Perfect Equity Splits for Early-Stage Bootstrapped Startups

Total: **54 Minutes**

Speakers:
Mike Moyer & Matthew Rossetti

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Attorneys counseling startup clients should be aware of the emerging Slicing Pie method of equity splitting. Slicing Pie is a universal, one-size-fits-all solution for the allocation and recovery of equity in early-stage, bootstrapped startup companies. It is used by thousands of startups all over the world to create a perfectly fair equity split between founders and early participants. Unlike virtually all other models for splitting equity which are based on predictions of future events to create "fixed" equity splits, the Slicing Pie model is based on easily observable events as they happen because it is a dynamic equity split model. Fairness is a matter of fact, not opinion. And, because everything in business can be quantified in terms of fair market value, business facts can be observed in real time making perfect fairness an absolute reality using Slicing Pie.

Topics include:

- Overview of traditional equity splitting models (8 min.)
- Slicing Pie equity splitting (10 min.)
- Optimal legal agreements (10 min.)
- Corporation forms for startups (10 min.)
- Determining fair market value (10 min.)
- Investor issues (6 min.)

Total: 54 minutes

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Presenter: Matthew Rossetti

Matt was an active entrepreneur while he attended law school at Chicago-Kent College of Law and co-founded PayPrior.com. Matt was a Wellgates International Distinguished Scholar and earned his J.D. with honors in just two years. He also clerked at Sweetnam LLC where he assisted with the prosecution of complex class action matters. After obtaining his law license in May 2012, Matt continued working with Sweetnam LLC as Of Counsel before moving on to solo practice.

In 2012, the Sigma Nu Tau Entrepreneurship Honors Society at the Illinois Institute of Technology honored Matt by inducting him as a Charter Entrepreneur Member. Matt has pitched companies at the Chicago Lean Startup Challenge and has volunteered at several business incubators in Chicago. In 2013 Matt met entrepreneur, venture capitalist, and Northwestern University and the University of Chicago Booth School of Business professor Mike Moyer. Mike is the author of Slicing Pie, which provides a framework for entrepreneurs to fund their startups with equity instead of cash. Matt is a Slicing Pie Lawyer and has consulted hundreds of attorneys and entrepreneurs around the world on the principles of Slicing Pie. He is one of the first attorneys to experiment with dynamic equity.

Matt is an entrepreneur and was inducted into the Young Entrepreneur Council (YEC) and was a founding member of the Forbes Legal Council in 2015. He was also recognized by the Illinois Supreme Court Commission on Professionalism for civility in and outside of the office in November of 2016. Matt has over a decade of experience with digital marketing, software development, and e-commerce. He formerly managed digital operations for what is now Tronc where he served the Los Angeles Times and Chicago Tribune. Matt is also a lifelong inventor and held a provisional patent for a novel business method and mobile device application that appraises elements and compounds based upon real-time market prices. In 2019, he accepted an adjunct professor position at IIT Chicago-Kent College of Law where he teaches a seminar course called Emerging Technologies that focuses on cutting edge issues at the intersection of technology and law. In 2021 Matt joined Gordon Law Group, Ltd. where his practice continues to focus on helping entrepreneurs and startups.

Matt has continued his entrepreneurial endeavors to this day. He has a passion for architecture, engineering, and design. He is an avid fan of motorsports and boxing. He is also a conservationist and serves as General Counsel to the Council on Tall Buildings and Urban Habitat and the Chicago Chapter of the Council on Tall Buildings and Urban Habitat.

Presenter: Mike Moyer

Mike MoyerMoyer is the author of eight books that provide structured advice to people who want to solve specific problems like splitting equity in their startup company or delivering an awesome sales pitch. He mostly writes and speaks about business and entrepreneurship.

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In addition to writing and speaking, Mike is the founder of Fair and Square Ventures, LLC where he invests in early-stage ventures and provides consulting focused on management and revenue generation.

Mike has been an entrepreneur who has started a number of companies including Bananagraphics, a product development and merchandising company, Moondog, an outdoor clothing manufacturing company; Vicarious Communication, Inc, a marketing technology company for the medical industry; Cappex.com, a site that helps students find the right college and MosquitOasis which creates camping gear for kids. In addition to his experience as an entrepreneur he has held a number of senior-level marketing positions with companies that sell everything from vacuum cleaners to financial data services to motor home chassis to luxury wine.

He teaches entrepreneurship at the University of Chicago Booth School of Business and Northwestern University. Mike is the author of Slicing Pie, Pitch Ninja, How to Make Colleges Want You, College Peas, and Trade Show Samurai. He has an MS in integrated marketing from Northwestern University and an MBA from the University of Chicago. He lives in Lake Forest, Illinois with his wife and three kids.

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