



**Every** new venture

# Start-up/Scale-up Programme (SUSU)

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 **LUPTON  
FAWCETT**

Everyone's Law Firm



# About US

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## What we do

The Start-up/Scale-up (SUSU) team at Lupton Fawcett supports early stage and knowledge intensive businesses. We are both legal advisers and experienced counsel.

We act for institutions, funds, angel investors and founders of businesses to put in place the investment and legal structures to give their companies the best prospect of success.

Our expert advice covers investment, protecting intellectual property (IP), negotiating key contracts and putting in place arrangements with shareholders, consultants and employees.

For clients requiring work costing £5,000 (net of VAT) or more, our SUSU Programme includes a broad range of support and advice plus the opportunity to pay in instalments over 12 months.

## Our SUSU Programme

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As well as a full range of expert legal advice, clients taking part in our SUSU Programme benefit from introductions to funders, technical experts and other founders through our SUSU Network.

Clients in our SUSU Programme will also have the opportunity to discuss their business proposition and test its strengths with our SUSU Review Panel, the members of which have a wide range of business and professional expertise.

“Lupton Fawcett have been a partner with Vet AI since inception and have supported our funding rounds and successful growth.”

Paul Hallett, CEO and Founder of Vet-AI Ltd



# Our Team



**Jonathan Oxley**  
**Corporate Finance Partner**

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**E [jonathan.oxley@luptonfawcett.law](mailto:jonathan.oxley@luptonfawcett.law)**

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Jonathan leads the team and advises in relation to investment agreements, articles of association, shareholders' agreements and share incentive schemes. He has advised on the setting up of SEIS and EIS funds which continue to make regular investments into qualifying companies.



**Clive Lawrence**  
**Intellectual Property Consultant**

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**E [clive.lawrence@luptonfawcett.law](mailto:clive.lawrence@luptonfawcett.law)**

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Clive covers a broad range of intellectual property (IP) and commercial/contractual issues, including ensuring that crucial technology which underpins the value of businesses is protected and can be successfully exploited.



**Daniel McCormack**  
**Corporate Finance Partner**

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Dan is a corporate finance lawyer whose work includes acting for Angel Investors, companies receiving investment, venture capital investment, investment agreements and shareholders' agreements. He has particular experience of complex share structures and also advises on share option schemes.





# Our Expertise

Our team of specialists has vast experience in guiding Start-up/Scale-up businesses through the maze of challenges they face in achieving rapid expansion.

We support clients in sectors spanning software and app development, medtech and healthcare, biotech, robotics, food, FMCG, digital and new media, creative media, advanced manufacturing and fashion clothing.

Our work includes all the legal work needed around:

- Helping prepare companies to attract investment;
- Advising founders on dealing with investors; and
- Advising funds and high net worth individuals on the terms on which they make investments

We also provide advice in relation to:

- Intellectual property (IP) rights
- Key contracts
- Employment contracts, contracts for services and consultancy agreements
- Implementing share incentive schemes

“Lupton Fawcett have advised Arterius, which is developing a family of novel vascular stents, since 2011 including advice on funding rounds and intellectual property matters.”

Kadem Al-Lamee, CTO of Arterius



# Our Fees

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Early-stage businesses often do not have a lot of money to spend on the legal advice that is crucial to their future success.

We offer a range of pricing solutions to suit the needs of Start-up/Scale-up clients, including fixed fees, contingent fees and success fees. Where appropriate for all parties, we will also consider taking a small equity stake instead of fees.

For a limited number of clients accepted as part of our SUSU Programme, we offer discounted fees and the flexibility to spread payment over 12 months.

“Lupton Fawcett advised us on setting up our EIS and SEIS funds and continues to advise on our regular investments into consumer facing businesses with high growth potential.”

Raj Saxena, [CEO of Velocity Capital Advisors Limited](#)

# Contact us

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If you have any questions or inquiries about our Start-up/Scale-up services, we'd love to hear from you! You can get in touch with any of the SUSU team directly or contact us through any of the following channels:

Phone: 0333 323 5292

Email: [SUSU@luptonfawcett.law](mailto:SUSU@luptonfawcett.law)

Alternatively, you can visit our [website](#), where you can learn more about our SUSU programme and fill in an enquiry form and our team will get back to you promptly. We're excited to connect with you and explore how we can support your business's growth and success.



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