

## CROSSROADS LEGAL

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**Issue:** affordable legal services for the middle-class market, combined with Big Law efficiency and talent recruitment and retention.

**Solution:** creation of a middle-market service entity providing efficient legal services to communities at a cost-effective, and cost-sensitive, price.

**Purpose:** 1) to fill the gap of lawyers in underserved markets and provide strong legal resources; 2) for large law firms to provide cost-effective services to their current clients; 3) for law firms to diversify their employee base; and, 4) to provide an alternative career path/lifestyle for today's law school graduates.

**Entity Name:** Crossroads Legal

**Business Model:** a sub-entity of a national, Big Law firm . . . the new "New Normal" law firm, which is to be located in multiple locations, and also equipped with cutting-edge technology which will allow these attorneys to work from anywhere if/when they so choose.

**Why Now?** . . . there is a large gap in access to legal service [for the middle market], and also because the old model for Big Law is not currently working.

**Competition:** LPO's . . . in-house legal departments [possibly] . . . LegalZoom . . . small firms/solo practitioners across the nation.

**Market Size:** limitless . . . nationwide