shareholders agreement/documents<input type="checkbox"/> Review existing corporate documentation<input type="checkbox"/> Investment deck advice<input type="checkbox"/> Corporate structuring advice
Employment <ul style="list-style-type: none"><input type="checkbox"/> Existing employment documentation<input type="checkbox"/> Service agreements (founder; senior executive; employee)
Commercial <ul style="list-style-type: none"><input type="checkbox"/> Distribution/Supply agreement<input type="checkbox"/> Payment services regulations<input type="checkbox"/> Consumer law advice/e-commerce advice<input type="checkbox"/> App audit<input type="checkbox"/> Website T&Cs
Tax/Employee Incentives <ul style="list-style-type: none"><input type="checkbox"/> Entrepreneurs' relief<input type="checkbox"/> SEIS and EIS<input type="checkbox"/> R&D funding/Patent Box<input type="checkbox"/> Tax incentives<input type="checkbox"/> Options
Investment-related
<ul style="list-style-type: none"><input type="checkbox"/> External investment – friends & family; seed financing; angel/VC<input type="checkbox"/> Term sheet<input type="checkbox"/> Due diligence<input type="checkbox"/> Investment documents<input type="checkbox"/> Drafting letter of application for shares<input type="checkbox"/> Assistance with disclosure<input type="checkbox"/> Drafting ancillary documents<input type="checkbox"/> Completion

Post-investment
Intellectual Property <ul style="list-style-type: none"><input type="checkbox"/> International trade mark filings<input type="checkbox"/> Sponsorship/Licensing deals<input type="checkbox"/> Product endorsement<input type="checkbox"/> Social media/Web reputation management<input type="checkbox"/> IPR enforcement/take down strategy
Commercial/Data Protection <ul style="list-style-type: none"><input type="checkbox"/> General commercial advice<input type="checkbox"/> Data protection – GDPR audit<input type="checkbox"/> Procurement T&Cs<input type="checkbox"/> Website/app T&Cs<input type="checkbox"/> Partner agreement
Corporate <ul style="list-style-type: none"><input type="checkbox"/> Company secretarial<input type="checkbox"/> Appointment and removal of directors<input type="checkbox"/> Investment series A/B/C<input type="checkbox"/> Buyout/Mergers & Acquisitions<input type="checkbox"/> IPO
Employment <ul style="list-style-type: none"><input type="checkbox"/> Payroll and PAYE<input type="checkbox"/> Pensions

Tell us about your business

Where are you looking to get to with your business in the next 3-5 years?

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How long have you been running the business?

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What is your current revenue/turnover (approx. GBP)?

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What are your funding intentions?

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Where the business is based?

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