

The logo features a green square with a white 'ID' monogram on the left. To its right, the words 'MEMBER' and 'MEETUP' are stacked in a bold, black, sans-serif font. A green arrow originates from the bottom of the 'MEETUP' text and curves upwards and to the right, ending in a triangular arrowhead.

ID MEMBER MEETUP

[October 15th, 2025](#)

Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** Rob Glasser from Virtual Time Capsule
6. **ID Member Resource:** Leslee Cohen from All Rise Lawyers

Keeping up with ID:



- **Welcome to our new Clean Energy Program Assistant, Arlinda Bajrami!**
- **Dr. Siddiqui ID visit on November 6**
- **CO2CEO Recruitment**
- **Joe presented at the NACCE conference early this month!**
- **Thank you to our Strategic Technology Advisor, Justin Mayer!**
- **Midwest Innovation and Entrepreneurship Summit: **Moved to February 26, 2026****
- **Clean Energy Incubator Program:**
 - **Fill out the Connect Form**
 - **Connect with Bill Payne and Mike Varon**

Scan the QR code to keep up with the news:



YOUR MONEY MATTERS

WITH JON HANSEN



**TUESDAY
OCTOBER 21ST, 2025
6:30PM**



Tune in to WGN Radio 720 AM on October 21st, 2025 at 6:30pm, for Your Money Matters with Jon Hansen. **Innovation DuPage's** Managing Director, Dan Facchini, MS, CFRE, and **City Tree Delivery's** Chris Hohenstein, **People of Play's** Mary Couzin, and **Gray Matter Games's** Joe Barron , will be on air. Join them for an engaging discussion about the upcoming Toy and Game fair as well as making your holidays effortless with City Tree Delivery.

FEATURING:



Upcoming Workshop:



Top 10 Tax Strategies for Entrepreneurs



Presenters: Sean O'Connell & Peter Avila

- Maximize deductions & depreciation
- Simplify accounting & mileage tracking
- Plan smarter with retirement & §529 options
- Navigate sales, marketing & QBI strategies

Wednesday, October 22, 2025

🕒 5:30 - 7 p.m.

📍 535 Duane St. Glen Ellyn, IL 60137

 **SIKICH.**

Register Today!



Upcoming Workshop:



Event Name:

Expand Your Business Globally: Illinois Export Roadshow 2025

Date, Time, and Location:

Tuesday, October 28th, 2025

10:00 AM to 12:00 Noon

Business Development Center (Civic Center)

535 Duane Street, Training Room 301

Glen Ellyn, IL 60137

Register Today!



Member Offerings:

NaperLaunch Academy Growing a Business

During this four-week series, attendees will:

- Learn how to write a business and strategic marketing plan
- Explore library resources for entrepreneurs
- Master six key professional sales skills



OCT
29
2025

6:30 - 8:30pm



Register Today!



Resources and Workshops



Additional Resources



Strategic Business Advisor

Mike Varon
Innovation DuPage



Executive-in-Residence

Bill Payne
Innovation DuPage



MEMBER MEETUP



ID Member Spotlight:

Virtual Time Capsule

Rob Glasser



ROB GLASER

FOUNDER

VIRTUAL TIME CAPSULE

-  tryvtc.com
-  rob@tryvtc.com
-  847-483-4465
-  LinkedIn →





This was my last goodbye to him.

Challenges to Preservation

- Too busy running day to day lives
- Already have Cloud storage
- Don't know where to start
- Concerns about security and reliability
- Procrastination
- Fear of imperfection
- Fear of regret



Today's tools can't promise tomorrow

Digital platforms fail us

- Accounts get deleted/ forgotten passwords, platforms shut down, formats go obsolete.
- People assume their memories are safe — until they're not.



Physical items

- Can be lost, damaged, or forgotten.
- Floods, fires, mold, and moves erase generations of history.

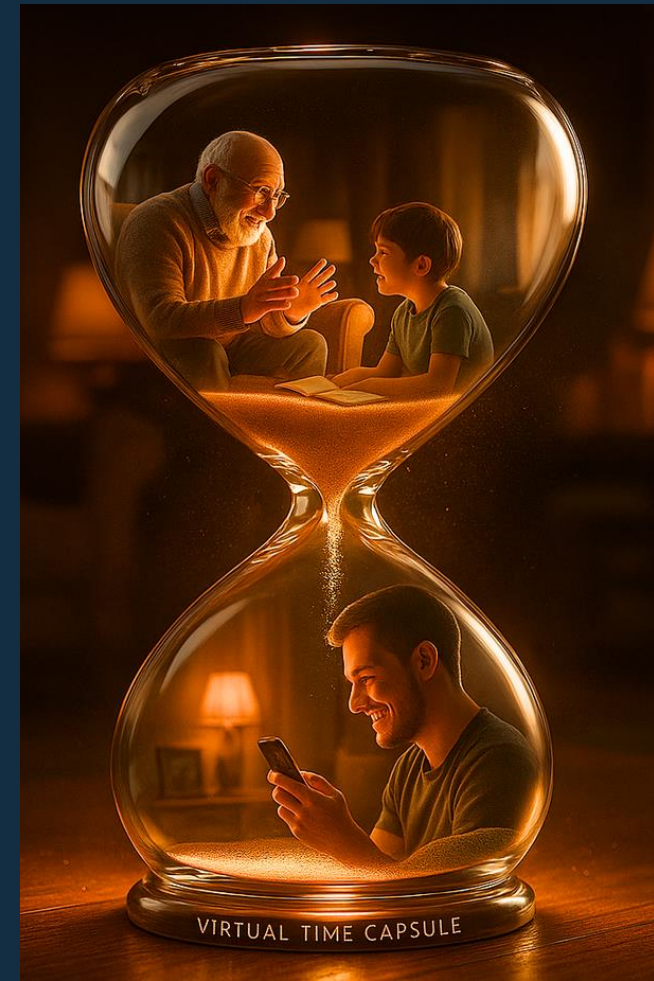


“Why Should I Care Right Now?”

- 70% of Americans have lost someone they wish they could've said more to.
- 7.2 million Americans aged 65 and older live with Alzheimer's today.
- ~5,500 new cancer diagnoses per day.

We can't control:

- Time
- How long we live
- When illness strikes
- When memories fade
- When final conversations happen

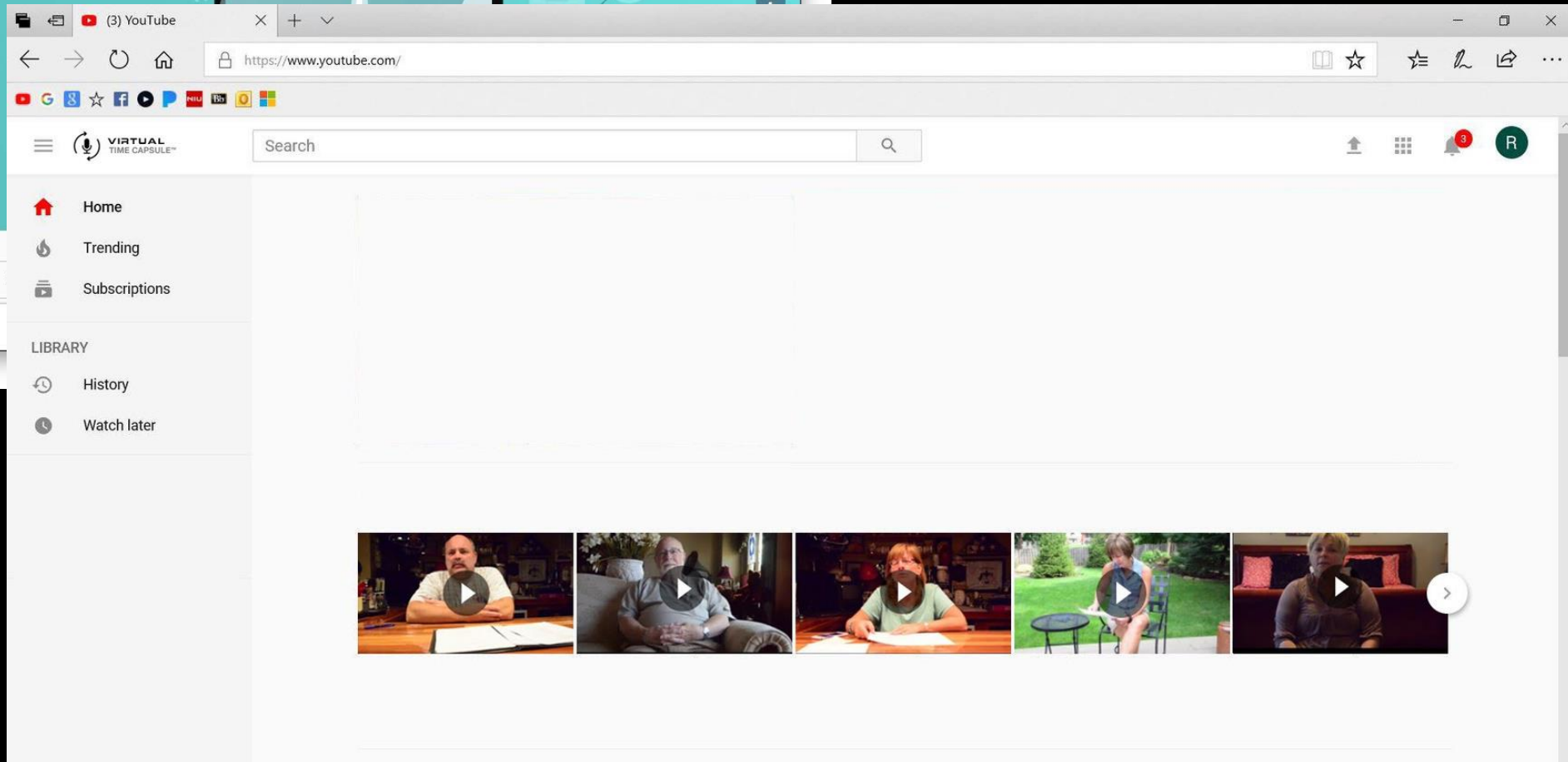
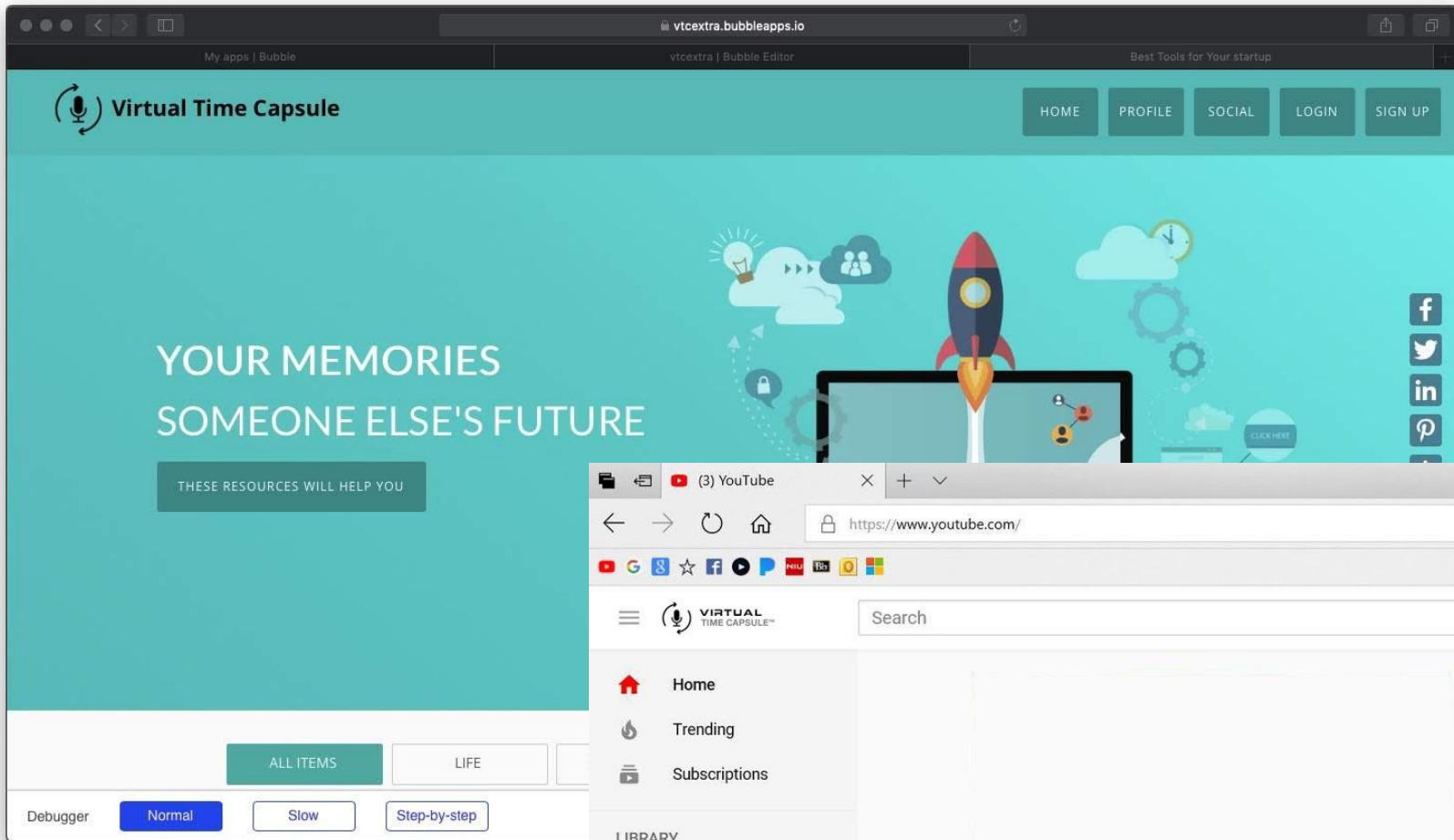




"Future you is going to thank you for preserving these moments before they're gone."

- Gorgene K. , 62

**Is this really how you want to
be remembered?**





**VIRTUAL
TIME CAPSULE™**
Buy Back Time.



1. Step 1: What to Capture

VTC Virtual Time Capsule

1 Step 1 of 3

Create Your Capsule

What would you like to preserve?

✨ Ideas from your AI assistant

Send a birthday
message

Preserve your
legacy

Gift for child's
future

Family history
archive

Random prompt

Create your own

Send a birthday message to my
future self



2. AI Generating Suggestions

VTC Virtual Time Capsule

2 Step 2 of 3

Generating Prompts

Our AI is analyzing your preferences to
generate personalized content prompts.



Creating personalized suggestions for your
European vacation memories...

3. Suggestions Display

VTC Virtual Time Capsule

Did you learn any interesting
historical facts during your trip?

What was the most interesting cultural
difference you noticed?

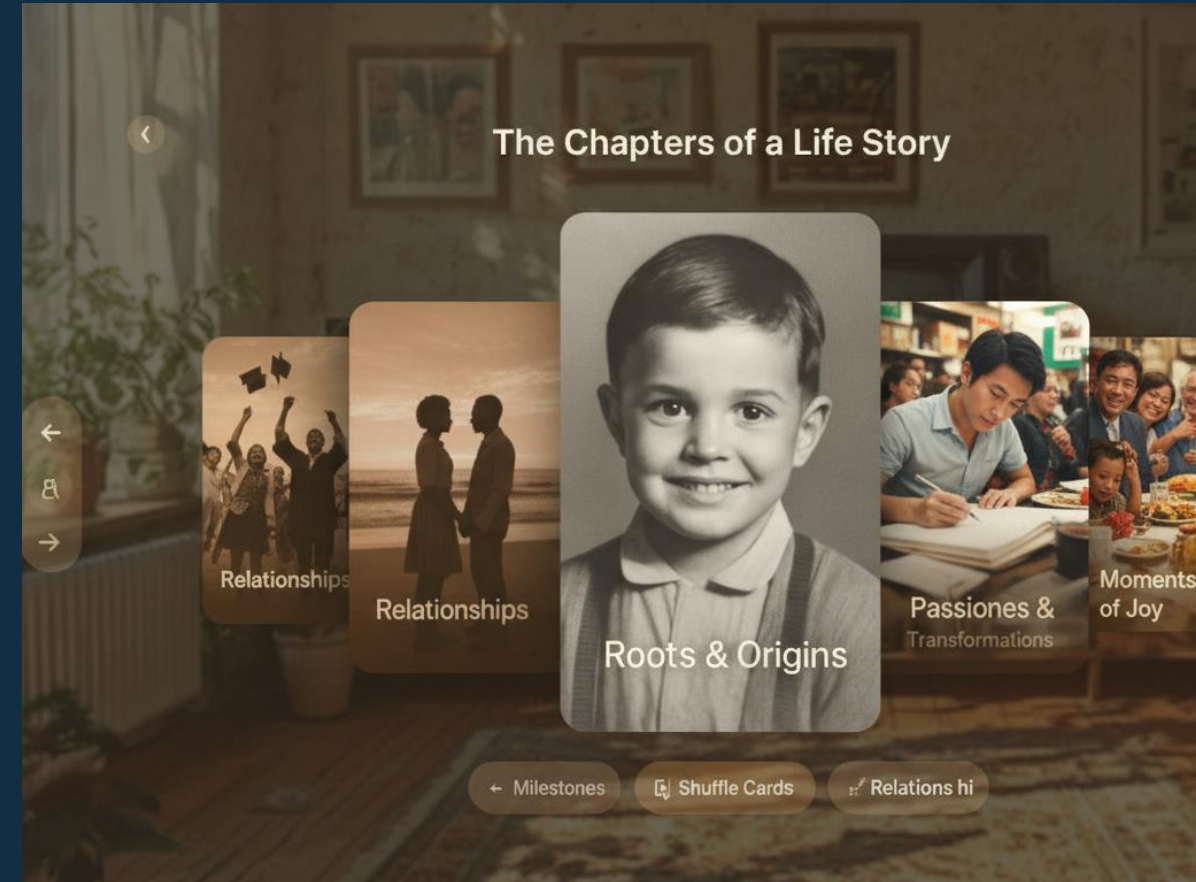
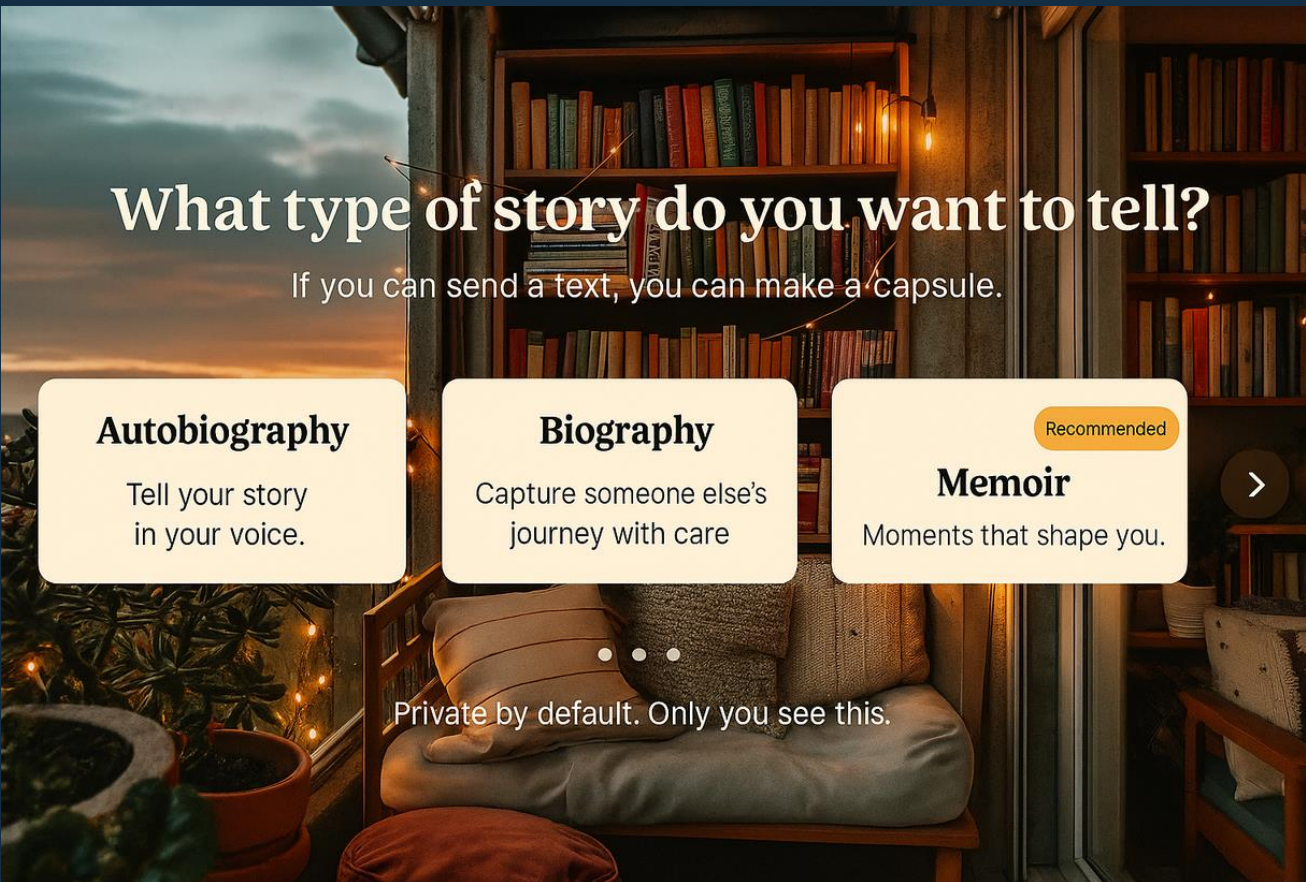
Share a moment when you felt
completely immersed in a different
culture.

Did you meet any interesting locals or
fellow travelers?

What was one thing you wish you had
known before visiting Europe?

“What goes in a Time Capsule?”

“Where do I start?”



Create

Invite

Deliver

Surprise



Veo





Sarah, Family Historian

"I want my kids to know my parents, even if they don't get a chance to meet them."

Sandwich Generation

Adults aged 30 to 55+, taking care of their own kids and aging parents.

Making up roughly 25% of the U.S. adult population, (87M)

80% of parents report a strong desire to preserve memories, but 75% of them feel they lack the time to do so effectively.

- Birthdays
- Holidays
- Celebrations
- Recipes
- Weddings
- Schools / College
- Traditions

A Milestone Time Capsule's storage cost is only \$1.61 for 5 years and \$2.51 over two decades.

70-97% gross margin

Plan	Price	Value
Milestone	\$50	1 Capsule, 5GB (~1000 pictures/ videos), 5 Year Future Delivery
Generations (Bundle)	\$120	3 Capsules, 20GB, 5 Year Future Delivery
Yearbooks(ARR)	\$250/ year	Unlimited Capsules, 100GB
Sponsor a Capsule	\$35-100	Community Based Gift Driven Growth





At Virtual Time Capsule, we help patients and their families preserve messages and memories to surprise loved ones with a gift in the future.



We're more than cloud storage. We're that rush of nostalgia when a forgotten home video arrives exactly when someone needs it most.



Competition

Digital Time Capsules

Skypod

Eternal Applications /

Last Farewell

FutureMe

Adjacent Services

Storyworth

Remento

GoodTrust

Broad Platforms

General Cloud Storage

Built-in IOS Memories

Social Media

VTC Advantages



Future Proof Delivery

Messages are highly encrypted, backed up, and auto delivered at designated dates, with fail-safe sender touch points.



Cinematic Recipient Experience

Every message arrives like finding a forgotten home video. It doesn't just show you... it transports you.



AI Guided Storytelling + More Storage

A personalized experience that guides you effortlessly, removing every barrier between your heart and the message you need to preserve.



Natural Built in Viral Loop

Every delivery creates an emotional attachment and a strong urge to create and send your own.

How Can I Help You?

- Learning about your business
- Problem Solving
- Ideation Backboard
- User Experience Feedback

Connect with me



How Can You Can Help Me?

- **Help me build a team to GTM**
 - Developers
 - Creative Director / Content Creator
 - Interns
- **Introductions**
 - Investors
 - Business Coaches
 - Retirement Communities
 - Hospice Centers / Hospitals
 - Cancer Treatment Centers
 - Alzheimer's Association

Our Next Phase of Growth

We are seeking \$100,000 pre-seed investment to validate our Minimum Viable Go-To-Market Strategy

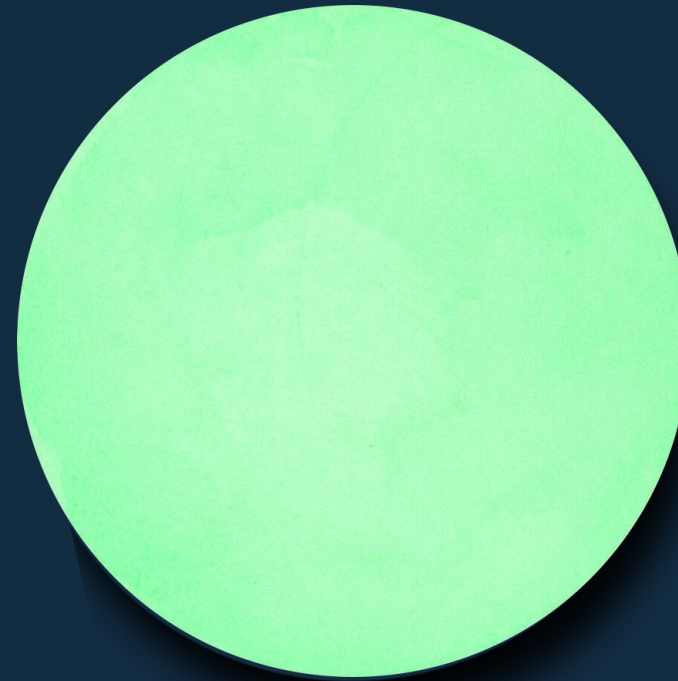
Phase 1: Initial \$100K

- Essential Product & UX Refinement
- Minimum Viable Go-To-Market Validation
- Operational and Legal Readiness
- Marketing + Paid Social Media



Phase 2: Additional \$350K

- Aggressive Marketing & User Acquisition
- Product Enhancement & UX Simplification
- Strategic Partnerships & Business Development
- AI & VR Intergration



Our goal is to create repeatable, partner-led GTM with a CAC of under \$15 and a proven recipient-to-sender viral coefficient of >0.25 from a single pilot program



How do you want to be remembered?

4 generation in one picture, or
lifetimes preserved in a capsule?

Some businesses aim for
IPOs. We aim for 18th
birthdays, 50th
anniversaries, and great-
grandchildren.

That's the kind of impact
worth building for.

Join us at

tryvtc.com

MEMBER MEETUP



ID Member Resource:

All Rise Lawyers
Leslee Cohen

BUSINESS LAW FOR STARTUPS

T
ALLRISE
LEGAL COUNSEL

AGENDA

Introduction

Background

Founding Teams

Advisors &
Employees

Partnerships on
your Startup
Journey





LESLEE M. COHEN

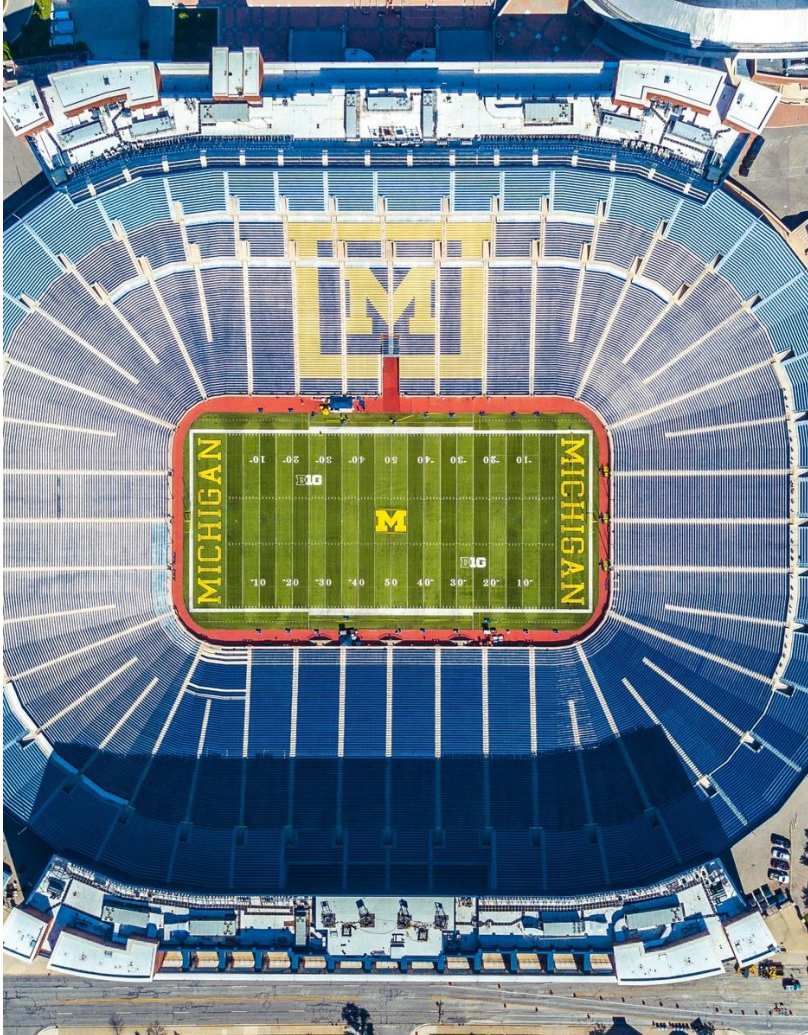
Leslee started her practice at a Wall Street firm in 1992, spent 13 years honing her skills at a large firm based in Chicago and left to form AllRise Legal Counsel in 2010.

Leslee's vision of collaborating with young and emerging enterprises led to the establishment of AllRise. Its lawyers boast extensive big-firm experience.

Leslee has established herself as a trusted lawyer with extensive knowledge and high Emotional Intelligence.

She knows the law, she knows business, and she knows people, and this unique combination enables her to get deals done as painlessly and effectively as possible.

EDUCATION & ACCOLADES



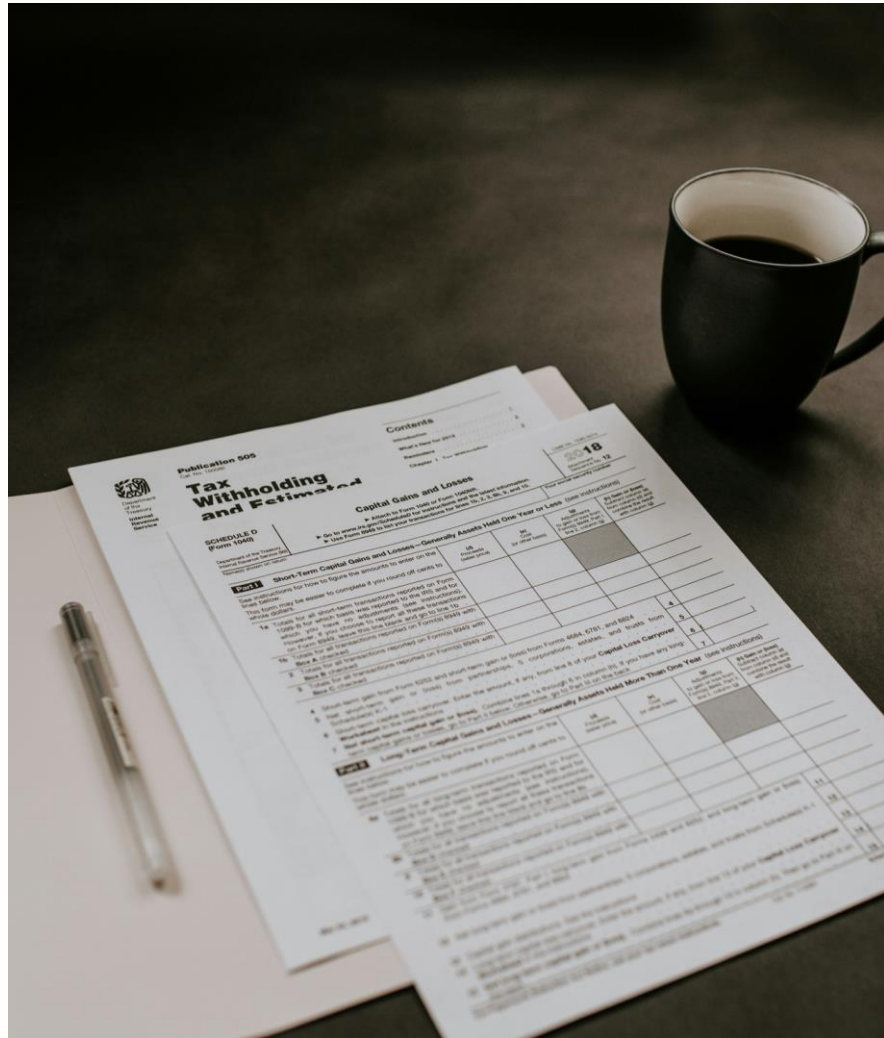
EDUCATION

- New York University School of Law J.D.
- University of Michigan B.A.
with highest distinction
- Licensed to Practice in Illinois & New York

ACCOLADES

- 2023 Top Women in Law Law Bulletin Media | Nov 2023
- Enterprising Women of the Year Enterprising Women Magazine | Mar 2023
- Best Lawyers in America | Corporate Law Best Lawyers Aug. 2021 | Award granted 2013-Present
- Top 100 Attorneys | Top 50 Women Attorneys State of Illinois | Super Lawyers Jan 2019
- Leading Lawyer | Corporation, Finance, M&A, Securities & Venture Finance Leading Lawyers · Jun 2021 | Award granted 2007-Present

SHOULD I FORM A LLC OR C-CORP?



1. Both provide limited liability unlike sole proprietorship structure.
2. One is double taxed but there are benefits to 1202 if you are raising money
3. C-Corp if going VC funding route but can convert (make sure it's not a taxable conversion)
4. Which state? Delaware v. local; authorization in other states

I FORMED MY LLC - NOW WHAT?

Employer Identification
Number
(EIN | FEIN)

Sole Member | Multi-
Member Operating
Agreement

Member or
Manager Managed

% Ownership | IP
Assignment

I FORMED MY C-CORP - NOW WHAT?

Employer Identification Number (EIN | FEIN)

Sole Incorporator's resolutions to appoint Board and adopt by-laws

Organizational resolutions to appoint officers, grant shares

Founders' Stock Purchase Agreement:

Vesting shares or not and 83(b) election

IP assignment or cash at par value

OPERATING | LLC AGREEMENT OR SHAREHOLDERS AGREEMENT

Voting shares and non-voting

Supermajority voting in extraordinary events

Distributions:

How much?

When?

Who decides?

Preferred?

Tax?

Different for cash flow v. capital event v. liquidation?

If 50/50 ownership, need dispute resolution mechanism

In the event: someone dies? becomes disabled?

Termination? With or without cause?

INCENTIVIZING ADVISORS & EMPLOYEES WITH (VETTING) EQUITY

Restricted Equity (83(b) election)
with Buy-Back Rights

Options

Incentive Equity Plan

EXECUTIVE LEVEL OR SIMPLE LETTER WITH NDAS AND WORK PRODUCT
PROTECTION

Issues
Non-Compete Non-Solicitation Work Product
Protection

Equity Component
Restricted Stock Options Phantom Equity
Profits Interests

Termination
With severance Accrued Vacation Cause; Good
reason Death; Disability

PARTNERSHIPS ON YOUR STARTUP JOURNEY

- Startup Lawyer
- Certified Public Accountant
 - Entity choice
 - Valuation
 - Raise Money
 - How Much?
- Business Consultant
 - Business Plan
 - Pitch Deck
 - Pitch Presentation
- Marketing
- Operations Consultant
- HR | Payroll Provider
- Contacts
 - Investor Networks (Not Finders)
- Sales Force
 - Builder | Trainer
- Carta
- Insurance Broker
- Financial Advisor
- Other Legal Counsel
 - Intellectual Property
 - Real Estate
 - Estate Planning

KEY ATTRIBUTES TO LOOK FOR IN A LAW FIRM FOR STARTUP AND GROWTH STAGES

- A firm that will treat your business as an important client
- a lawyer who has the standing within the firm to make your business a priority
- a lawyer who will tell you the costs upfront so that you do not get a bill that is unexpected



THANK YOU!
LET'S DO GREAT THINGS TOGETHER.

Leslee M. Cohen
lcohen@allriselawyers.com
312-445-9628 (office)
312-342-9771 (mobile)
<https://www.allriselawyers.com>





Catch the next Meetup on 10/29/2025

Collaborate • Scale • Succeed



INNOVATION
DUPAGE