



TEAM - 1649



Entrepreneurial Lead - Ramya Akula

*Ph.D. Student in Computer Science,
Complex Adaptive Systems Lab,
University of Central Florida*

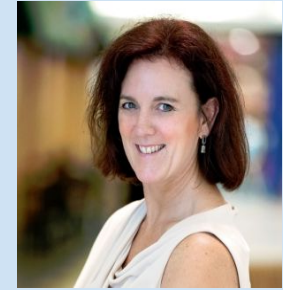


Technical Lead - Ivan Garibay

*Director of Complex Adaptive Systems Lab,
University of Central Florida*

Mentor - Robin Phelps

*Director of Client Services,
UCF Venture Accelerator Lab,
University of Central Florida*



Who : *Corporate - Litigation Lawyers & In-house Counsels, and EDiscovery Service Providers*




What : *Smart Automation Tool with Artificial Social Intelligence*

Why : *Improves Quality by 5X and Reduces Costs by 10x, securing Firm's reputation.*



TEAM - 1649



| | Interview Count |  |  |  |
|-------|-----------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| NEW | 4 | 4 | 0 | 0 |
| TOTAL | 116 | 95 | 20 | 1 |

Total Interview = 116

Direct Buyers/Decision Makers = 72

Corporate Litigation Attorneys, Corporate Counsel, CEOs of Service Providers

Influencers = 37

Litigation Support Staff, Executive Staff of Service providers, Judges, Profs, other Legal Tech Executives, sales, Tech Columnists

Misc = 7

Other Non Litigation Attorneys



TEAM - 1649



Business Canvas Model - Week 1

launchpad

Home Presentations Resource Hub

◀ Week 2 ▶

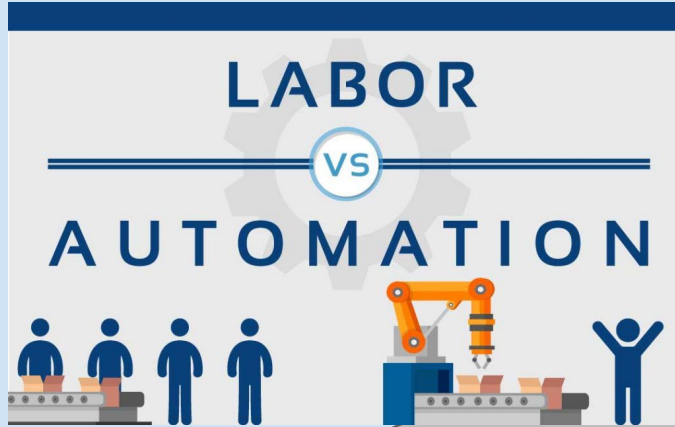
Business Model Canvas

+Add New

| | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Key Partners</div> <div>Relativity One</div> <div>FTI Consulting: FTI Technology solves data-related business challenges, with ...</div> <div>JND eDiscovery, A division of JND Legal Administration, JND eDiscovery provides</div> <div>Special Counsel, It is a leading provider of legal consulting, attorney recruiting, legal ...</div> <div>Anexsys, it is one of the leading independent suppliers of litigation ...</div> <div>BDO, Veterans of complex, high-stakes litigation, class actions, monitorships & ...</div> <div>Borrelli Walsh: The team has extensive experience with the development and ...</div> <div>Other Qualitative data analysis tools like Nvivo, MAXQDA, ATLAS.ti</div> | <div>Key Activities</div> <div>Riskiest Assumptions: There is no such product that already does this job</div> <div>Prepare Questions for customer discovery and then conduct customer weekly ...</div> <div>Software - Research & Development</div> <div>Key Resources</div> <div>Understanding the Psychology of the customers during interviews</div> | <div>Value Propositions</div> <div>Pain Relievers: Human Cognitive Effort on Repetitive Tasks</div> <div>Pain Relievers: Time and Cost Efficiency, the process is outsourced to 3rd party as of ...</div> <div>Pain Relievers: Too many tools but nothing does a right thing for complete case ...</div> <div>Gain Creators: Fast, Efficient and unbiased case discovery results</div> <div>Gain Creators: pay per usage and cloud service</div> <div>Gain Creators: Tailor made features- customized version as per client's ...</div> | <div>Customer Relationships</div> <div>Physical Channel: conduct interviews in Orlando and keep in touch with them ...</div> <div>Web/Mobile PR Marketing -Get - Keep - Grow practice from time to time</div> <div>Our customer Archetype is agent/agency performing E-Discovery and/or Prior Art ...</div> <div>Channels</div> <div>Through partners</div> <div>Our's is a technology product, we provide a web service. While trial version is ...</div> <div>We can also sell the software online and in-stores like Best-Buy(I am not sure of this ...</div> <div>Monthly, quarterly, half-yearly, annual subscriptions</div> | <div>Customer Segments</div> <div>High Priority: Law firms practicing Litigation</div> <div>Third party vendors who work on ediscovery process for lawyers.</div> <div>Paralegal services</div> |
| <div>Cost Structure</div> <div>Start Up cost for team of 10-20 along with resources is 2 Million dollars per annum</div> | | <div>Revenue Streams</div> <div>STTR/SBIR</div> <div>Venture capitalists and angel investors</div> | | |

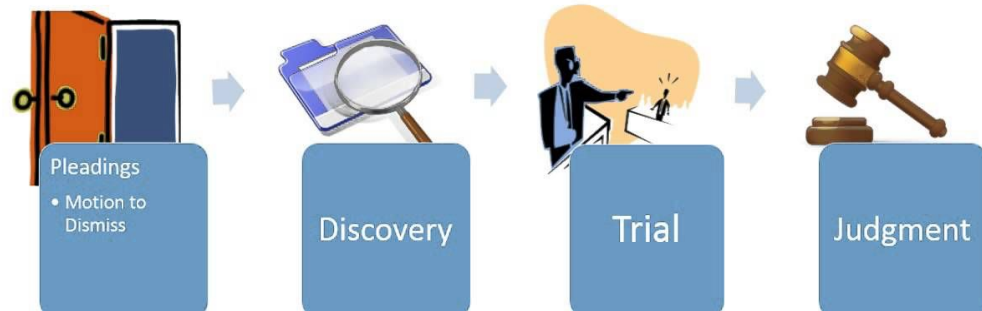


TEAM - 1649



What we thought initially....

Litigation Process: Motions

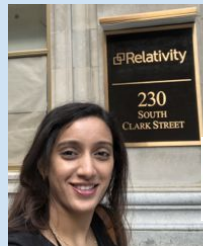




TEAM - 1649



E-Discovery Service Providers



Law Firms



Events





TEAM - 1649



Brillbot
Convolution 2 Cordial



- 1 Washington D.C.
- 2 Chicago
- 3 San Francisco
- 4 Seattle
- 5 Orlando
- 6 Des Moines
- 7 Cedar Rapids
- 8 Miami

A Day in the Life of a Litigation Attorney



Initial case assessment
and investigation



Draft pleadings



Discovery process



Pre-trial tasks



Trial



Possibility of
settlement



Appeal





TEAM - 1649



LAW FIRM CLIENTS: SIX TYPES

TYPE No. 1

INDIVIDUALS

TYPE No. 2

BUSINESS
OWNER

TYPE No. 3

BUSINESS
OWNERS

TYPE No. 4

COMPANY
MANAGEMENT

TYPE No. 5

COMPANY
MANAGEMENT

TYPE No. 6

COMPANY MANAGEMENT

GENERAL
COUNSEL

GENERAL
COUNSEL

GENERAL COUNSEL

GENERAL COUNSEL

IN-HOUSE
STAFF

SR. IN-HOUSE
LAWYERS

DEPUTY GC
VERTICAL 1

DEPUTY GC
VERTICAL 2

DEPUTY GC
MGA

DIRECTOR OF
LEGAL OPS

LINE CORPORATE
COUNSEL

LINE
CORPORATE
COUNSEL

LINE
CORPORATE
COUNSEL

LINE
CORPORATE
COUNSEL

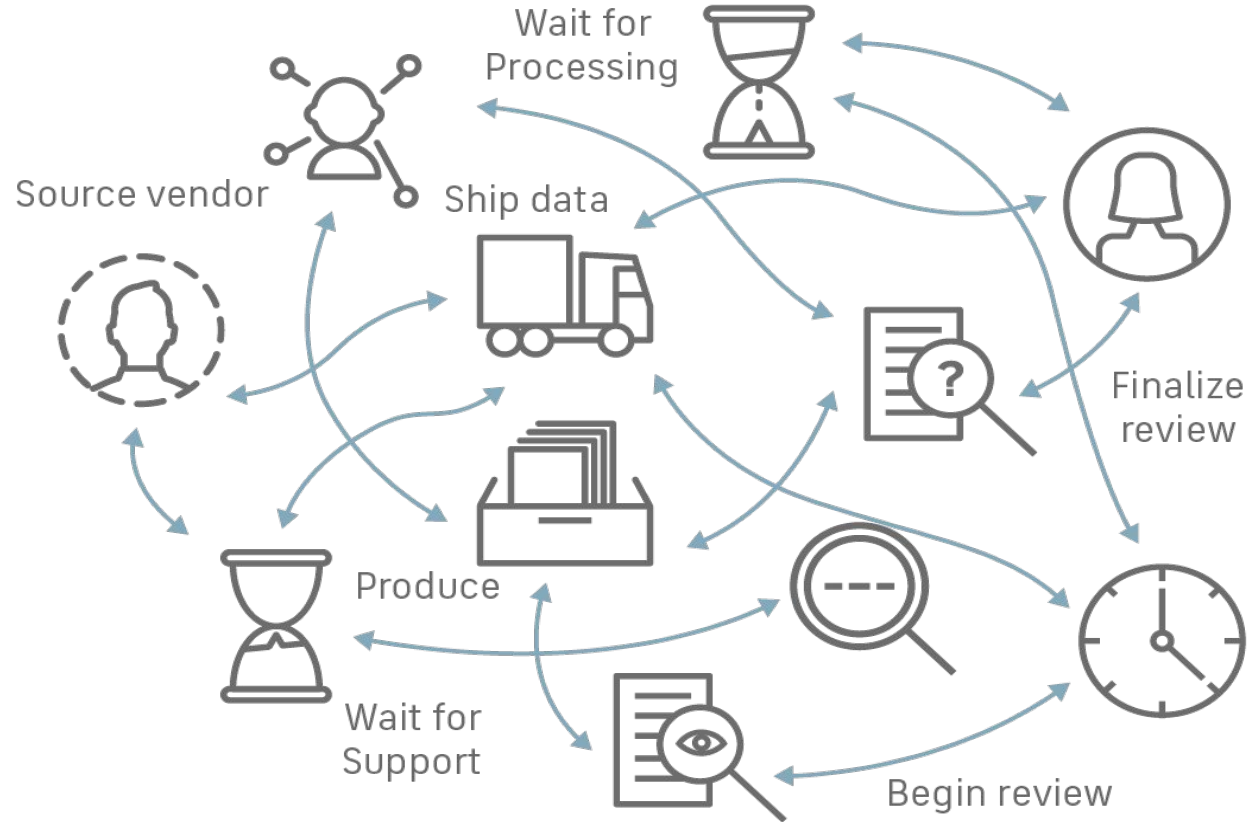
LEGAL OPS
MANAGERS

PROCUREMENT / SOURCING SPECIALISTS

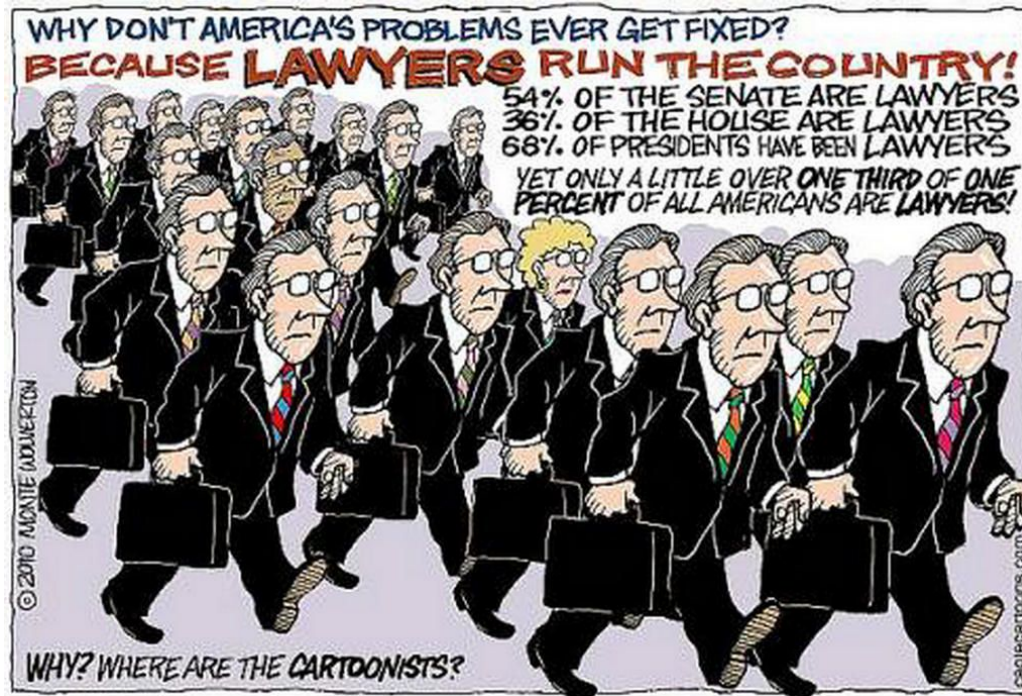


Reality is....

Process is complex



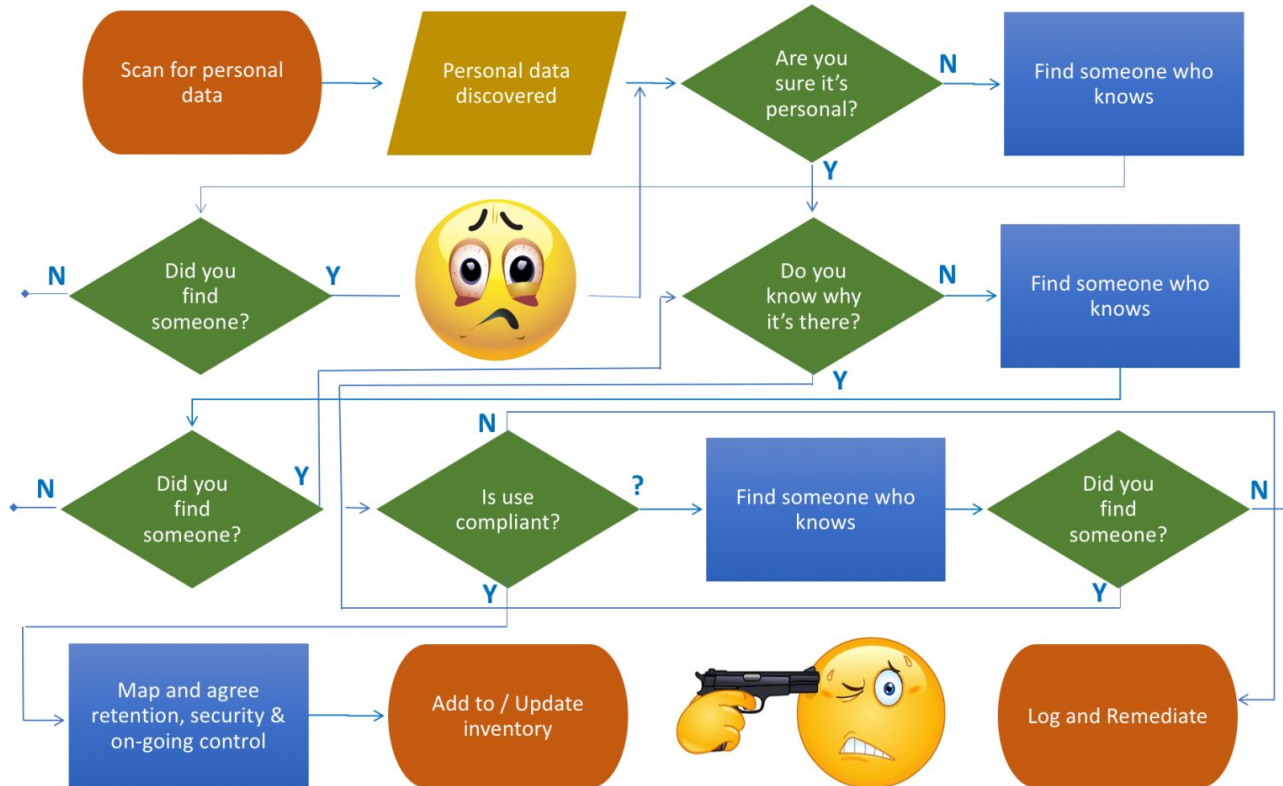
Involve many people making **the process even more complex.....**





CORPS
NSF Innovation Corps

TEAM - 1649



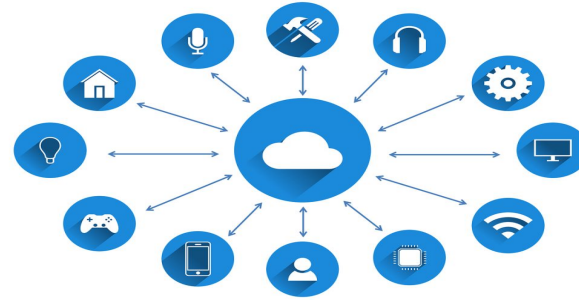
**GDPR and
HIPAA adds
another level of
complexity**



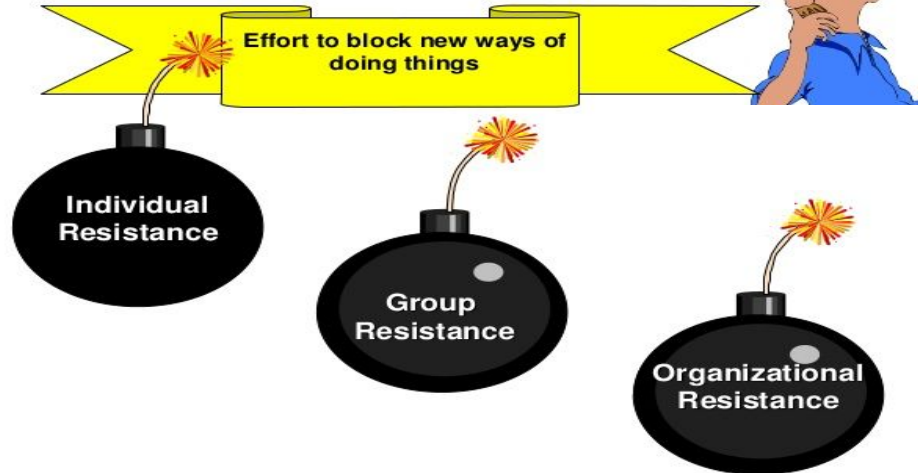
TEAM - 1649



Cloud computing ~
Transitional Hatred.....



Resistance to Change





TEAM - 1649



Buzzwords to get
More Clients.....





TEAM - 1649



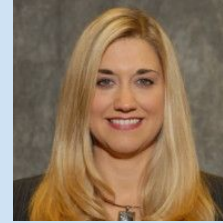
Dorian Daley
*Executive Vice
President & General
counsel, Oracle
Corporation*



J. Michelle Childs
*Judge,
District Court of
South Carolina*



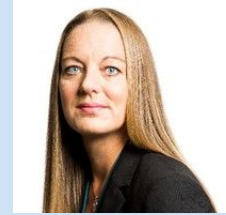
William F. Robertson
*Discovery Solutions Firm
wide Manager,
WilmerHale LLP*



**Shawnna
Hoffman**
*Global Cognitive
Legal Leader, IBM
Corporation*



**Jason R.
Baron**
*Of Counsel,
Drinker Biddle &
Reath LLP*



Dev Stahlkopf
*Corporate Vice
President & General
Counsel, Microsoft
Corporation*



| Market Problem | AI Solution | Lawyer Impact | Examples |
|-----------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------|
| The volume costs of lawyer effort | Machine-learning programs perform lawyer tasks faster and therefore much less expensively. | Law firms can no longer sell lawyer hours spent on these tasks, reducing inventory. | E-discovery, contract analysis, legal research |
| The scarcity costs of lawyer expertise | Expert systems tap into legal knowledge databases to answer questions and forecast outcomes. | Lawyers' expertise becomes less exclusive, increasing supply and lowering price. | Expert applications, outcome prediction |



TEAM - 1649



Why We iterated our process.....?

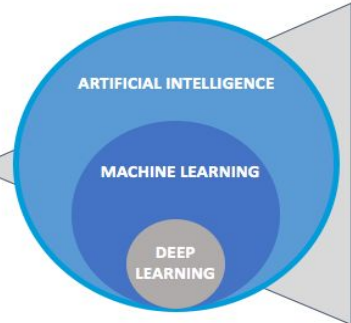
E-Discovery
Tech Vendors

E-Discovery
Service Providers

Corporations

Relationships
Innovation
Translation

Law Firms





TEAM - 1649



Thomson Reuters Competition Offers Chance to Gain \$250,000 + Partnership To RegTech/LegalTech Startups

🕒 14th August 2019 👤 artificiallawyer 📁 RegTech 💬 0



THOMSON REUTERS™

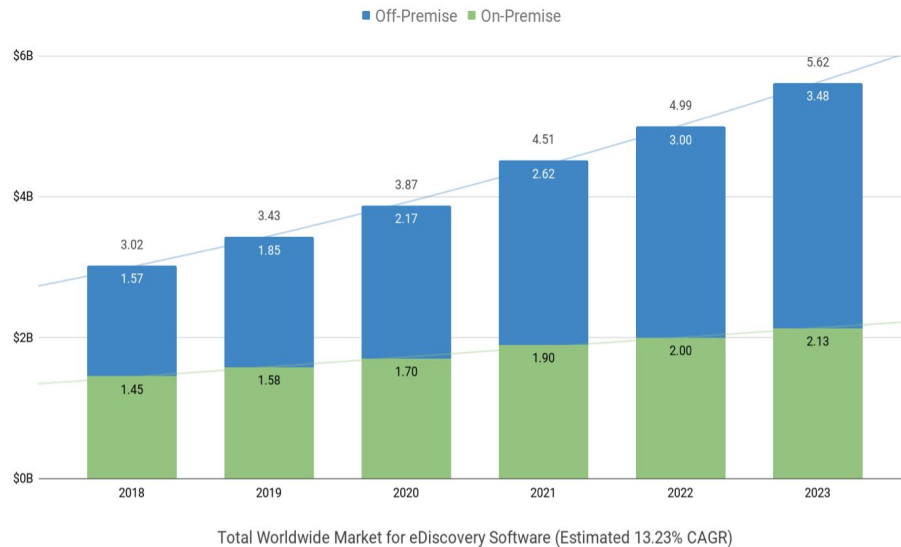


TEAM - 1649

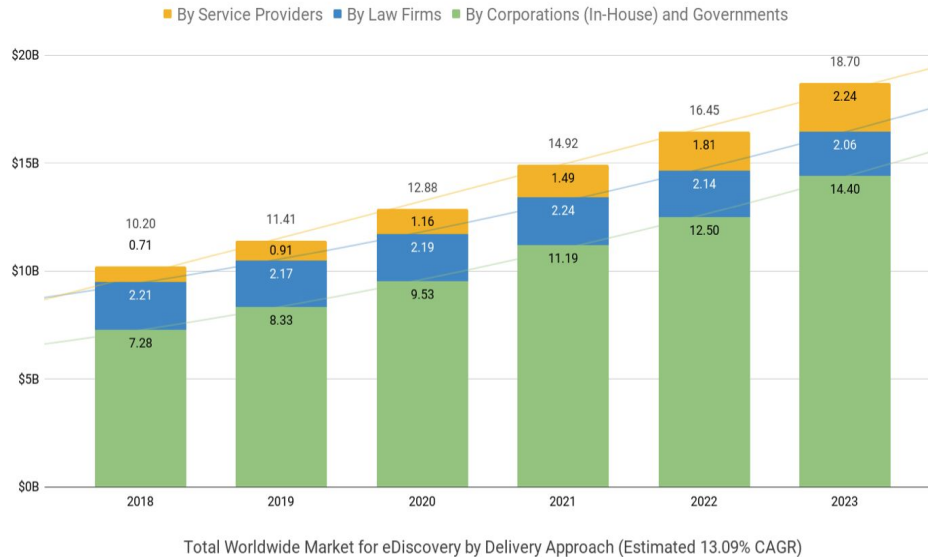


Market Scope - Compound Annual Growth Rate

eDiscovery Software Market (2018-2023)



eDiscovery Market By Direct Delivery Approach (2018-2023)



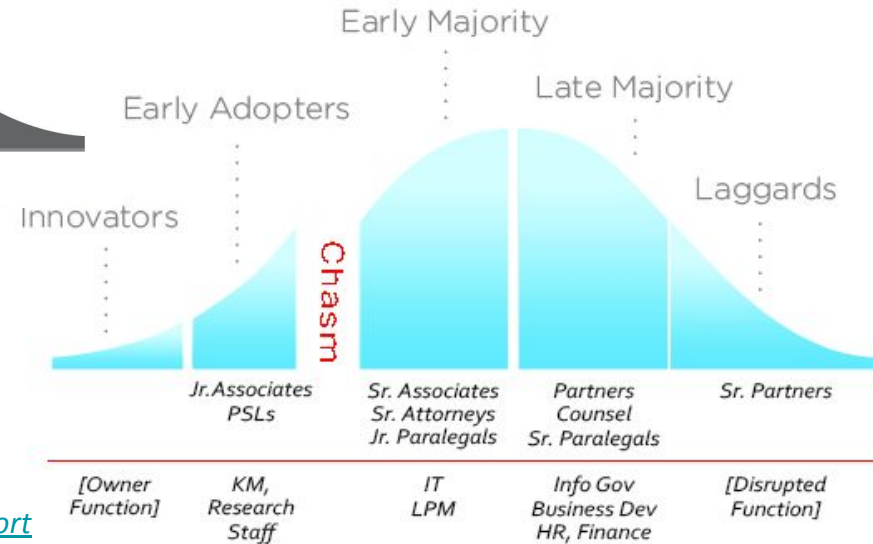
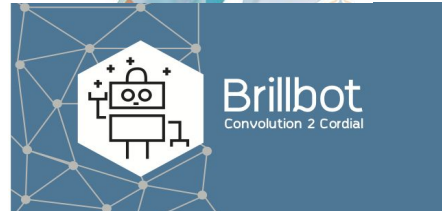
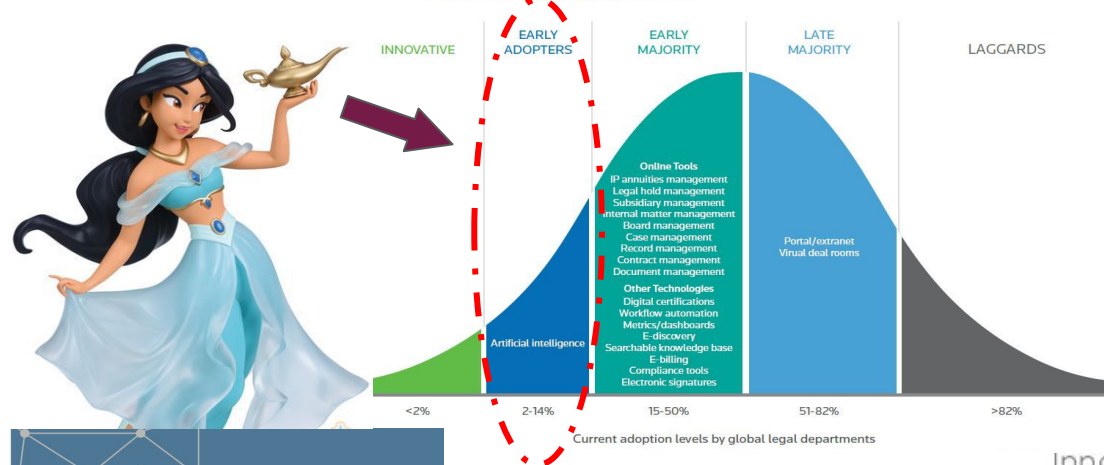
[Link to the eDiscovery Market Size Mashup](#)



TEAM - 1649



Figure 8 – Technologies used by legal departments



[Link to Innovation and the 2019 State of the Corporate Law Departments Report](#)

[Link to Crossing the Chasm of Innovation Adoption in BigLaw](#)



TEAM - 1649



Business Canvas Model - Week 7

◀ Week 8 ▶▶

Business Model Canvas



+Add New

Key Partners



Relativity



Microsoft



Special Counsel



American Bar Association



Thomson Reuters Westlaw



Key Activities



Riskiest Assumptions: There is no such product that already ...



Prepare Questions for customer discovery and then conduct ...



Software - Research & Development



Key Resources



STTR/SBIR



Venture capitalists and angel investors



Value Propositions



Laborious effort by litigation support staff makes ...



Laborious effort by litigation support staff makes ...



Improving efficiency by more than 50% brings more clients ...



Improving efficiency by more than 50% strengthens ...



Firms need workflow transparency to cut down on ...



Decentralized workflow helps clients with decrease in ...



Faster and efficient results help attorneys higher their margins



Customer Relationships



Web/Mobile PR Marketing - Get - Keep - Grow practice from ...



Maintain constant overlook on existing customer usability ...



Channels



Partnerships with companies like Microsoft



Online License Sales



Heavy PR Marketing



Customer Segments



Litigation Attorneys in large and Medium firms - Decision ...



Corporate Counsel - Decision Makers and Influencers



E-Discovery Service Providers - CEOs and Executive Staff- ...



Cost Structure



Startup cost for team of 10-20 along with resources is 2 Million dollars per annum



Revenue Streams



Pay per Case if Annual subscription is not ideal



Monthly and Annual Subscriptions



License per user in a firm



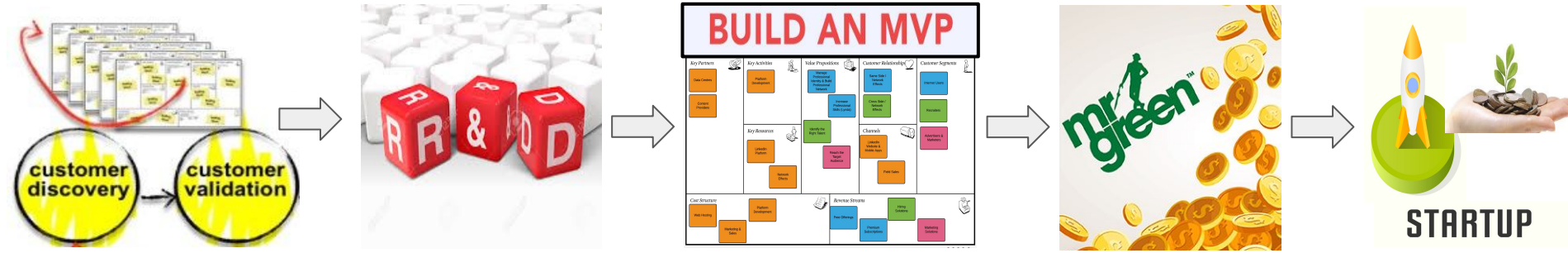


TEAM - 1649





TEAM - 1649



Phase 1 : 2 Months : Continue Customer Discovery

**Phase 2 : 8 ~12 Months : Secure R&D Funds + File Patent - PFI
- Research Partnership / SBIR**

Phase 3 : 18 ~24 Months : PFI - Technology Transfer / SBTR





TEAM - 1649



MONDAY



LITIGATION: a GUIDE.

① HOW THE CASE WAS EXPLAINED TO THE CLIENT.
YOU HAVE A VERY STRONG CASE, MR SPROCKET.



② HOW IT PROGRESSED.
I RATE OUR CHANCES AROUND 50:50.



③ HOW IT TURNED OUT.
I REJECT THIS CLAIM AND AWARD INDEMNITY COSTS AGAINST THE CLAIMANT.



④ HOW THE CLIENT WAS BILLED.



www.qccartoon.com