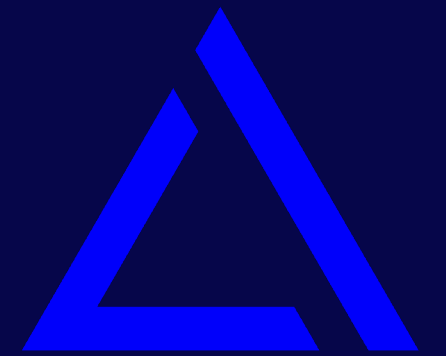


Aiternalex **Startup Advisory Program**

PRESENTATION DECK

Aiternalex and «legal engineering»



Aiternalex is an innovative law firm that builds its strength on the interdisciplinary approach.

To navigate the complexity of today's world, the firm has brought in **tech and strategy & management** expertise to offer its clients a service that covers their entire value chain.

From the study of the **legal compliance**, through the **technological optimization** of the service/product, to the **design of the strategy and business model**, our clients are followed in all the areas that determine their success.

Legal Engineering is the tool through which companies and startups can overcome the challenges posed by the market and **unlock 100% of their potential**.



**LEGAL
COMPLIANCE**

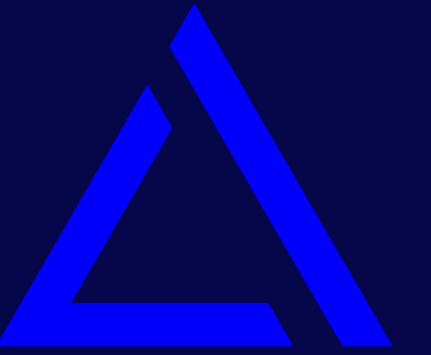


**STRATEGY &
MANAGEMENT**



**TECH
INNOVATION**

Startup Advisory Program



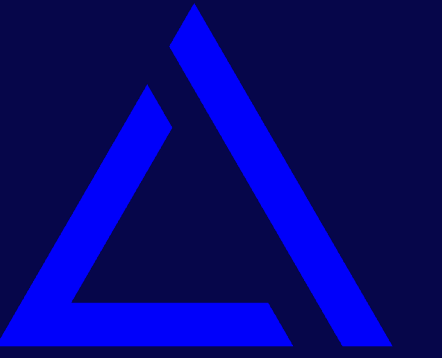
The **Startup Advisory Program** (SAP) is a service designed for **pre-seed, seed, post-seed** and **series A** startups to help them improve their strategy and business model, optimise their products/services and attract capitals to accelerate growth.

- **Mentoring** Definition of the best strategic and technological path to follow and design of the product/service to fit current regulations.
- **Operative support** Drafting of business plan, business model, financial planning, legal support with investors and partners, study of technological improvement path.
- **Networking** Access to our network of investors, potential business partners, communities and professionals.

The Startup Advisory Program is divided into

Acceleration program

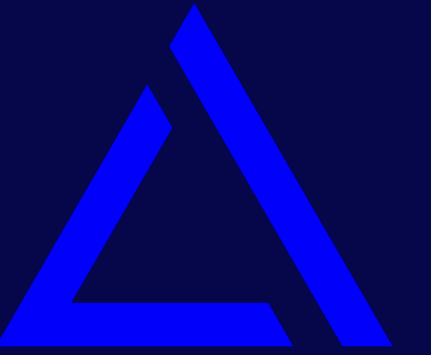
Consulting services



ACCELERATION program

Our goal is to succeed in the fundraising. We put our skin in the game by investing our time and skills in every startup we select and our success fee is unlocked only if the funding round is achieved.

Evaluation process



DISCOVERY & SELECTION

We dedicate up to **4h of free consulting** to all startups we interview.

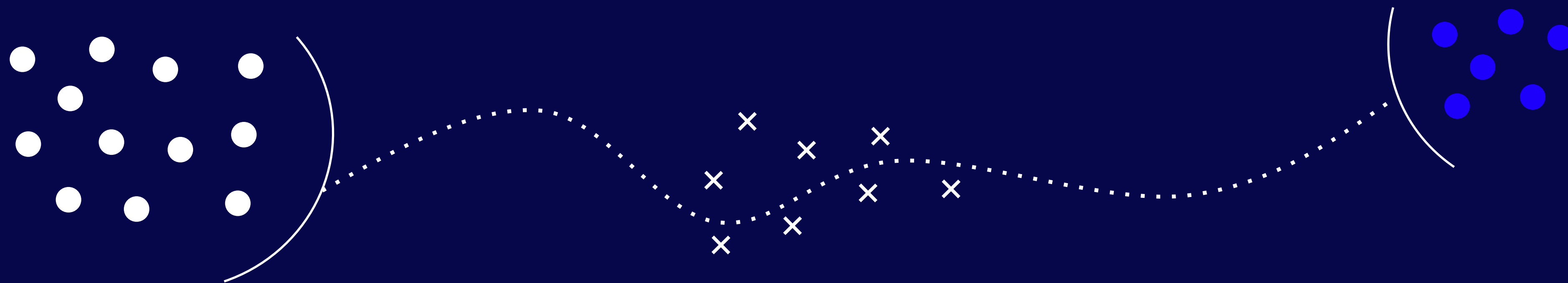
- 1.5h meeting to well-understand how the business idea works.
- 1h internal debriefing to gather insights from the team and in-depth considerations.

At the end of this phase, we present selected startups with the **Highlight Review Table (HRT)**, a document that summarizes the tech, legal, and business needs that emerged in the discovery phase in a 1.5h call.

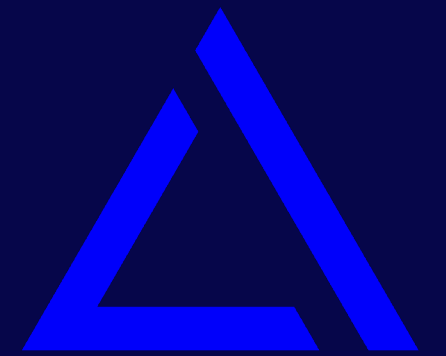
SELECTION (shortlist)

Startups receiving HRT will be evaluated internally by the team and the most promising will be sent a follow-up questionnaire, after which, the best ones will be shortlisted.

All selected (shortlisted) startups will be offered participation in the Aiternalex Acceleration Program.



Acceleration phase



01 ASSESSMENT & IMPROVEMENT

4 weeks

In-depth analysis of the legal, financial, operational, and technological aspects of the startup through legal engineering to identify key improvements.

02 BUSINESS PLAN

Support in drafting the business plan, integrating key improvements into the document (and business model), drafting the financial plan and pitch deck to face the fundraising stage.

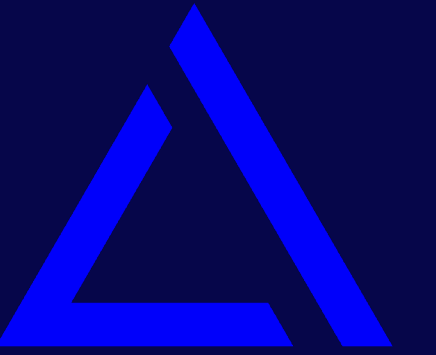
03 PITCH DECK

8-12 weeks

FUNDRAISING STAGE

Support in building the fundraise, investor relations, term sheet negotiation and matchmaking with potential business partners.

Achievements



6+

**MLN € IN
FUNDRAISING**

from 2020 to Q2 2024

100+

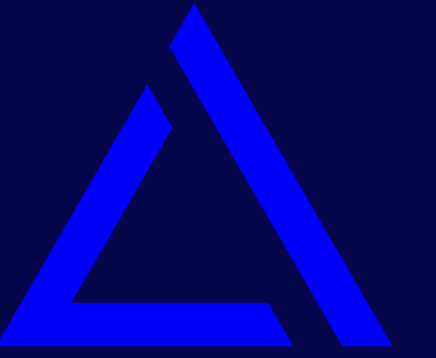
**STARTUPS
ANALYSED**

>

5

**STARTUPS
SELECTED**

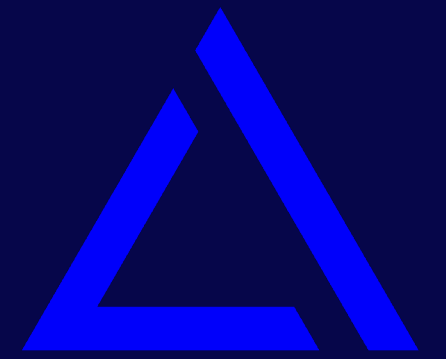
Q2 2024



CONSULTING services

The Startup Advisory Program is also designed to deliver specific services to startups that need timely support on one or more of their business issues. Through legal engineering, Aiternalex solves the client's need and returns a result that integrates its three distinctive subject areas (tech, legal, and management) by going beyond its assignment.

Our consulting services



We dedicate **1.5h of free discovery** to all startups in order to contextualize the problem presented against the whole business to get a complete picture of the state of the art.

LEGAL COMPLIANCE



- Review of **term sheets**
- Review and drafting of **contracts**
- **Know-how protection**
- Startup **office opening**
- **Foreign office** opening
(internationalization)

STRATEGY & MANAGEMENT



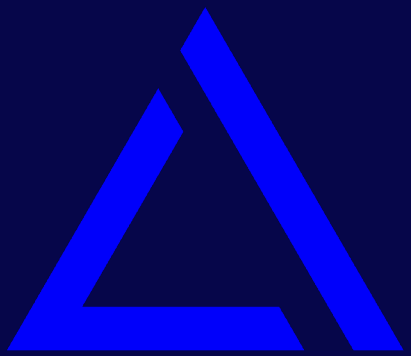
- **Business plan** drafting
- **Financial planning**
- **Project management**
- **Business model** improvement
- **Matchmaking** with investors
and/or potential business partners

TECH INNOVATION



- Product/service **tech assesment**
- Product/service **optimization**
- **AI and ML** model design
- **Smart-contract and dApp** creation

Team & Industry



Giovanni Gaeta
Legal



Nicolò Shargool
Legal



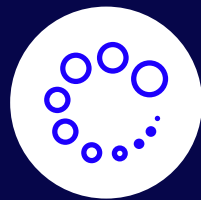
Dario Pescatore
Tech



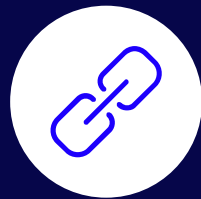
Matteo Marchesini
Strategy & Management



Simone Facco
Strategy & Management



Artificial Intelligence



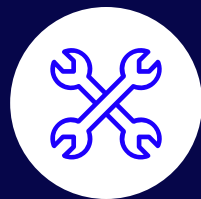
Web3 & Blockchain



Big Data



Healthcare



Industry & Manufacturing



Aerospace & Defense



Sustainable Energy



Startup Advisory Program



LinkedIn