

GOVERNANCE & TRANSPARENCY FOR STARTUPS

Friday, 16 MAY, 17.00-18.00



Travis James Mathers

Founding Parter,
Airflight Aps



Sissi Bak

CEO, Aalborg Institute for
Development



AGENDA - BUILDING SUSTAINABLE BRANDS FROM DAY ONE



- FROM IDEA TO IMPACT: WHY GOVERNANCE MATTERS
- TRANSPARENCY AS A TRUST BUILDER
- INCLUSIVE LEADERSHIP & ETHICAL DECISION-MAKING
- GOVERNANCE TOOLS: BOARDS, CO-LEADERSHIP, AND SYSTEMS
- FINANCIAL TRANSPARENCY & ACCOUNTABILITY
- COMMUNICATING VALUES THROUGH POLICIES & CULTURE
- WRAP-UP & Q&A



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WHAT IS GOVERNANCE FOR A START UP?



- WHO MAKES DECISIONS AND HOW
- HOW FINANCES ARE MANAGED
- WHAT HAPPENS IF FOUNDERS DISAGREE
- HOW YOU ENSURE LEGAL COMPLIANCE AND PROTECT THE COMPANY FROM RISK

- *CHOOSE A STRUCTURE*

DRAFT YOUR FOUNDATIONAL DOCUMENTS:

- *FOUNDERS' AGREEMENT*
- *ARTICLES OF ASSOCIATION*
- *SHAREHOLDERS' AGREEMENT*



FROM IDEA TO IMPACT: WHY GOVERNANCE MATTERS FOR STARTUPS

- DECISION-MAKING PROCESSES
- ROLES & RESPONSIBILITIES
- INTERNAL ACCOUNTABILITY



TRANSPARENCY AS A TRUST BUILDER



TRANSPARENCY BENEFITS:

- BUILDS USER, PARTNER, AND FUNDER TRUST
- SIGNALS ACCOUNTABILITY AND MATURITY
- HELPS PREVENT REPUTATIONAL RISK

INCLUSIVE LEADERSHIP & ETHICAL DECISION-MAKING



DIVERSE INPUT = BETTER DECISIONS

ETHICS = LONG-TERM BRAND EQUITY



FINANCIAL TRANSPARENCY & ACCOUNTABILITY IN STARTUPS



Revenue
breakdown



Budget
overview



Salary
bands



Use of investor
funds



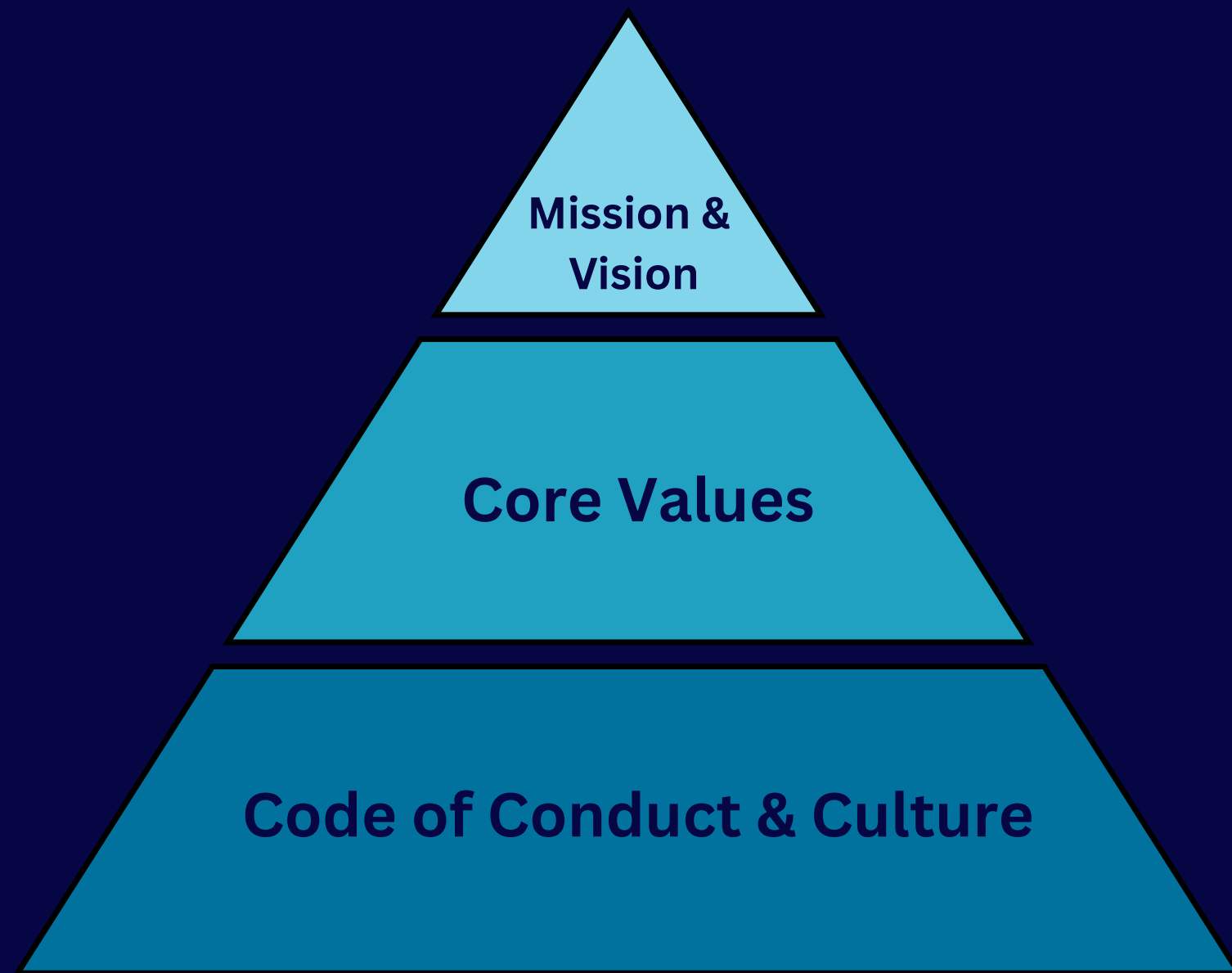
Expense categories



Impact metrics

*72% OF CONSUMERS SAY
TRANSPARENCY INFLUENCES
THEIR LOYALTY TO A BRAND*

COMMUNICATING VALUES THROUGH POLICIES & CULTURE



“ *Company values are not what’s written on the wall—it’s what gets rewarded, what gets tolerated, and how decisions are made* ”



Thank you!



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