

An aerial photograph of a city, likely Munich, Germany. The central focus is the Gothic spire of St. Peter's Church (St. Peter's Church) and the red-tiled roof of the Frauenkirche. The city is densely packed with buildings, and the sky is blue with scattered white clouds. The word "Foundrise" is overlaid in a large, black, serif font across the center of the image.

# Foundrise

INVESTING IN THE FUTURE



# EMPOWERING FEMALE FOUNDERS TO SECURE FUNDING



FUELING  
GROWTH



BUILDING  
BONDS



RESHAPING  
BUSINESS

# Who are you?



# Today's menu

Preparing for Due Diligence:

Key Considerations for Founders in 2025



Marc Laukemann



Your  
Questions

# MUNICH FOUNDER BREAKFAST

24th January in Velvet Space

Foundrise



Preparing for Due Diligence:  
Considerations for Founders in 2025

**lfr**

Wirtschaftsanwälte

Speaker: Marc Laukemann

**lfr**  
Wirtschaftsanwälte

**Dr. Marc Laukemann**

Lawyer & Founder

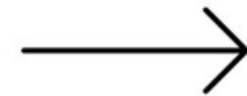
LFR Laukemann Former Rösch Rechtsanwälte Partnerschaft mbB

[www.lfr-law.de](http://www.lfr-law.de)

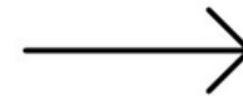
# Is founding a company like getting married?



You think you know  
your co-founder –  
like a soulmate.



You trust your idea –  
like your love story.



But then: disagreements,  
broken promises, and the  
need for a good lawyer.



# Who am I, and why you should listen to me?



Dr. Marc Laukemann

Lawyer, Founder, Survivor of Startup Chaos

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20+ years as a corporate lawyer, specializing in founders' disputes and VC negotiations

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Personal experience:



Launched a wellness app in 2019 (failed due to COVID)



Pivoted to \*L'éviveLabs\*, a longevity startup

<https://levivelabs.com>

Why founding a GmbH early is like buying an umbrella before it rains

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Protects you from liability -no personal assets at risk

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Clarifies ownership: IP, money, and future profits

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Sends a signal to investors: 'We mean business.'

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# Your startup's Tinder profile for investors



What goes in:

- § Financials (clean and clear)
- § IP ownership documents
- § Team contracts
- § LOIs, client agreements



Rule: Only upload what you can defend.

Checklists available:  
(external links)



# The X-ray of your deal: What Due Diligence reveals

Careful examination and analysis of a company, in particular with regard to its



economic legal tax



financial

circumstances carried out by a potential buyer of a company

# Due Diligence – Would you buy a house without inspecting the foundation?

## 1. PreparatoryPhase

- § Objectives
- § Internal Preparation

## 3. NegotiationPhase

- § Data Room Set-up
- § **Due Diligence**

## 2. Marketing Phase

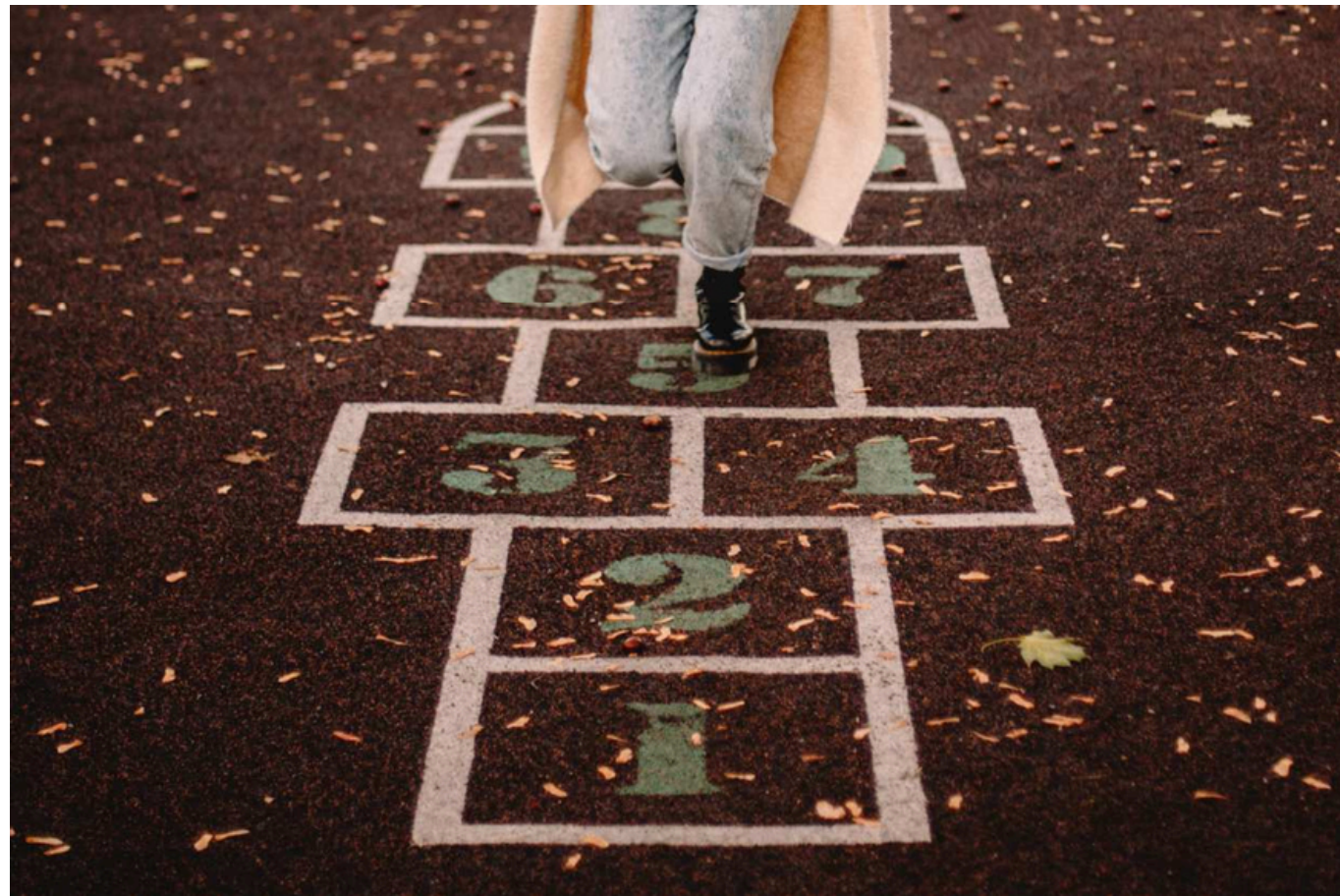
- § Searching for investors
- § NDA
- § LOI

## 4. ContractualPhase

- § Final negotiations
- § Contract formation



# Step by Step: The Anatomy of a Due Diligence Process



- 1 Initial Kick-Off
- 2 Data Collection and Documentation
- 3 Data Analysis
- 4 Risk Identifikation
- 5 Management Interviews
- 6 Final Report
- 7 Negotiations and Decision-Making



# Key-Areas to focus on before Due Diligence



- § Contracts
- § LOIs document
  - Partnership discussion
  - Potential client interest
- § Supplier agreements

*Verbal promises impress no one—investors want receipts*



- § Register your trademark
- § Secure your domains
- § Assign all pre-GmbH IP to the company

*Forgetting to transfer IP leads to chaos during investor talks*



- § Financial readiness
- § Prepare clean records



- § Operational readiness
- § Scalability, processes and systems



When in doubt, trust the experts -like GESSI

Avoid wasting weeks on contract details

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Use startup-friendly templates like GESSI

<https://standardsinstitute.de/en/standard-documents>

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Example: Long negotiations often kill momentum

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# How not to sell your soul -or your startup



Never give away too many shares early



Keep founder control (majority shares + veto rights)



Plan for future rounds:  
§ § Prepare for 'burn rate' stress  
Negotiate follow-up funding options

## Three truths every founder must embrace



1. Timing is everything

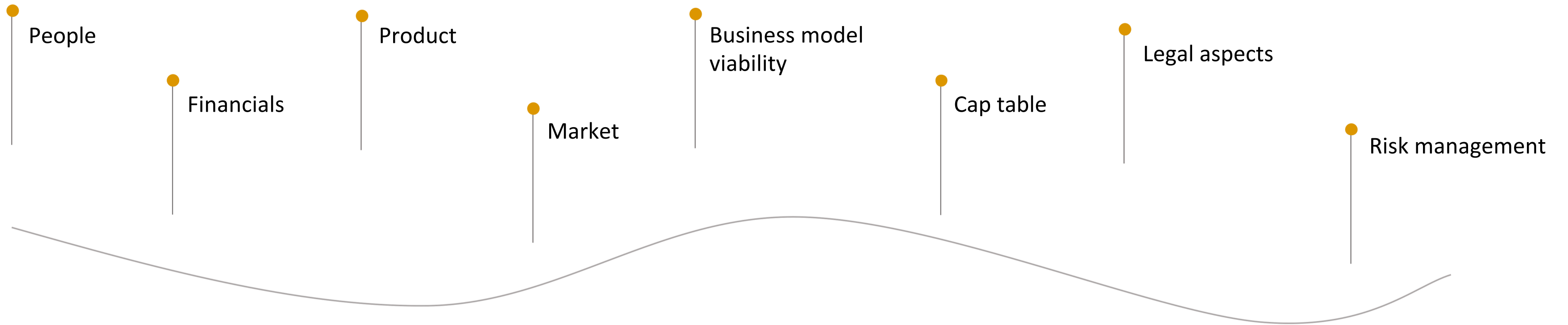
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2. Focus on essentials (IP, team, contracts)

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3. Simplify where possible

# Investor's focus areas during VC Due Dilligence



Checklist available:  
(External link)



Founding a startup is hard. Not protecting it is harder.



Contact LFR

**stay pragmatic -seek help early -your company is only as strong as its legal foundation**

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