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MAY 10, 2019

## Jaffe Sponsors VC University LIVE, Kruse Discusses Equity Incentives and Balakrishnan Moderates Breakout Session

**SOUTHFIELD, MICH.** – [Jaffe Raitt Heuer & Weiss, P.C.](#) will sponsor VC University LIVE (Midwest), part of the National Venture Capital Association (NVCA) and the University of Berkeley's VC University Program. VC University LIVE is an opportunity for entrepreneurs, angel investors, VC's fund managers, and attorneys to sharpen their venture finance skills and connect with local leaders and influencers from Silicon Valley. The event will take place from May 15 to 17 in Ann Arbor, Michigan.

Sara Kruse, partner at Jaffe will offer insight on equity incentives alternatives at the upcoming VC University LIVE held at the University of Michigan Ross School of Business at 10:35 a.m. on Friday, May 17th.

Kruse, a partner, and co-chair of Jaffe's Emerging & Growth Business Practice Group is a trusted advisor focusing on mergers and acquisitions, restructurings, private debt, and equity financings, venture capital, strategic partnerships, corporate governance, and other general corporate matters.

Jyotsna Balakrishnan, partner at Jaffe will moderate a session of participants as they work together to discuss and provide thought leadership around how talent and capital flow between the Midwest and Silicon Valley can be improved. Outcomes from this session will be compiled and used in articles/blogs posted by VC University.

Balakrishnan, a partner, and co-chair of Jaffe's Emerging & Growth Business Practice Group advise and counsels entrepreneurs and businesses from inception through all stages of their life cycle including business formation, capital raising, IP protection, financing, employee incentive plans, contract negotiation, strategic transactions, and related legal issues.

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