

# Video games, sports and entertainment

< All sectors

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Startups are fully integrated into the modern economic fabric. Some of them have even become catalysts for the most innovative and disruptive of projects, especially in the world of digital, data and technology. Depending on their activities, they are sometimes required to navigate highly regulated markets. We advise founders, investors, and other stakeholders throughout the entire startup lifecycle.



## Advising startup founders

Simont Braun has lengthy experience working with **startups**. We accompany founders throughout their journey, from polishing their idea before launch, ensuring that it is both legally compliant and commercially feasible, to helping them grow and expand their business internationally. Our guidance starts with a comprehensive understanding of the startup's project in all its technical, commercial and human aspects.

We advise on co-founder alignment and help determine and set up the appropriate corporate structure. This includes drafting the company's articles of association, a shareholders' agreement or a subscription agreement, as well as any other ancillary agreements such as management agreements.

## Startup funding

Simont Braun advises both founders and investors through all investment phases. Our lawyers frequently assist in startup funding rounds. This might start in the earliest stage of funding (pre-seed funding), followed by the startup's first seed round, further all the way with series A, B and C funding rounds, up until an Initial Public Offering (IPO).

Our lawyers are also very familiar with convertible loans and other alternative financing mechanisms typically used within the context of startups.

## Startup regulatory and market constraints

We enjoy in-depth knowledge of the regulatory and market constraints. Our multidisciplinary team notably provides day-to-day support to disruptive startups seeking to enter the highly regulated banking and financial market.

Our lawyers are familiar with the most significant (Fin)Tech innovations such as blockchain, crowdfunding, peer-to-peer lending, cryptocurrencies, etc. and are well integrated within the tech community.

We maintain excellent contacts with the Belgian regulators, a vital factor when a startup requires a licence to commence operations.



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01 FEB 2022



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