

WATNEY/ROBINSON: PROVIDING SOLUTIONS FOR SURVIVAL AND AVOIDING MORTAL RISK

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Problem:

- Ripped from the headlines: GM how has to spend \$5 billion to fix the problem

Company name:

- Watney/Robinson: Providing Solutions for Survival and Avoiding Mortal Risk
 - o Watney: From the movie *The Martian* – he solved a ton of weird problems with creative solutions
 - o Robinson: “Danger Will Robinson”

Entity Purpose: Less elephant poop – Patrick’s elephant example

Program Watson-like to analyze historical data and company info

- Look at inside and outside data
- Provide flags to decisions before problems arise

Notes:

Way too many underutilized recent law grads – no one seems to care

- Median age of lawyers has increased dramatically in the last 10 years

Cost of solving a legal problem is too high, so incubators don’t address this problem.

Tinder app for law jobs – swipe through for jobs

JD Advantage jobs

Companies produce so much data (email, text, etc.) that is essentially unmonitored – compliance standpoint

- Huge opportunity to flag these things and take steps
- E-discovery but for your internal use
- Algorithms to better underwrite long term tort risk
- Companies are avoiding this data b/c if you tell me this, what do I do with it

In 1 month's time, we produce more information than what was produced in the history of the world.

Look at the people's communications – pattern changes can trigger a deeper look

Take the humans out of this, make it a smart algorithm

Preventative Law

- Family Law
- Landlord Tenant
- Consumer Law

Three levels of assistance

- Self Help
- Help with Assistance
- Full representation

Lawyer assisted online will

New lawyers with a diagnostic package that you sell to your clients that go in and do a guided diagnostic to see where the issue areas are

Modeling bad outcomes & waste

Base level machine intelligence

- Modified per company
- Human element is the teaching Watson the AI – tell it what it has to learn

Compliance monitoring

Auditing

Get ahead of a compliance problem

FCPA

Employment Law

- Wage & Hour Audits
- Handbook and policy compliance

In-house legal counsel – tool designed for them

- We go in and help alert them to potential problems
- To do something with the issues before they blow up

Need a demonstrable gain to the company, not just to the law department

Create something that has a metric for the savings to take to the larger company

Company that marries institutional legal knowledge with legal technology to take the human out of it

- NSA Next
- Private Sector NSA

Program Watson-like to analyze historical data and company info

- Look at inside and outside data

Low hanging fruit – stupid contracts

Ripped from the headline:

- GM : People are doing dumb/bad things and there is no early intervention/detection
- Corporate fog
- Fog of decision making

Solution:

- Watson – collaboration for early intervention services

Details: How it Works

Benefits:

- In 5 years I won't be in the headlines
- Lifting the Fog
- Make better decisions

Measure the seriousness of the risk to the company

- Company can then evaluate the risk

Watney Robinson

Watney: creative solutions to survive, solutions for survival

- Drops something for the bottom line

Robinson: avoid fatal risk, avoiding mortal risk

- Brand risk

Assess your risk from the public domain

Subscription model

Save on insurance premiums if they sign on to our system

Peer monitoring

One time investment for a permanent return to the company