Law Soda on Business Law

How to Launch a Startup with One Dollar



Kevin F. McDaniel, J.D.

Law Soda on Business Law — How to Launch a Startup with One Dollar

by Kevin F. McDaniel, J.D.

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Reader discretion is advised. This book contains stories with mature themes and strong language that may not be suitable for all viewers. Recommended for readers 18 and older.

About the Book

Inspired by the original *Law Soda: Crowdfunding, Corporate Governance, and the Startup's Path to Scalable Capital* and by Mr. KFM's *100,000 Words* series, each book in the *Law Soda* series explores a different area of law through 100 striking AI-generated illustrations, concise teaching moments, and relatable stories involving people facing real-world legal issues. From business, immigration, employment, intellectual property to family, criminal, tax, space, and other areas of law, the series brings complex legal concepts into clearer focus.

This is not a traditional legal textbook. *Law Soda* combines the substance of legal education with the visual power of storytelling, creating something between a book and a motion picture. Each volume uses images and carefully selected text to teach, illustrate, and bring legal concepts to life, making the experience especially engaging for visual learners while still giving readers who learn through text meaningful substance. For entrepreneurs, business owners, and anyone curious about the law, the *Law Soda* series offers a fresh and entertaining way to learn about the legal issues that shape the world around them.

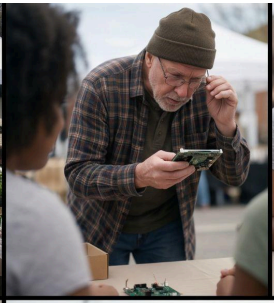
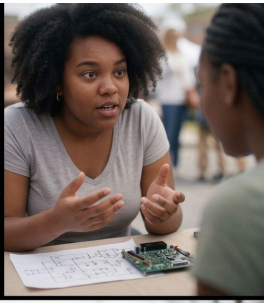
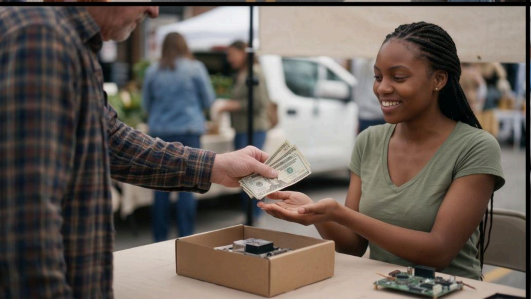

People keep asking when they can buy this. At some point, we have to stop calling it an idea.
Then let's stop talking about what we wish we had and figure out what we can actually do with what we have.


SAVINGS
That’s everything?
That’s everything.
Then we’re going to have to become very good at deciding what actually matters.




You’re really willing to give up the nicer apartment for this?
For now.
We’re not trying to look successful. We’re trying to become successful.
STARTUP ACCOUNT


ESSENTIALS
THE CATALOG
We don't need expensive furniture, custom packaging, and a fancy office to make our first sale.
We need the product, the customer, and enough money to deliver what we promised.



PROTOTYPE DEMOS
LOCAL INNOVATORS

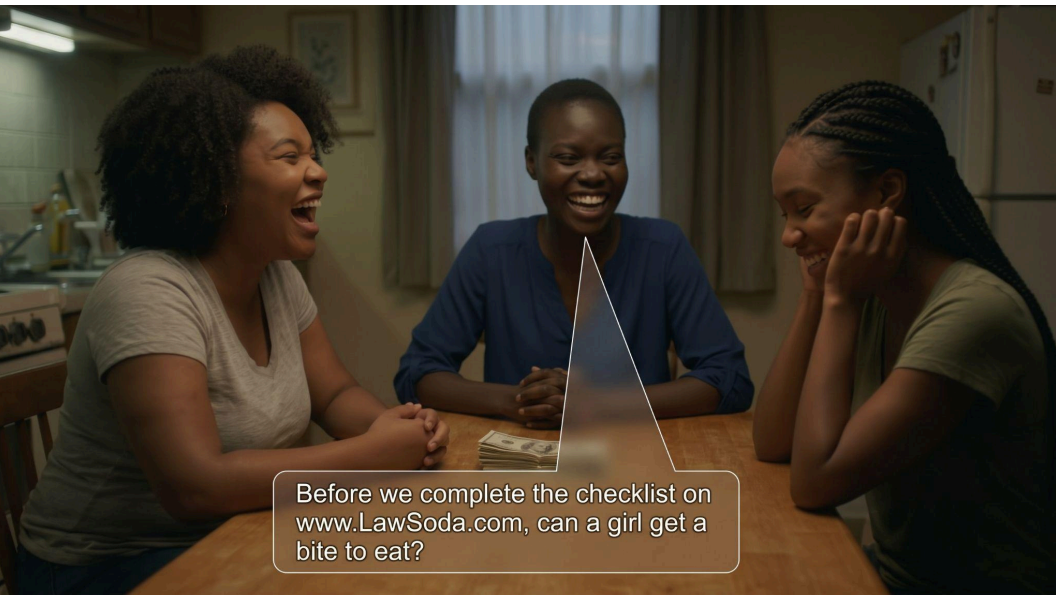

How much?
Twenty dollars.
I'll take one.
We have a customer.
Then let's find another one.




COMMUNITY TECH KITS
COMMUNITY TECH KITS


I have two thousand dollars I can put into this. You need inventory.
Put into it how?
I don’t know. I just want to help.
Before we accept it, we need to figure out exactly what you’re offering and what you expect.


I read about this on www.LawSoda.com,
which has free resources for startups.
We should go through their checklist together.

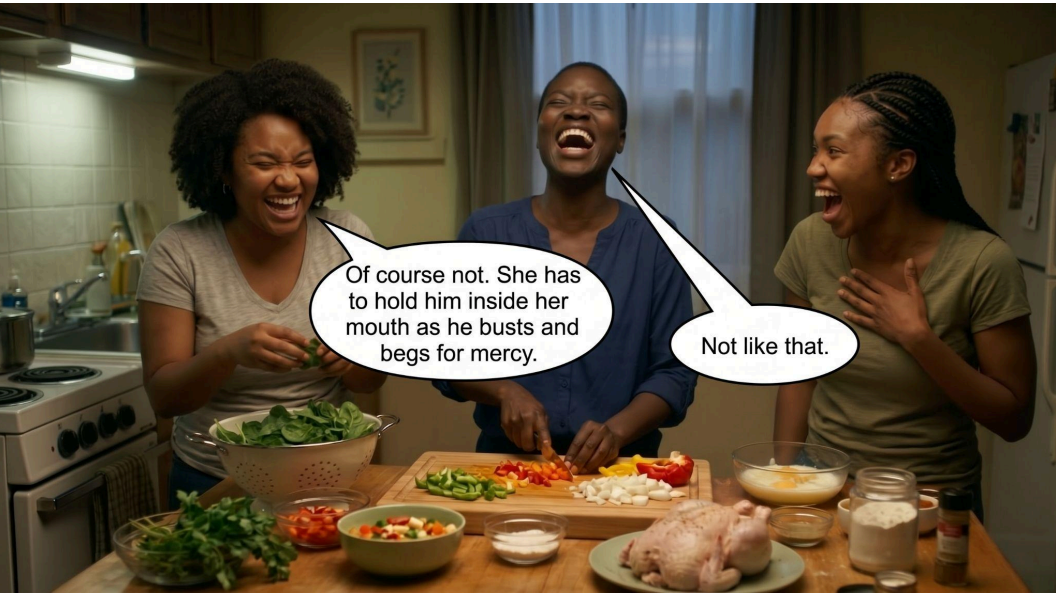

Before we complete the checklist on www.LawSoda.com, can a girl get a bite to eat?




I want to ask you girls something, and I want you to be honest with me.


We’re always honest. Ask away.


I have been thinking about getting my breasts busted.
Breasts busted? You want a guy to bust a nut all over your breasts or what? Freaky girl. Freaky, freaky.


Of course not. She has to hold him inside her mouth as he busts and begs for mercy.
Not like that.


Don't do that. Better to be natural. Guys like natural women more too.
I mean I want to get my breasts done, to make them bigger.
Yeah. Plus, at least you have breasts even if they are small. There are some women who are totally flat, nothing but nipple.


Flat women be like:
Want to suck these nipples, daddy?
Their men be like:
No! No! Noooooooooo!!!!!!!!
Like a tragedy.



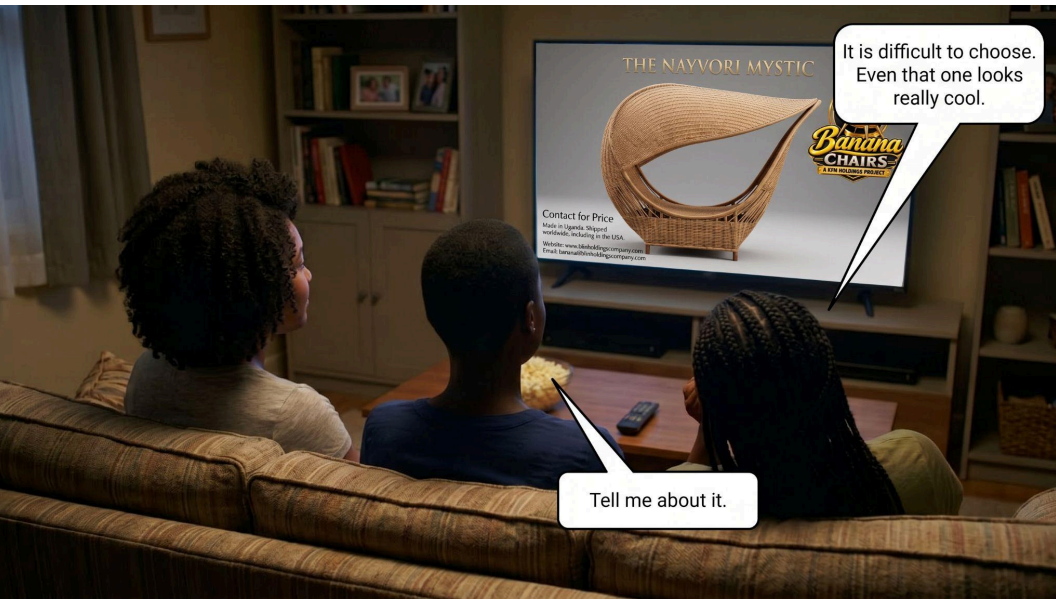

LAW
SODA
Call us at (404) 969-5119 for a free consultation,
or visit www.LawSoda.com.


Yeah. Let's make sure we finish the checklist tonight and call them first thing in the morning.
LAW SODA
After we finish the checklist, we should give Law Soda a call.

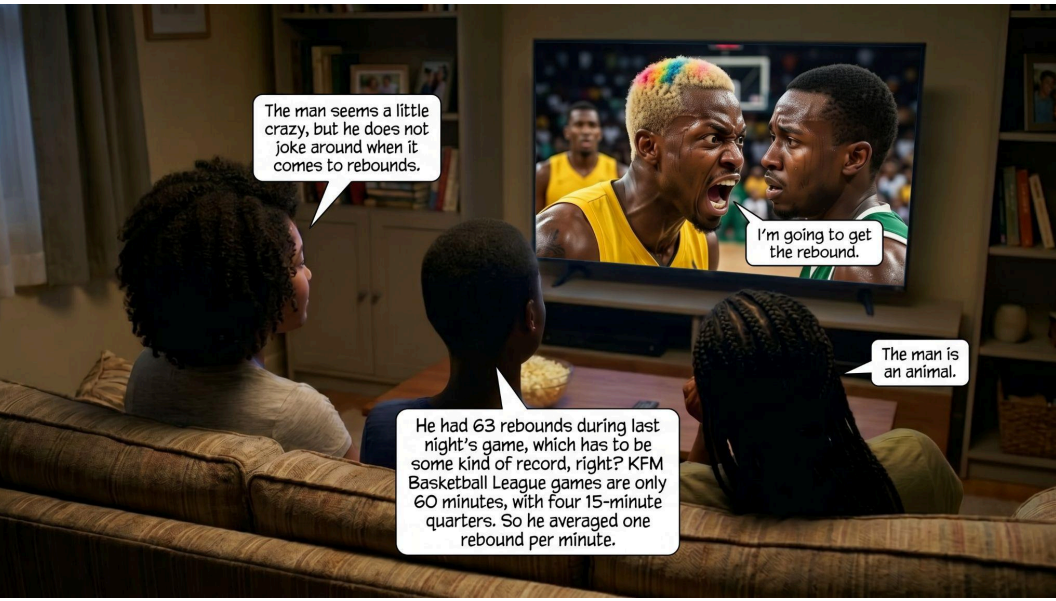

Banana
CHAIRS
The Lumvara Dream
Contact for Price
Made in Uganda. Shipped worldwide, including to the USA.
Website: www.kfmholdingscompany.com
Email: banana@kfmholdingscompany.com


The chair looks cool.
The Velmora Regal
Contact for Price
Made in Uganda. Shipped worldwide, including to the USA.
Website: www.bknholdingscompany.com
Email: banana@bknholdingscompany.com
Banana CHAIRS
A BKN HOLDINGS PROJECT
But how do you use it?
I think you just sit on it like a regular chair.


Now that one is something.
Once your business takes off, you should get the chair for your apartment.
Banana CHAIRS
A BSW HOLDINGS PROJECT
The Zarumba Noble
Contact for Price


THE NAYVORI MYSTIC
Contact for Price
Made in Uganda. Shipped worldwide, including in the USA.
Website: www.bbsholdingscompany.com
Email: bananaallbiyholdingscompany.com
Banana
CHAIRS
A KYN HOLDINGS PROJECT
It is difficult to choose. Even that one looks really cool.
Tell me about it.


I'm going to get the rebound.


The man seems a little crazy, but he does not joke around when it comes to rebounds.
I'm going to get the rebound.
The man is an animal.
He had 63 rebounds during last night's game, which has to be some kind of record, right? KFM Basketball League games are only 60 minutes, with four 15-minute quarters. So he averaged one rebound per minute.


I'm going to get the rebound.


LAW SODA
Law Soda.
Attorney Omwamba speaking.


LAW SODA
I'm glad to hear that you found the checklist helpful. How did you hear about us?


LAW SODA
He is one cute soda. Well, tell me, how can we help you today?

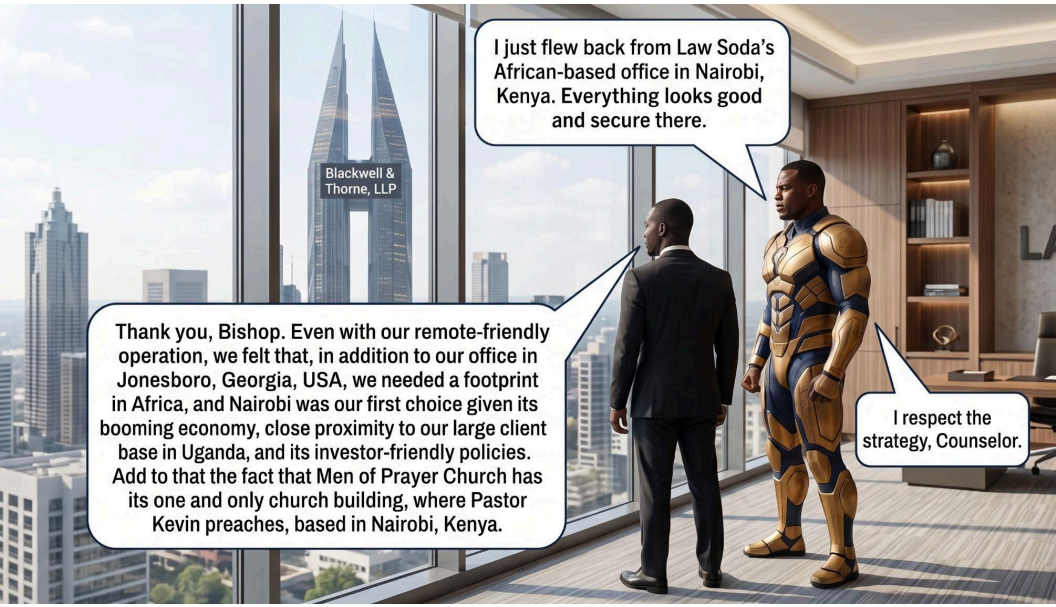

LA DA


Do I have anything scheduled for tomorrow between 2:00 and 3:00 p.m.?
No, Counselor. You are free after 1:30 p.m. tomorrow.


Put me down for a video conference with Jamila and Mercy at 2:00 p.m. They are two young lady inventors from Washington, D.C.
Okay. I will do that now.


LAW SODA
If possible, it would be great if you could complete the checklist titled From Business Idea to Real Business: A Practical Startup Roadmap.


LAW SODA
Great. We'll talk tomorrow at 2:00 p.m. Eastern Time. If anything comes up or you need to reschedule, please let us know.

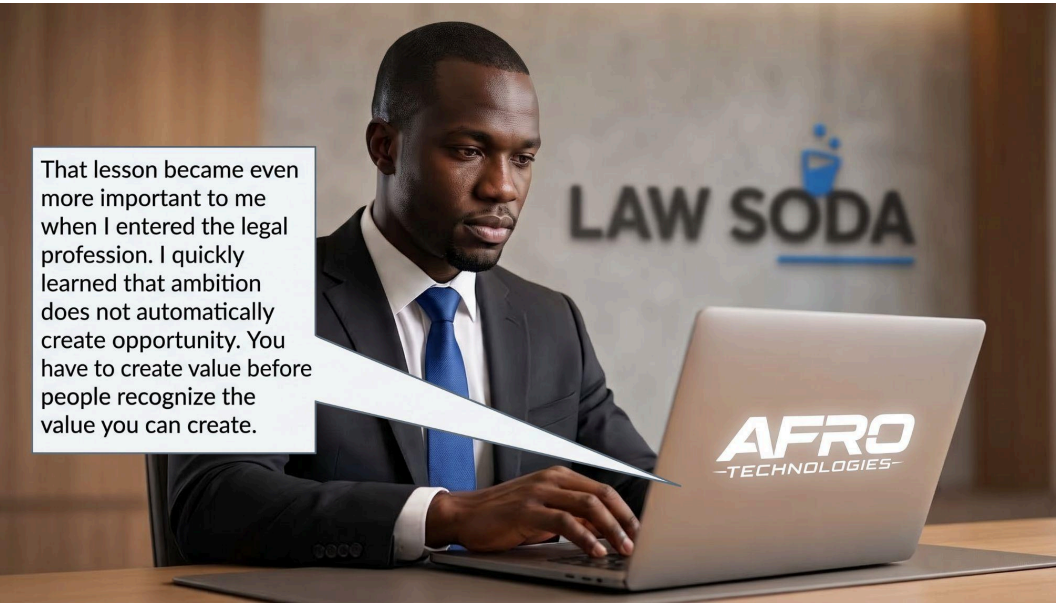

I just flew back from Law Soda's African-based office in Nairobi, Kenya. Everything looks good and secure there.
Blackwell & Thorne, LLP
Thank you, Bishop. Even with our remote-friendly operation, we felt that, in addition to our office in Jonesboro, Georgia, USA, we needed a footprint in Africa, and Nairobi was our first choice given its booming economy, close proximity to our large client base in Uganda, and its investor-friendly policies. Add to that the fact that Men of Prayer Church has its one and only church building, where Pastor Kevin preaches, based in Nairobi, Kenya.
I respect the strategy, Counselor.


How is your sister, Pink Panther, doing?
She is doing well. Thanks for asking.
Blackwell & Thorne, LLP
I better get started preparing my speech for the International Black Excellence Award. You know, we now employ more Black lawyers, paralegals, and paraprofessionals than every law firm and legal management company on Earth combined, and that's not even including our Black network attorneys and partners, like those at Blackwell & Thorne.
It's very impressive. I look forward to hearing your speech.

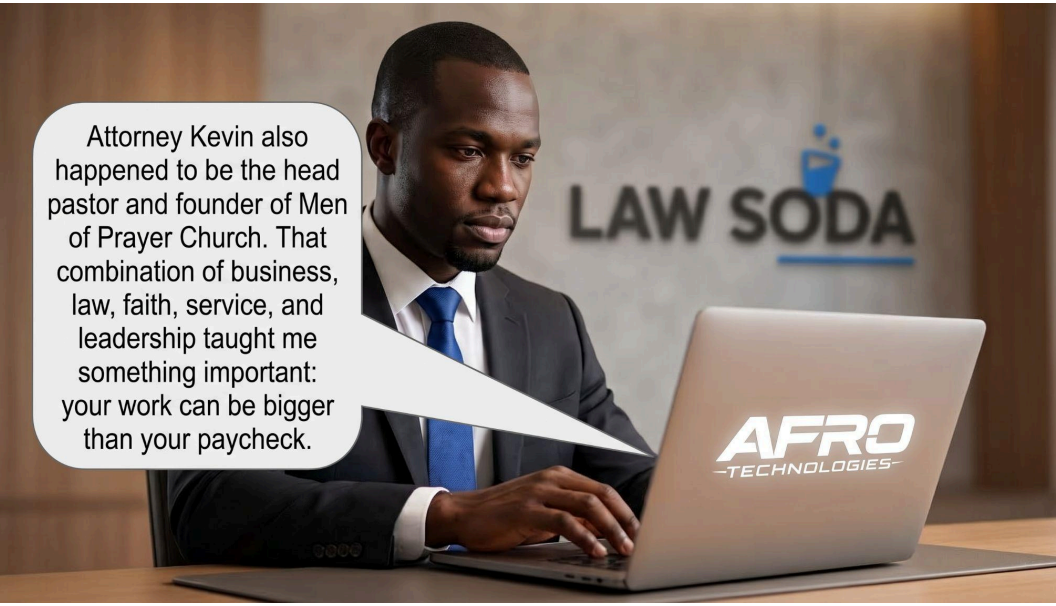

When I think about where I started, I realize that the most important thing I had at the beginning was not money. It was a willingness to believe that what I had could become more.
LAW SODA
AFRO
TECHNOLOGIES


I was the first college graduate in my family. My family came to this country from Tanzania with hopes, sacrifices, and expectations that were much larger than our circumstances.
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AFRO
TECHNOLOGIES


I grew up understanding **that you do not wait for** perfect conditions before you begin. You begin with what is available to you, and then you build from there.
LAW SODA
AFRO
TECHNOLOGIES

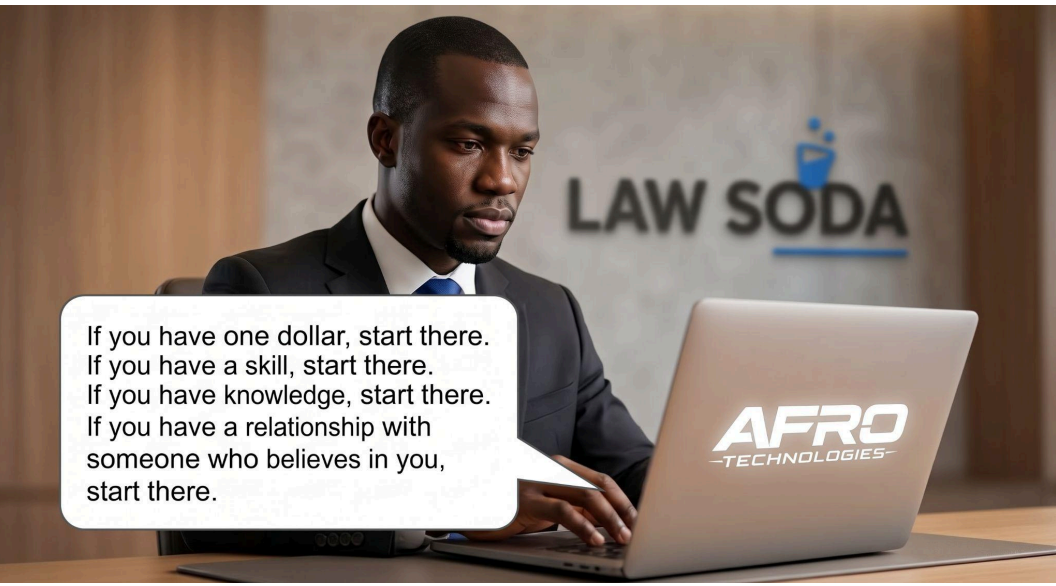

That lesson became even more important to me when I entered the legal profession. I quickly learned that ambition does not automatically create opportunity. You have to create value before people recognize the value you can create.
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AFRO
TECHNOLOGIES


Early in my career, I joined Law Soda while it was still on its journey of becoming what it is today. Attorney Kevin was building something ambitious, and I had an opportunity to contribute to that vision.
LAW SODA
AFRO
TECHNOLOGIES


Attorney Kevin also happened to be the head pastor and founder of Men of Prayer Church. That combination of business, law, faith, service, and leadership taught me something important: your work can be bigger than your paycheck.
LAW SODA
AFRO
TECHNOLOGIES

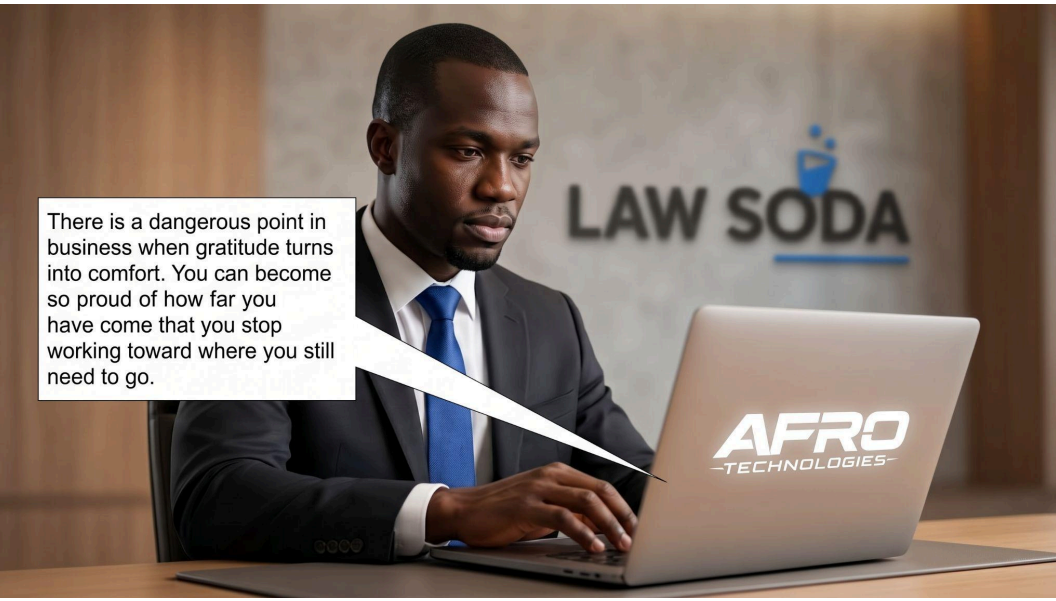

You can start with very little and still build something meaningful. You can start with one dollar. You can start with one customer. You can start with one idea, one skill, one relationship, or one opportunity.
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AFRO
TECHNOLOGIES


The point is not that one dollar magically becomes a fortune. The point is that one dollar represents what you actually have today, instead of what you wish you had.
LAW SODA
AFRO
TECHNOLOGIES


LAW SODA
If you have one dollar, start there.
If you have a skill, start there.
If you have knowledge, start there.
If you have a relationship with someone who believes in you, start there.
AFRO
TECHNOLOGIES


But starting with what you have does not mean staying satisfied with what you have. Gratitude and ambition are not enemies.
LAW SODA
AFRO
TECHNOLOGIES


Be grateful for the first customer, but keep working for the second. Be grateful for the first dollar, but keep working for the next hundred. Be grateful for the first opportunity, but keep preparing yourself for the next one.
LAW SODA
AFRO
TECHNOLOGIES

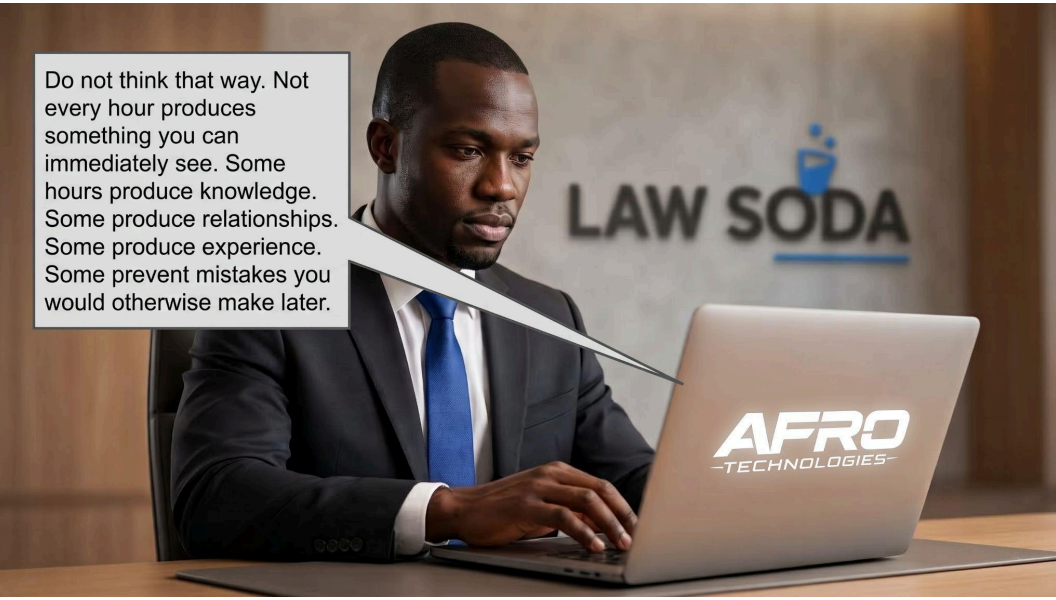

There is a dangerous point in business when gratitude turns into comfort. You can become so proud of how far you have come that you stop working toward where you still need to go.
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AFRO
TECHNOLOGIES


I have learned to appreciate every step without allowing any step to become my final destination. The first version of your business is not supposed to be the last version.
LAW SODA
AFRO
TECHNOLOGIES


LAW SODA
Sometimes you will work for hours and hours and feel as though nothing is happening. You will give up evenings, weekends, sleep, entertainment, and time that you will never get back.
AFRO
TECHNOLOGIES


And sometimes, after all those hours, you will look at your business and wonder, Where is the progress? Where is the evidence that all of this effort is producing anything?
LAW SODA
AFRO
TECHNOLOGIES


That is when you have to be careful. Because if you cannot see the result of your work immediately, you may convince yourself that the work was wasted.
LAW SODA
AFRO
TECHNOLOGIES

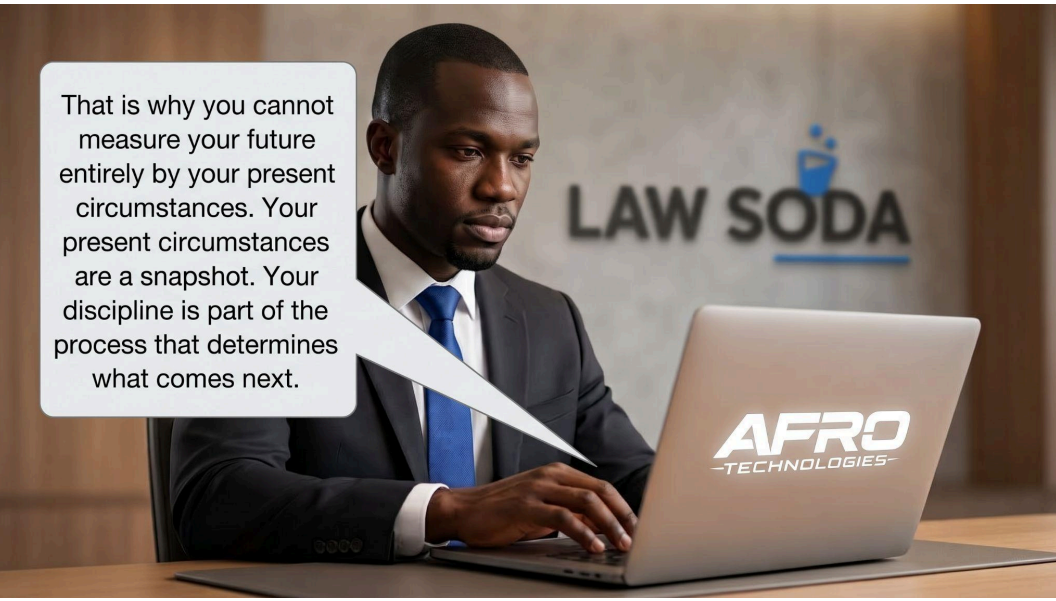

Do not think that way. Not every hour produces something you can immediately see. Some hours produce knowledge. Some produce relationships. Some produce experience. Some prevent mistakes you would otherwise make later.
LAW SODA
AFRO
TECHNOLOGIES


Some hours are building something beneath the surface. You may not see the roots growing, but that does not mean the roots are not growing.
LAW SODA
AFRO
TECHNOLOGIES

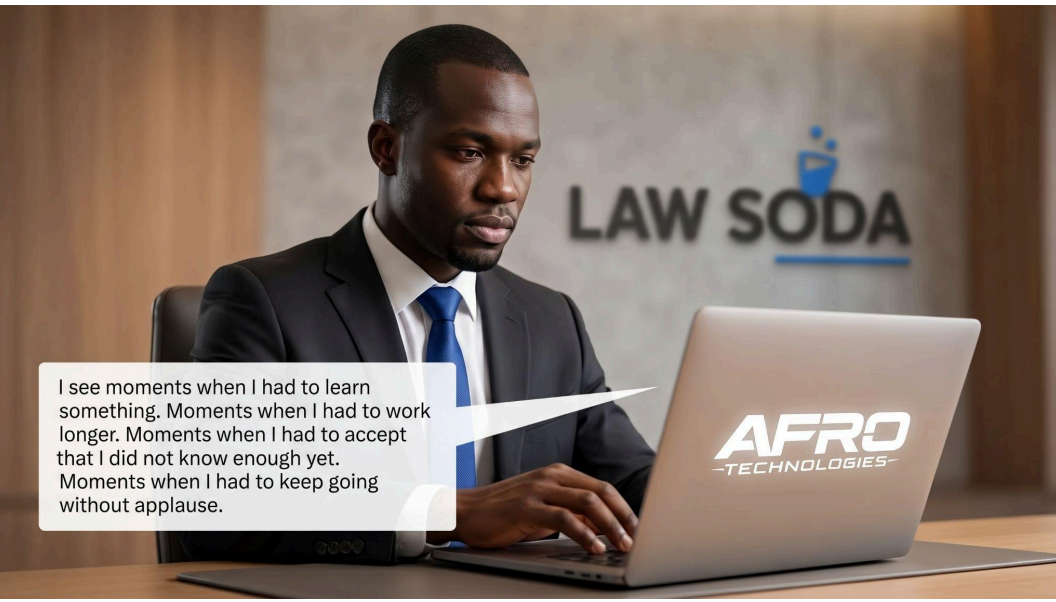

I think about the mustard seed. It is small. Very small. Yet the lesson associated with that tiny seed has endured because something that appears insignificant can contain extraordinary potential.
LAW SODA
AFRO
TECHNOLOGIES


Your business may look like that seed in the beginning. Someone may look at your first product, your first service, your first dollar, or your first customer and see almost nothing.
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AFRO
TECHNOLOGIES


But you know what they cannot see. You know the idea behind it. You know the work you have put into it. You know what you are learning. You know what you are becoming capable of building.
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AFRO
TECHNOLOGIES


That is why you cannot measure your future entirely by your present circumstances. Your present circumstances are a snapshot. Your discipline is part of the process that determines what comes next.
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TECHNOLOGIES


When I look back at my own journey, I do not see one enormous leap from where I started to where I am today. I see hundreds of small decisions.
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TECHNOLOGIES

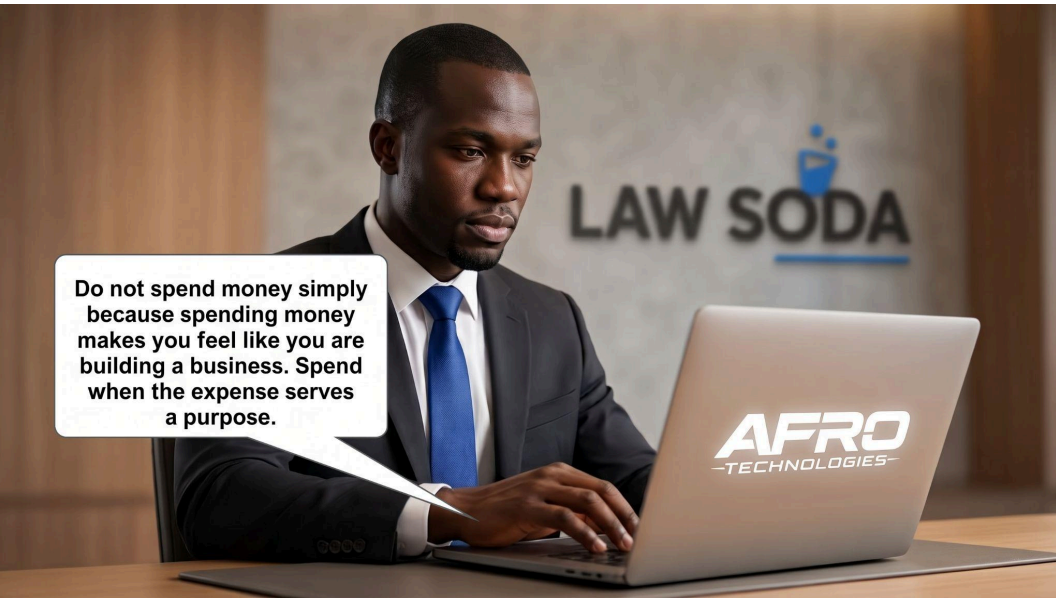

LAW SODA
AFRO
TECHNOLOGIES
I see moments when I had to learn something. Moments when I had to work longer. Moments when I had to accept that I did not know enough yet. Moments when I had to keep going without applause.


That is one of the realities of entrepreneurship. Much of the work happens before anyone is impressed by the result.
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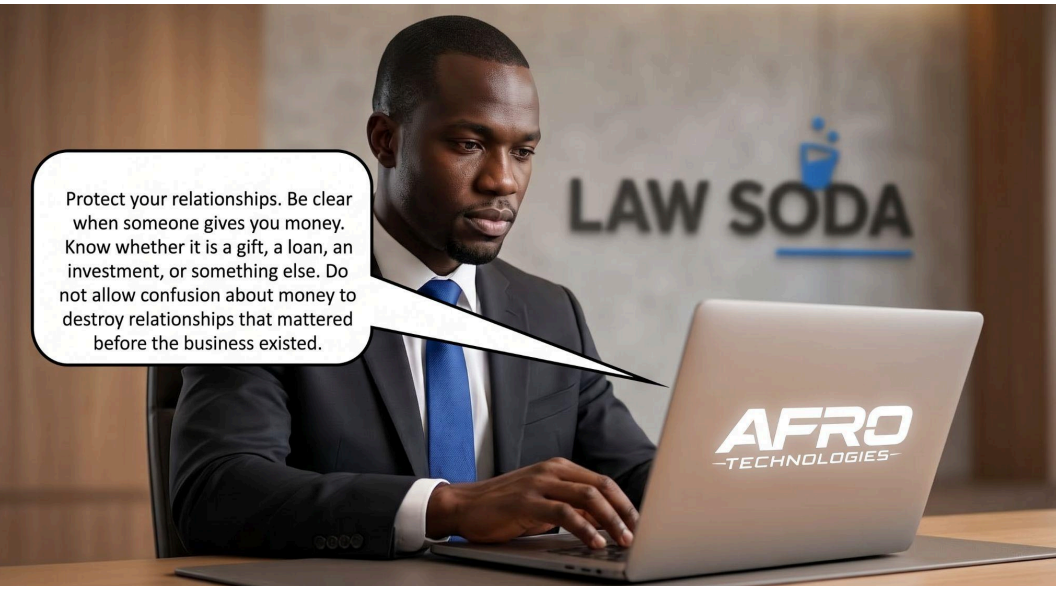

People often celebrate the harvest, but they do not see the planting. They see the company after it has employees, customers, contracts, offices, and opportunities. They may never see the nights when the founder was wondering whether the idea would survive.
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AFRO
TECHNOLOGIES


So if you are starting a business with one dollar, do not be embarrassed by the one dollar. Be intentional with it.
LAW SODA
AFRO
TECHNOLOGIES


LAW SODA
AFRO
TECHNOLOGIES
Ask yourself what that dollar can accomplish. Ask what it can teach you. Ask how it can help you create something that generates another dollar, and then another.


Do not spend money simply because spending money makes you feel like you are building a business. Spend when the expense serves a purpose.
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TECHNOLOGIES


LAW SODA
Learn to distinguish between what your business needs and what you merely want. That distinction can determine whether a small business survives long enough to become a larger one.
AFRO
TECHNOLOGIES


Protect your relationships. Be clear when someone gives you money. Know whether it is a gift, a loan, an investment, or something else. Do not allow confusion about money to destroy relationships that mattered before the business existed.
LAW SODA
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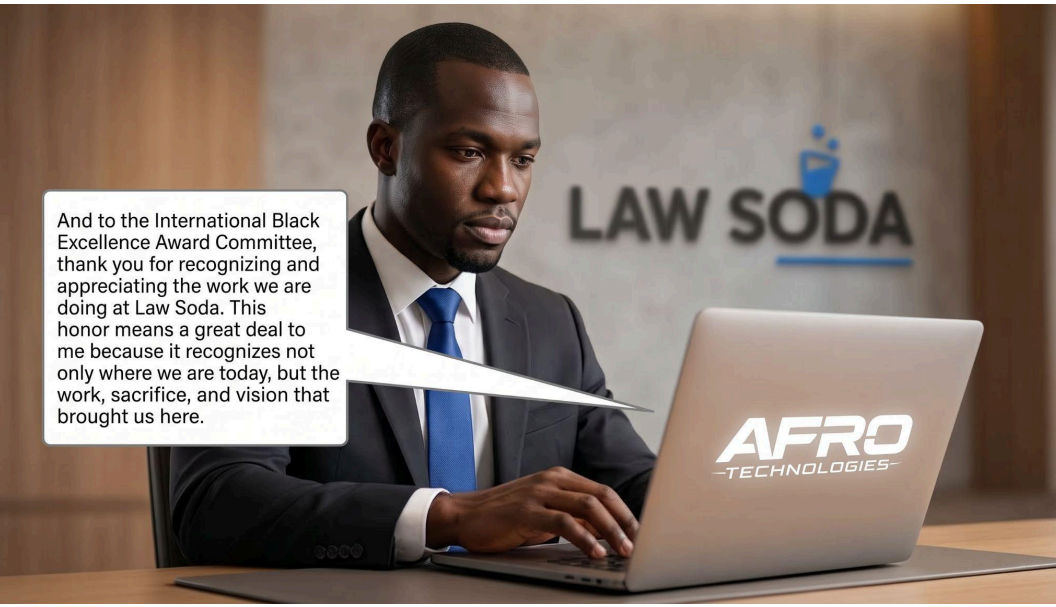

And when the business begins to grow, remember the person who started it. Growth should not make you forget the discipline that allowed you to survive when you had almost nothing.
LAW SODA
AFRO
TECHNOLOGIES


I am standing here today because people before me believed that circumstances did not have to determine destiny. My family made sacrifices. I made sacrifices. Others opened doors for me. And when those doors opened, I had to walk through them prepared.
LAW SODA
AFRO
TECHNOLOGIES


That is what I want to tell anyone who is listening tonight, especially the person who believes they have too little to begin. You may have less than you want, but you probably have more than you realize.
LAW SODA
AFRO
TECHNOLOGIES


LAW SODA
AFRO
TECHNOLOGIES
Start there. Work with what you have. Learn from what you have. Be grateful for what you have. But never become so comfortable with what you have that you stop believing you can build something more.


A mustard seed does not begin by looking like a great harvest. Neither does a great business. It begins small, often quietly, sometimes painfully, and usually without much recognition. But if you keep planting, keep learning, keep working, and keep building, the thing that once looked too small to matter may eventually become impossible to ignore.
LAW SODA
AFRO
TECHNOLOGIES


And to the International Black Excellence Award Committee, thank you for recognizing and appreciating the work we are doing at Law Soda. This honor means a great deal to me because it recognizes not only where we are today, but the work, sacrifice, and vision that brought us here.
LAW SODA
AFRO
TECHNOLOGIES


I am deeply honored to accept this year's International Black Excellence Award on behalf of the entire Law Soda team. This belongs to every person who has contributed to the journey, and I accept it with gratitude, humility, and an even greater commitment to keep building.
LAW SODA
AFRO
TECHNOLOGIES


LAW SODA
AFRO
TECHNOLOGIES


How is your speech coming along, Counselor?
LAW SODA
I just finished it. I am reviewing it now.
AFRO
TECHNOLOGIES


I didn't know you were from Tanzania. I thought you were from Kenya. You really went in on this one. It looks really good from what I can see so far.
Thank you for saying so. I'll probably review it one more time and then have you print it out so I can practice the delivery. I want it to be good.
LAW SODA
It will be good. Don't worry. We can pray about it after you practice a few times.
That's a good idea. Maybe I'll practice for about an hour. Then we can pray for a while.
That's perfect, Counselor. I have my bikini dress hot and ready in my bag.
AFRO
TECHNOLOGIES


LAW SODA


LAW SODA
But starting with what you have does not mean staying satisfied with what you have. Gratitude and ambition are not enemies.


Be grateful for the first customer, but keep working for the second.
Be grateful for the first dollar, but keep working for the next hundred.
Be grateful for the first opportunity, but keep preparing yourself for the next one.
LAW SODA


And sometimes, after all those hours, you will look at your business and wonder, Where is the progress? Where is the evidence that all of this effort is producing anything?
LAW SODA


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LAW SODA


LAW SODA


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LAW SODA


Are you ready to pray, Counselor?
My goodness, you look amazing. Let's use a prayer room with one of those banana chairs, and get busy praying.
LAW SODA




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