

PREFACE

Entrepreneurship classes have traditionally been reserved for MBA and undergraduate business programs. In past years, law students interested in this area might be lucky enough to enroll in a business school class as an elective to get some insight into this world but would miss exposure to the underlying legal doctrine. Even as more forward thinking and innovative law schools incorporated entrepreneurship into law school curricula, law professors were forced to use books designed for business students and supplement readings to make the material appropriate for a law school class. This casebook attempts to build a bridge between the study of the entrepreneur and the legal rules that apply to the venture.

In this casebook, we will meet hypothetical entrepreneurs, Andrew Orlando and Olivia Gold, who are based on the hundreds of entrepreneurs we have represented over the past decade. Andrew and Olivia will face many of the legal issues that we have helped our clients tackle. And similar to the real-world practice of law, the situations that students will encounter as the entrepreneurs' legal counsel will provide meaningful opportunities to strategize and consider implications of various potential actions and decisions. We have also attempted to weave in aspects of the entrepreneurs' personalities that we have experienced and that add layers of complexity to the representation and relationships involved.

This casebook is designed to provide a solid background in the legal doctrine applicable in entrepreneurship and a simulated experience of what legal counsel for entrepreneurs manage over the course of representation of a new company from inception through initial growth. We hope you all are counsel to the next Google, but keep in mind that it may be just as exciting and impactful to represent entrepreneurs who achieve their success on a smaller scale. One by one, successful new ventures are strengthening our nation and the globe, changing how we live and interact with one another, and delivering opportunity and success to countless entrepreneurs—and the lawyers who work with them.

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