

# COMPANY PROFILE



**ROFY  
FADHLY PRANOTO**

TECH LAW  
**2020**



# OUR PROFILE

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Welcome to RFP Law tech. We are a full-service transatlantic technology law practice.

Our comprehensive legal offering is designed to meet the unique needs of entrepreneurs, investors and high growth technology companies in a number of industries including life sciences, fintech, cleantech, adtech and emerging technology sectors such as artificial intelligence.

We speak both geek and legalese. And, we are entrepreneurs, just like you. We understand the unique challenges you encounter as your business evolves. Our preventive approach to providing legal solutions is focused on helping you make smarter, legally informed business decisions by anticipating legal risks.

We value our client relationships and treat our clients the way we like to be treated. We really want to get to know you and hopefully we can build a long and trusted professional relationship. The greatest compliment a client can pay us is by referring us to a colleague.

We know you are busy. today so we can take your legal needs off your plate and you can get back to running your business.



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## 1. ADTECH + MARKETING TECH

RFP works with technology companies through all stages of growth. Our experience stretches across the adtech and marketing tech fields, including public offerings, mergers and acquisitions, private financings, licensing, FTC regulatory and patent counseling. Clients who partner with us get the advantage of extensive experience, true teamwork and an entrepreneurial culture that help build businesses and transform breakthrough ideas into successful companies.

- Successfully resolved one of the largest right of publicity class actions ever filed for Facebook, where the proposed class would have included nearly 50% of the American population.
- Defended Google in a case alleging that Google's policy of allowing potential advertisers to bid on trademarks in its AdWords program constitutes trademark infringement.
- Successfully represented WhenU.com, an online advertising company, in a series of lawsuits alleging that its online advertisements infringe the trademark and copyrights of website owners.



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## 2. ARTIFICIAL INTELLIGENCE

We have a long tradition of representing emerging and high-growth technology companies, assisting clients in structuring and commercializing their innovative products and services. Whether it's helping an AI startup or a large strategic develop a world-class AI strategy, RFP is uniquely qualified to support AI platforms at any stage. From corporate formation, capital financings and M&A, through privacy and data security counseling, and intellectual property and licensing support, we guide our clients through a number of our dedicated practice areas relevant to this new, uncharted territory. From retailers accessing data analytics on customer decision making to machines operating autonomous cars to health solutions optimizing patient treatment plans, our clients are shaping the landscape of this new industrial revolution.



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## 3. CORPORATE

Since 2019, we have focused on the representation of innovative technology companies - many of which have been pioneers establishing new industries and business models. We have guided companies through all stages of corporate growth, from company formation, financing and debt transactions through strategic deals, public offerings and corporate governance. We also have significant experience advising on complex commercial and licensing agreements, technology outsourcing and tax-efficient transactional structures. Areas of Practice:

- Commercial and distribution agreements
- Company formation Financings
- Mergers and acquisitions
- Public financings and private placements
- Sale and purchase of assets
- Strategic partnerships
- Tax





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## 4. BIG DATA

Cooley lawyers work with our clients every day to address issues and mitigate risks for companies in the big data and data analytics sectors. We help our clients through a number of our dedicated practice areas, from corporate formation and capital financings to intellectual property and licensing.

## 5. CLOUD SOLUTIONS

Cooley lawyers have deep experience working with cloud-based technology companies on the full legal spectrum from technology transactions and licensing, corporate formation, venture and private equity financings, mergers and acquisitions and public offerings to regulatory, intellectual property protection, privacy and data security, employment and severance matters and litigation.



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## 6. CYBER SECURITY

Cooley counsels many cybersecurity companies on various aspects of their businesses, such as capital markets support, venture and debt financings, data breach preparation, hot-button privacy issues, international and local compliance mapping, government investigations and employment-related privacy issues. Our team provides practical advice to our clients and truly understands the challenges that security-focused software companies face in day-to-day business.

## 7. DATA CENTER

We have represented data center owners, tenants and energy suppliers providing 200+ megawatts of critical IT power. Our data center clients can count on a multidisciplinary team of industry-leading lawyers to advise on all aspects of data center development and operations, both domestically and internationally. We have deep market knowledge and experience with the myriad issues that characterize the business.



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## 8. FINTECH

The financial services industry's reliance on technology has evolved dramatically over the last decade. As a result, technology companies ranging from high-profile, multibillion-dollar, publicly held companies to emerging startups are looking to change the financial services landscape and disrupt the way business is done around the world.

Our work with fintech companies runs the full legal spectrum from corporate formation, venture and private equity financing, mergers and acquisitions and public offerings to regulatory counseling, intellectual property protection, privacy and data security, employment and severance matters and litigation. We are adept at working with leading fintech companies across a variety of industry segments, including:

- Peer-to-peer and online lending
- Blockchain technology + digital currency
- Crowdfunding
- Mobile payments
- Personal finance
- Consumer banking
- Payments / billing technology
- Money transfer
- Insurance technologies.





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## 9. INSURTECH

RFP's in-depth experience in insurtech issues, both regulatory and commercial, enables us to confidently represent our clients in transactions and related partnerships involving insurers, reinsurers, financial institutions, venture capital firms, brokers and insurance-based technology companies around the globe.

Our lawyers' understanding of the complexities surrounding insurance and insurtech transactions runs the full spectrum of the business life cycle - from formation and early stage structuring, to growth, multi-investor and late-stage financings and potential IPOs.

In addition to our core services for insurance and reinsurance industry clients, we frequently draw upon the corporate, employment, securities, tax, banking, competition, intellectual property and financial services practices and are well-placed to advise insurtech businesses of all kinds.



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## 10. INTERNET & SOCIAL MEDIA

we have focused on innovative companies at the leading edge of internet-based technologies and online business models. Our client base cuts across all sectors of internet and social media, including Web 2.0, social networking, digital media, ecommerce, internet portals, user-generated content and online speech. Whether companies are startups armed with little more than a disruptive business model or established multibillion-dollar public companies, we advise our clients on the hot-button issues affecting their businesses.

## 11. funding (series A-Z)

### Series A

As an entrepreneur, you may have raised capital for the first time as seed fund which was invested by friends, family, or an Angel Investor. The funds served their purpose in helping you with R&D, proof-of-concept, testing, and salaries of the team. After having achieved the development milestones and proof-of-concept, it is time to attract investors for the next round of funding. Series A funding is the first round of institutional funding that could be led by one or more investors. Statistics indicate that odds in favour of getting the seed funding are 1:40, whereas in favour of Series A funding are 1:400. Well, if that may seem difficult, you are absolutely right. However, it is crucial for your startup to not just secure the Series A funding, but do it at the right time.



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## Why Is Series A Funding Important?

Series A funding is “buyer’s market,” and investors have the power to decline investment to companies.

The Series A round of funding sees a company raise anywhere in between \$2 million to \$5 million against 15-25 percent of the enterprise. The successful acquisition of Series A funding will ensure that the project is completed, technology risks are removed, the revenue stream is in place, and the company is ready for the larger Series B funding.

## How To Get Series A Funding?

After knowing all about Series A funding, it should be entirely clear the getting a Series A funding is not a cakewalk, but not impossible either. You need a well-chalked out strategy to ensure that you are fully prepared. Let us help you in the process. from document etc. here some tips from us to get a funding:

### Parameters of evaluation

As a founder, you should be aware of all the parameters that VCs use to evaluate a startup. Usually, VCs look for validation of the idea, traction, customer acquisition, the final product, the team, and management system. Apart from this, VCs also take into account stage of your startup, market space, location, and target equity.



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## **Think about the potential team**

Unlike the seed stage, investors are more concerned about the potential to scale the business. Even though you have a core team in place, prepare a plan for hiring a quality team and expanding it in the coming years.

## **Find a lead investor**

Invest substantial amount of time in finding a lead investor who complements your business. As you grow, advice will be as valuable as money. The lead investor should have knowledge and contacts in your space.

## **Focus on the close**

Even after VCs have agreed to invest in your startup, the actual legal process is a lengthy one. It can take anywhere from 3-6 months to complete the paperwork as fast. You need to be ready with a lawyer and the required paperwork to expedite the process. and we will help you get the funding for nearly cost because we being paid when you get the raised



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## **get the deal**

Terms of the deal is paramount to get the deal terms right and in line with your business goals. Even though you are keen to secure the first round of venture funding, you need to remember that closing the deal is not the only target. Focus on the terms of this round as it will serve as a foundation for all your future rounds of financing.

While every day dozens of startups secure funding, you need to accept the fact that many people will say no. You will have to start learning from that experience and analyse what went wrong. Keep making changes until you to secure Series A funding in accordance with your business goals.

RFP will Help you to get your company develop for ever bigger by get the funding. our current project is Oemroh.com, an peer to peer umrah service that conclude and succefully get the series A funding worth RP 200.000.000, and by co operating with the goverment of indonesia such as Bekraf and Angel Investor like ANGIN.



# OUR PARTNERS

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**Fadhly Abdurrahan, SH**  
have been graduated from university of padjajaran and hold lawyer licence from peradi. Fadhly have had help start-up on comply the document requirement, pre elimenary serries and help you find a lead investor for your startup





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## **A step-by-step-guide to prepare your Series A fundraising**

1. Preliminary remarks regarding prerequisites (to raising a Series A)
2. Input and inspiration for fundraising material
3. Description of how the (ideal) fundraising process could look like.

that we will share to your on the other document (how to fundraising your startup)

