

LAWBER

Problems

- Client fees not clearly understood/reliable
- Pick optimal lawyer
- Surprises

Firm

- Money/time spent on non-law
- Finding right clients (get on “panel” and expand work)
- Collections/realization

Lawyer

- Inability to focus on trusted-advisor
- Anxiety re BD and collecting

Data Elements

- Ratings (by clients)
- Industry ranking-rating (e.g., Acritas)
- Diversity
- Bench/depth (by practice)
- On panel?

Solution

- Cloud-based platform for outside counsel selection
- Removes non-“law practice” activities from lawyers, including
 - Marketing
 - Conflicts
 - Pricing
 - Billing
 - Collections
- Removes lawyer anxiety
- Easier and better informed counsel selection
- Ratings both ways

Business Model

- Develop software/algorithms (Big Data/AI) – will improve over time intelligent system
- Data collection
- S&M
- Cloud infrastructure
- Product management

Revenue stream—clients only

- Low prices initially
- 10% of Global 1000
- 100 clients = \$7.5 million/yr.

Partners

- Timetrics/Sky Analytics
- Acritas
- Chambers

Competition

- Serengeti
- Bloomberg
- Legal auction sites

Why now?

- Uber did it!