



Business Planning

Therese H. Maynard, Dana M. Warren

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Through the use of a simulated deal format, **Business Planning: Financing the Start-Up Business and Venture Capital Financing** gives students a real-world appreciation of the "life cycle of a deal." This unique casebook exposes students to the typical life cycle of the types of business transactions that corporate lawyers work on as part of their daily practice. Students will gain a meaningful sense of the role of the lawyer in the deal-making process, including the ethical dilemmas that are common and exclusive to the practice of law in a transactional rather than litigation setting.

Written by Therese Maynard, Professor of Law, an accomplished classroom teacher and established author, and Dana Warren, Director of Loyola's Business Law Practicum, who has represented growth companies and venture capital investors for over 25 years, this exceptional casebook:

- **integrates the teaching of transactional lawyering skills with the presentation of new substantive law** that is critical to the success of a first-year corporate lawyer practicing in a transactional setting
- focuses on the use of strategic joint ventures and venture capital funding to finance new, start-up businesses and **demonstrates how to analyze both the legal issues and the business considerations** that must be taken into account in planning the structure and negotiating the terms of a capital-raising transaction
- provides **prepared graded memo assignments that are representative of the work assignments expected of a first-year corporate lawyer practicing in a transactional setting**
- assignments ask students to apply their mastery of the substantive knowledge in the context of giving advice to the business client who seeks to complete a capital-raising transaction

This one-of-a-kind casebook bridges the gap between law school and practice. **Business Planning: Financing the Start-Up Business and Venture Capital Financing** offers a new and innovative approach to educating today's law students so that they will be well prepared to begin the practice of law in a transactional setting.

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