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FOR IMMEDIATE RELEASE

Michael Best Launches Exclusive Legal Portal: StartupProgram.com

MILWAUKEE, WI (September 4, 2024) – Michael Best today launched the firm’s legal portal www.StartupProgram.com (SUP), a proprietary online software service and set of educational tools specially designed to offer startup founders a fast, easy, and affordable solution to assist in the venture formation process. In support of the national firm’s strategic growth initiatives, Michael Best acquired the rights to the software as part of a July 2024 strategic combination with Los Angeles-based firm O&A, P.C. The launch of SUP, serviced by its Venture Best practice, further enhances Michael Best’s ability to provide high-level legal and business advice to emerging companies throughout the country.

“SUP is a unique, innovative program that gives entrepreneurs the best of both do-it-yourself and professional legal services as they explore the formation of venture-ready entities,” said Galen Mason, Partner and Co-Chair of Venture Best. “We are incredibly excited to launch the portal and offer entrepreneurs a cost-effective, high-quality legal experience.”

SUP’s integrated suite of tools provides legal services, planning, and education backed by the experienced Venture Best team. The platform includes an automated document creation service to provide entrepreneurs with optimized productivity; sophisticated cap tables to inform debt equity modeling; SUP Academy, an interactive online curriculum covering venture economics and law; and legal consultation services to review plans and answer questions throughout the formation stages.

“SUP is the most cost-efficient way to incorporate a startup with the knowledge and resources an entrepreneur needs to do it right. We are excited to scale this game-changing platform,” said Jordan Koss, Partner and Co-Chair of Venture Best.

Venture Best is a top-10 PitchBook-recognized practice with a presence in entrepreneurial hot spots in addition to Los Angeles, including Chicago, Madison, Austin, Denver, Research Triangle, Salt Lake City, Milwaukee, and Washington, D.C. By servicing SUP, Venture Best will accelerate the team’s mission of becoming the high-impact entrepreneur’s choice for value-added legal counsel.



About Michael Best & Friedrich LLP

Michael Best is a leading law firm, providing a full range of legal services to clients around the world. The firm has more than 400 legal professionals, including more than 300 attorneys, serving clients in 18 offices across the U.S. in California; Colorado; Illinois; North Carolina; Texas; Utah; Washington, D.C.; and Wisconsin. Michael Best's areas of practice include: intellectual property; labor and employment relations (including employee benefits); litigation; corporate; government relations, political law, and public policy; privacy and cybersecurity; real estate; regulatory; tax; and wealth planning. The firm serves a variety of industries, such as advanced manufacturing, agribusiness, banking, and financial services, digital technology, energy, food and beverage, healthcare, higher education, and life sciences. For more information, visit michaelbest.com.

About Venture Best ®

Venture Best, the emerging technology company and venture capital team at Michael Best, works closely with high-impact entrepreneurs and emerging businesses, as well as the angel and institutional venture capital investors that finance them. The Venture Best team represents a substantial number of startup and emerging companies in biotechnology, information technology and software, medical devices, electronics, and other high-tech sectors. This emerging company practice allows Michael Best to introduce venture capital and private equity investors to early- and mid-stage investment opportunities. For more information, visit venturebest.com.

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