MOTION PARADOX

Your Partners in Progress

Sustainable:
a plan, method or system designed to ensure a level of activity continues without any problems....

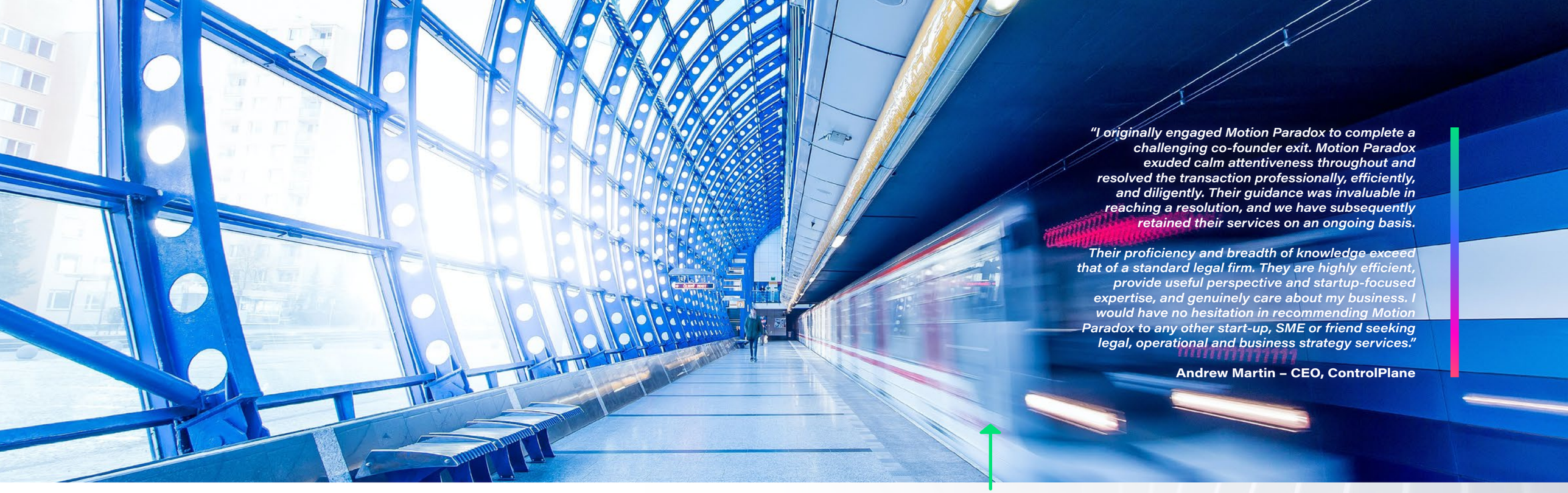
Imagination and Agility

Business start-ups, scale-ups, and growing SMEs are, by nature, imaginative and agile, often challenging convention and taking advantage of opportunities.

But some companies grow so fast or opportunistically that they forget the basics. Growth either stagnates or stumbles. High growth companies become victims of their own success. This is the 'motion paradox' faced by so many struggling businesses.

Something more is needed to deliver long-term sustainable growth. A clear operational and legal strategy delivered by straight-talking, highly experienced lawyers with insight and ability without pretention can make a real difference in successfully growing your business.

Helping you to grow efficiently from a solid foundation so you can expand your operations, domestically and internationally, more quickly and profitably.



"I originally engaged Motion Paradox to complete a challenging co-founder exit. Motion Paradox exuded calm attentiveness throughout and resolved the transaction professionally, efficiently, and diligently. Their guidance was invaluable in reaching a resolution, and we have subsequently retained their services on an ongoing basis.

Their proficiency and breadth of knowledge exceed that of a standard legal firm. They are highly efficient, provide useful perspective and startup-focused expertise, and genuinely care about my business. I would have no hesitation in recommending Motion Paradox to any other start-up, SME or friend seeking legal, operational and business strategy services."

Andrew Martin – CEO, ControlPlane

Space To Do Your Thing

Motion Paradox liberates you to spend more time building your business.

Early stage growth companies need operational assistance from day one. However, in order to save money they frequently postpone hiring legal consultants and take a "do-it-yourself" approach. This may seem a low cost option, but it is poor long-term value for money and the consequences may well haunt you in future.

Think of us as your own dedicated external version of an "in-house" legal team that gives you the room and confidence to do your own thing. A trusted partner providing you with robust legal and business advice when you need it most, and at rates that almost every growing company can afford.

You can rely on us to put operational best practices in place, structuring your business so that it becomes armoured against risk. Having a relationship with Motion Paradox gives you the reassurance of knowing you have the space and time to more easily achieve your company's long term aims.

Partnership:
a relationship designed to advance mutual interests and increase the likelihood of achieving desired objectives.

Understanding
Your Ambition

We take a holistic approach to legal and business consulting. It's not just about knowing the law but how we apply the law to you, your business and your industry.

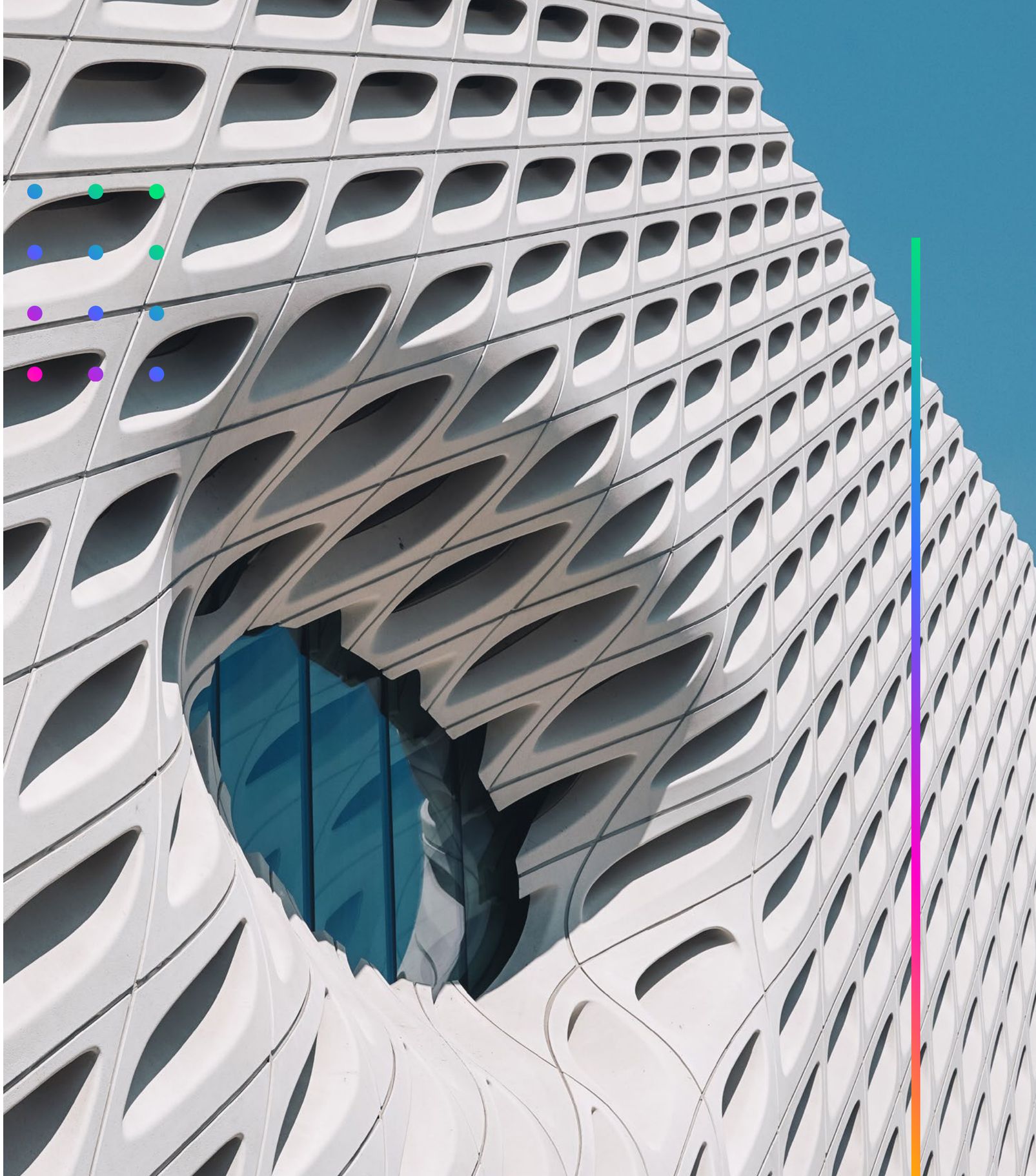
Helping our clients to grow and succeed means we must immerse ourselves in your world. Giving you sound and effective advice, responding to your needs and providing solutions before you're aware there is even a problem, relies on us knowing you and thoroughly understanding your business.

We're never judgmental and while we know our stuff we're never stuffy. We believe in honest and open communication and we're always aware of the commercial implications of our advice. We take a more agile, less formally structured, team-based approach than traditional law firms.

Our clients benefit from the collective wisdom of Motion Paradox. Our team-based philosophy ensures that every client taps into decades of cross-disciplinary experience and expertise and receives a high level of service.

"We engaged Motion Paradox to help with our employment documents and corporate governance, after unsuccessfully dealing with another firm. We had been bombarded with legalese, and not feeling we understood what we were asked to sign, so it was refreshing to find a legal services provider that could not have been more different! The MP team are entrepreneurial lawyers who are friendly and helpful. They provided us with documentation that was easy for us to comprehend - exactly as we'd requested. They made an effort to get to know our company and suggest ways we can improve, quickly grasping an in-depth understanding of our needs. We've gone from sticking our heads in the sand about legally protecting ourselves to having a great set of precedents and clear plans for what we will need as we expand. If you are looking for lawyers who don't feel like lawyers, who will explain what you're putting in place in a considerate way, then Nicole and her team are definitely for you. We cannot recommend them highly enough!"

Tori Deslauriers, Head of Operations, Crossover Solutions



Our Shared Values

We’re entrepreneurs at heart ourselves, which means we share your optimism and passion and while we are professional to the core we also want you to enjoy working with us.

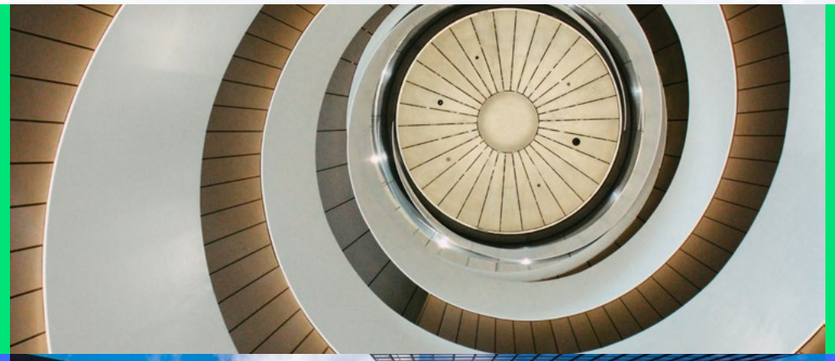
Like you, we welcome new ideas and challenges to the status quo. But we will be candid in our advice, because your time is valuable.

Like you we’re not clock watchers. We work on a retainer or project basis. Our clients feel free to talk and work with us without the worry of increased cost that comes with traditional billing by the hour. We believe in action, not reaction. We don’t just respond to problems, we prevent them from happening.

We remain agile so we can help you adapt to change without losing sight of the bigger picture. It’s through this collaborative culture and value set shared by Motion Paradox and our clients that we can both achieve excellence and success.

Our Services

Legal Drafting and Consultation



Every contract is unique, even if the initial template is the same. The trick is to ensure that the contract protects your company and operates the way you intended. When used appropriately bespoke contracts (particularly warranties and indemnities sections) can also help mitigate risk. The Motion Paradox team collectively has years of contract drafting and negotiating experience that can protect your interests and get that deal over the line.

Strategic and Operational Consulting

Progressive start-ups require forward-thinking strategic legal and business advice. Structure and best practices are needed in order for a company to scale properly, and having them in place can actually help you to be more agile. The Motion Paradox team can show you how to be agile without sacrificing organisational strategy and operational efficiency. Our operational strategies are informed by legal knowledge and can build a solid foundation for your growth.

Your People

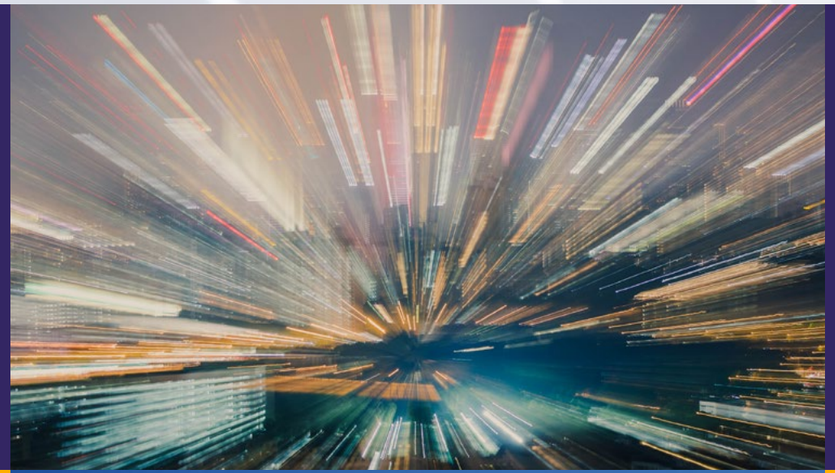
Well thought out policies towards your people create a positive, inclusive and productive culture whilst also providing comprehensive protection for your company. The Motion Paradox team can audit your company's people policies to help identify potential issues and recommend improvements to ensure greater efficiency and increase the sense of commitment, loyalty and enfranchisement amongst your employees.

Due Diligence

Your growth plans may involve selling a stake in your business to raise capital. Due diligence must be completed for venture capitalists to make a final investment decision. The Motion Paradox team can help you by conducting a complete company audit, examining not only your financial records, but also contracts and employment practices, without jeopardising the transaction. Experience means we can anticipate the questions an investor or buyer is likely to ask, and prepare your responses accordingly.

Our Services

Risk Analysis and Mitigation



Robust insurance cover is essential in order to protect your company and the directors from a potentially devastating claim, but identifying which policies and coverage levels your company truly requires can be daunting. Avoiding unnecessary fees or penalties arising from unintended non-compliance with government withholdings and pension requirements is also a trap for the unwary.

The Motion Paradox team can help analyse your business risks and make recommendations of how to better mitigate them. We work with excellent insurance brokers and can provide 'best value' contact details for a variety of trusted professional partners once we've identified your business risks.

Corporate Governance and Company Secretarial

Instituting best practices, reinforcing the fact that your business trades with integrity, responsibility, fairness, accountability and transparency, is essential in order to comply with requirements set by the relevant regulatory and tax authorities. It also helps to increase investor and buyer confidence. The Motion Paradox team can undertake everything you'd expect and need in terms of corporate governance and company secretarial requirements.

Protecting Intellectual Property

Intellectual property has a value, and is business critical when seeking investment or divestiture. With brand identity and marketing at a premium, it is essential to ensure that your trade mark protection protocol in particular is well established internationally and diligently maintained. No matter what stage your business may be at, whether it is drafting and negotiating confidentiality clauses, protecting trade marks, copyright, or trade secrets, Motion Paradox can help you establish a thoughtful global intellectual property protection regime.

Expanding Internationally

Expanding into international markets is increasingly attractive to dynamic and ambitious companies. Research, and our own experience suggests that, while many businesses are open to launching overseas or recruiting remote talent, most lack confidence in how to go about it. They are thwarted largely by the prospect of navigating the differences in the respective legal/jurisdictional regimes and the difficulties of recruiting staff in-market.

Our multi-national profile means that Motion Paradox is ideally placed to assist companies from one jurisdiction move into others. We work with UK ventures expanding into the USA and throughout the world as well as US undertakings looking at opportunities in the UK and Europe. Equipped with the right tools, sound planning and good strategic legal and business advice, your enterprise could thrive in new global territories.

We'll start by helping you to resolve any existing issues to avoid duplicating those problems abroad. We review your commercial practices to take account of local regulations and cultural norms as well as the various differences in language across international borders. With our expert team, you can overcome any barrier to successful market entry and recruit the very best talent wherever they may reside.

"Motion Paradox's knowledge and expertise in both law and business practice has been invaluable to us. We sometimes require a transatlantic perspective where US-UK cross border issues need to be considered. The recommendations we receive from Motion Paradox are always thorough, directly address the concerns we have raised, and frequently identify issues and opportunities we hadn't even considered.

Motion Paradox guides us with strategic business advice and helps us to implement best practices. The team is highly proficient, approachable and for these and so many other reasons, I strongly recommend Motion Paradox to any business looking to advance to their next level."

Lin Chayes – Chief Financial Officer, Electric Avenue Studios

MOTION PARADOX

London Office

52-60 Tabernacle Street
London, EC2A 4NJ
United Kingdom

+44 20 3950 0765

LA Office

1627 Electric Avenue,
Los Angeles,
California 90291

+1 (310) 758 2585

www.motionparadox.com