

A man with a beard and curly hair, wearing a green sweatshirt, is covering his eyes with his hands. He has a slight smile on his face, suggesting a moment of joy or relief. The background is a workshop or garage with various tools and equipment visible.

The Right Way to Found Your Company

How to Avoid the Biggest Mistakes

About Foundera

Foundera is a corporate startup of *Die Mobiliar* with the Mission to support people when they found their company and beyond.

We offer tailored, personal advice and a strong partner network.

It is our conviction that companies are more successful when founders can focus on their business and their strengths.



Uwe Scheunemann
Senior Consultant



Dario Morf
Managing Director

Where on the foundation journey are we today?



Agenda

In this webinar, you will discover...

- ✦ ...the **pitfalls to avoid** when selecting a **legal form**
- ✦ ...how to **protect your interests**, capital, and shares
- ✦ ...the **right moment** to incorporate your company to **mitigate financial risks** and **save precious time**
- ✦ ...a **Q&A session** with our consultants to address your unique situation

Legal Forms in Switzerland

Which legal forms are there?

Private Companies:

Sole Proprietorship (Einzelfirma)

General Partnership (KLG)

Kommanditgesellschaft

Incorporated (Capital) Companies:

LLC (GmbH)

PLC (AG)

Cooperatives

Associations

Legal Forms in Switzerland

What is important when choosing a legal form?

Reputation

Liability

Anonymity

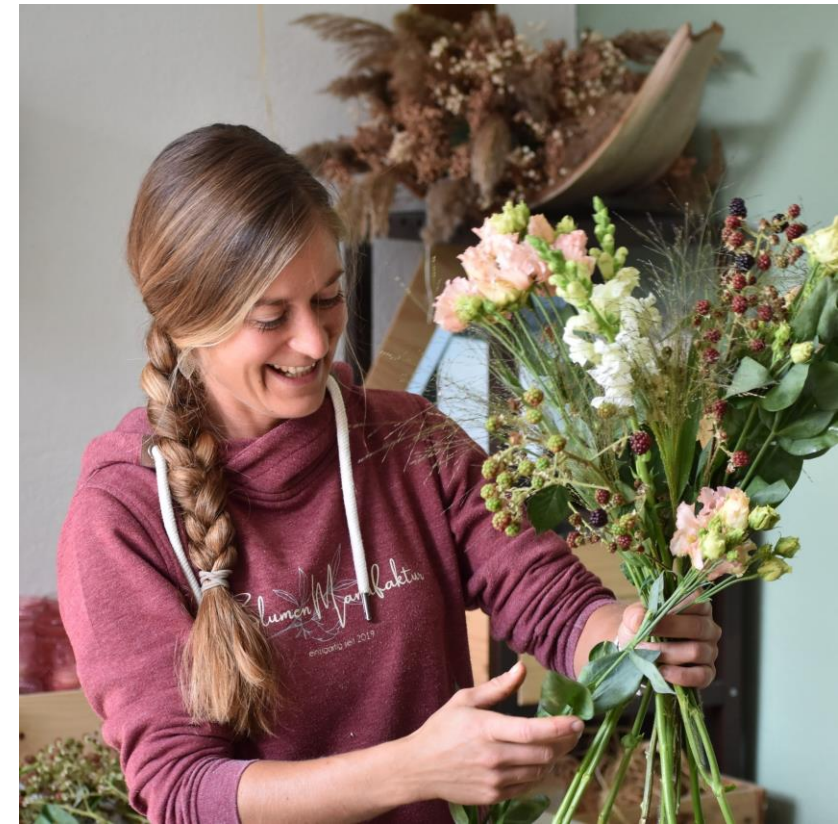
Growth Potential

Capital
Requirements

Co-Founding

Taxation

Attractiveness for
Investors



Legal Forms in Switzerland

Advantages & Disadvantages

| | Sole Proprietorship | GmbH | AG |
|------------------------------|----------------------|--------------------|--------------------|
| Capital Requirements | - | 20k | 100k |
| Liability | unlimited & personal | limited to capital | limited to capital |
| Growth Potential | low | medium | high |
| Attractiveness for Investors | - | low | high |
| Co-Founding | - | possible | possible |
| Reputation | low | medium | high |
| Taxation | income | profit & income | profit & income |
| Anonymity | - | - | possible |

How to protect your interests?

Start Small

grow fast

Successful Swiss startups managed by founders (digitec, On, Nikin, ...) managed to have a profitable business before they got big.

It's easier to scale an already working business case than to force an in-deficit business into profitability by growth.

Stay independent

as long as you can

If you want your startup to be your company, don't look for investors right from the get-go.

Your vision will quickly be altered by investor interests if you give up more than a few shares.

Once you prove your case, investment offers will get interesting.

Prepare for the worst

and hope for the best

You and your co-founders or investors are a team. Until you are not.

Make sure there are contracts in place that protect you and the business in the case of a disagreement.

An unfriendly takeover can be more expensive than a divorce.

The right time to start is...



Now

Ready to found your company?

Book a **free initial consultation** with Foundera and get a **20% discount on your foundation** with the code **SSA20**.



Q&A

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