

Babson New York Rocket Pitch 2012 Supporter Helps First- time Entrepreneurs



Released on: May 02, 2013, 3:10 pm
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Industry: [Law](#)

Babson New York Rocket Pitch 2012 Supporter eMinutes Waives \$500,000 in Legal Fees and Forms 500 Businesses for First-time Entrepreneurs

**Law firm raises the bar and commits to incorporating another
725 businesses for free in California, New York, Texas and the
District of Columbia.**

NEW YORK, NY., May 02, 2013, 3:10 pm -- /[EPR NETWORK](#)/ -- No other law firm in history has voluntarily waived \$500,000 in legal fees and absorbed \$100,000 in expenses simply to help 500 first-time entrepreneurs incorporate; but that's exactly how Jeff Unger, Los Angeles-based attorney and founder of eMinutes, a corporate law firm, spent most of the last 12 months. As of April 2, 2013, Mr. Unger announced he is ready to do it again, this time waiving nearly three-quarters of a million dollars – \$725,000 – to help 725 first-time entrepreneurs in California, New York, Texas and the District of Columbia form their businesses for free.

“Today’s do-it-yourself-incorporation mentality and misinformation about business formation being provided by ‘experts’ who have no knowledge of the law is misleading inexperienced entrepreneurs,” said Jeff Unger, attorney and founder of eMinutes. “As a result, they end up with a business entity that may leave them exposed. At eMinutes, we are determined to provide as many first-time entrepreneurs as

possible with the right counsel and guidance so their businesses have an honest opportunity to succeed.”

Jean Tsai is obsessed with food quality and she is also one of the 500 first-time entrepreneurs eMinutes helped in Phase I of the entrepreneur program. As an incorrigible lifelong snacker, she searched for a delicious and healthy snack that was made from sustainably grown real food ingredients. Never finding one, she decided to start Pop Karma after working in the corporate world and earning her Master's Degree in Business Administration at Dartmouth College.

“The expertise eMinutes offers is superior. Like many entrepreneurs, I agonized over whether to be an S-Corp or an LLC, and even thought about incorporating by myself,” said Jean Tsai, founder of Pop Karma. “eMinutes provided exceptional guidance and asked the right questions that helped me decide what entity was right for my business. They made the entire process simple and incredibly fast - it would have taken a much greater investment of personal time on my part if I had done it on my own, and I wouldn't been as successful.”

In Phase II of its entrepreneur program, eMinutes will waive 100% of its legal fees for eligible first-time entrepreneurs who demonstrate a sincere commitment to building their business, for example, a clearly-defined business plan or an active website. All eligible entrepreneurs must have retained the services of a CPA and agree to pay filing fees.

Christina Eisenstein, founder of Macaroon and one of eMinutes' first 500 first-time entrepreneurs, fell in love with the French macaroon years ago, and decided to leave the advertising world for sweeter pastures. Although born in the Midwest, she comes from a long lineage of bakers in Paris and is committed to combining her French roots with the American palate. What she didn't have was knowledge of how to form a business.

“eMinutes saved me money on legal fees that I was able put back into my business. They completed all the paperwork and submitted it quickly, with virtually no effort on my end,” said Eisenstein. “Their attorneys are professional, readily available and eager to help; they are truly champions for entrepreneurs.”

For more information on Phase II of the entrepreneur's program and eMinutes corporate legal services, visit <http://eminutes.com/entrepreneurs> or call (310) 820-1000 in Los

Angeles, (212) 772-7770 in New York, or (512) 942-1100 in Austin, Texas.

About eMinutes

eMinutes believes in helping first-time entrepreneurs, and has embarked on a mission to help 1,125 first-time entrepreneurs incorporate for free. The firm is committed to being the world's best option for forming and maintaining small businesses and has invested in systems that enable it to draft, revise, and customize the annual corporate minutes for thousands of corporations; and proactively monitor and file annual reports with the Secretaries of State for tens of thousands of annual filings. The firm's scale, passion, and inability to accept that it's "good enough" drive it to constantly invest an unprecedented amount of resources in technology. To learn more about the firm, visit <http://eminutes.com>.

About Babson Alumni Club of New York

Babson Alumni Club of New York hosts a variety of social and business events to foster greater communication amongst alumni in the greater New York area. The club promotes entrepreneurship of all kinds through networking, connections, feedback, and support.

<http://www.babsonalumniny.org>

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