

FOCUS 4 GOOD *pro bono*

Moderator: Kevin Colangelo, Bloomberg BNA

Objective:

- Product or service
- Legal or non-legal
- Solves an existing problem

Foundations:

Total addressable market (TAM) (i.e. What's your market? What's its size?) vs. Serviceable addressable market (SAM) (i.e. what can you capture?)

Why us and why now?

0 to 1 (How do we get there?)

Brainstorming:

- Access to justice app
 - How to find a lawyer
 - What about those who are not familiar using computers? (i.e. "We are talking to ourselves.")
- Sustainable funding process for legal aid organizations / Promote efficiencies in legal services
 - Challenges
 - How do you get to people where they are? (Engagement)
 - How do you make legal aid work more efficient?
 - How to make retail legal marketplace (fee-generating work) better organized?
- Compliance app for GCs - help prevent problems before they happen; prevent rogue behavior and even accidental noncompliance
 - Input use case and have the app account for contingencies and potential red flags
- Cybersecurity / data protection app
- Prophylactic
- Franchise model for legal services

- Customer-driven legal services; create a brand like a “Law Depot” or “Law Barn” (i.e. a law store) - In response, Kevin told a story about the downfall of Trademarkia founder’s subsequent venture in Palo Alto
- Cause-based clearinghouse → Pro Benefit
 - How can we incentivize law firms and corporate legal departments rethink their pro bono work?
 - Benefits: pro bono capacity, improve client relationships, general marketing and brand enhancement vehicle; change firm culture
 - Could there be service element as part of the clearinghouse (public service activities)?
 - How to market this clearinghouse (This is the pitch.)
 - Data
 - Relationships
- Funded legal assistance for staff and clients of law firms (employee “legal wellness” program)
 - Similar to how companies provide health benefits
 - A potential use case would be the employees of large law firms that do not make a lot of money (e.g. administrative staff, clerks); an ABS of law firms
 - Potential funding source is the plaintiff’s bar

Business Plan – (Clearinghouse idea chosen)

Name: Focus 4 Good *pro bono*

Purpose: Incentivize and focus pro bono activities through alignment with social responsibility priorities and of clients and prospects

Problem: Random acts of insufficient pro bono

Solution: Process and vehicle for aligning pro bono interests / concerns of corporations, 501(c)(3) organizations and law firms and their lawyers

Vehicle components:

- Website
- Database
- App
- Coordinator(s)
 - Focus 4 Good
 - Firm
 - Corp
 - 501(c)(3)

Note: The "4" could tie into the four coordinators.