

ADITUS-SHERLOCK-LAWMINDERS

Room 545 Notes

Moderator: Deborah McMurray

Team: Bob Cohen, Sydney Iglitzen, David Freeman, Dick Potter, Mark Davey, Kevin McMurdo

Goal: New legal services entity or app that uses technology

- Self-service for corporate clients
- Finding the right professional when the need arises
- System/App if someone needed legal assistance, connected to local bar associations for people of modest means; let them know what a project costs
- "Access for justice" for corporate clients?
- Clients want to go to firm's experience database to have quick questions answered
- Search database using keywords to look for certain experience and ask for introduction from engagement partner
- Time of the essence for law firms, otherwise the client will go to a different law firm
- **Self-Serve Experience Database**
- **Modest Means Panels (Through local bar associations)**
- Referral through panels to allow legal institutions and attorneys to compete with the likes of LegalZoom; low fees; marries young lawyers or lawyers with capacity with people of modest means; experienced lawyers mentoring young lawyers; keeping the profession involved in meeting the legal needs of the community (nostalgia); courts partnered with them
- Move into rural communities; seeking legal advice for high tech business; lack of knowledge of business and tech from local lawyers in rural communities
- **Rural self-serve mediation services**
- Over Skype; self-service
- Marrying Legalzoom with self-service
- Video library of 5 videos of basic legal knowledge (e.g. when do you need to contact a lawyer for patent prosecution)
- Law firms paying to provide videos; with the assumption that people who watch the video will hire the lawyers behind it
- Access to justice made up of entirely videos

- Allowing several lawyers to bid through their videos
- Monetize – lawyers pay to participate
- Choice; ease of use; ratings “Uber”
- Potential Name: *The Country Lawyer*
- Legal checkup; trigger clients to ask the questions
- Trusted advisor service
- Trigger and flag system
- Keeping up with changes in the law; keeping companies current in certain areas of law that could be very expensive should they get it wrong
- Subscription service; get notifications
- Client profile; triggers certain alerts based on the profile
- Proactive versus reactionary
- “Match.com” for lawyers and clients
- Distill it down into an app
- TurboTax Click or call
- Client chooses which triggers they want
- Lawyers sign up to take advantage of the potential clients
- When the trigger occurs, the client chooses which lawyer
- Gamification
- Giving the law site a fun element
- Potential Name: *Lawyer Angel*
- Becoming the clients in-house legal counsel
- Video would describe how a legal problem gets solve (can’t give advice)
- Different portal for different client; starter portal that breaks into specified portals
- Emergency Services with lawyers
- Potential Name: *Legal ER*
- Hub and spoke portal system
- Videos would always have a lawyer in it; charging the lawyer for making the video; from a marketing aspect it would give the lawyer publicity

Name: Aditus; Sherlock; Lawminders

Purpose: Easy access to legal services for entrepreneurs, they learn what they need, obtain service when they need it, and they are reminded of the services they need. Entrepreneurs often need a host of legal services in rural areas, they don’t know how to get access, and they don’t know what they don’t know.

Solution: Create a library of three minute videos created by lawyers who have paid and are divided by subject matter, expertise, and geography. Link to forms, further data (part of the trend toward self-service). Ability to video chat with lawyers for a fee. \$99 fee gets you access to the library, free initial consultation for 15 minutes. Regular remainders based on client profile.

Partners: Partnering with legal aid societies. Hotline for immediate help/ referrals. Highly reputable community service organizations (e.g. United Way). Law firms.

Market Size: Small business and individuals who fit the profiles

Product Details: App with Skype

Business Model: Pay to play from lawyers and annual subscription fee of \$99

Competition: Legal zoom, rocketlawyer, nolo.