



ONE400

We help law firms and legal tech companies acquire clients, build amazing products and turn ideas into market opportunities

Great teams...



Allen Rodriguez

CEO

Allen Rodriguez is a digital marketing expert, product development strategist, and national speaker who has been serving the legal industry for over 17 years.



Adam Callahan

Marketing Solutions Consultant

Before coming to ONE400, Adam cofounded an education technology company in Shanghai. He has since worked for several multinational corporations in international sales and business/product development.

Great results.



Benjamin Dooling **Creative Director**

Ben is a Creative Director and designer with over a decade of experience working with several Fortune 500 companies helping them not only identify their brand vision, but connecting it to their business goals and product roadmaps.



Stefani Washburn **Client Success Manager**

Stefani comes with over 6 years experience in the legal industry. She previously worked as the VP of Business Development for one of California's largest court reporting agencies. She has extensive experience in providing customer service and support to some of the nations most successful law firms including: Panish Shea & Boyle, Littler Mendelson, Fisher Philips, and Wood Smith Henning & Berman.

Does this look familiar?

THE GLSA UNIVERSE

Distribution Channels for Legal Services Plans

STAND ALONE PLANS

- Government
- Union
- Insurance
- Other Commercial

**VARIOUS
MARKETING
METHODS**

ADD-ON PLANS

- Employee Assistance Plan
- Bank Credit Cards
- Affinity Groups
- Insurance

SELF ADMINISTERED

THIRD-PARTY ADMINISTRATOR

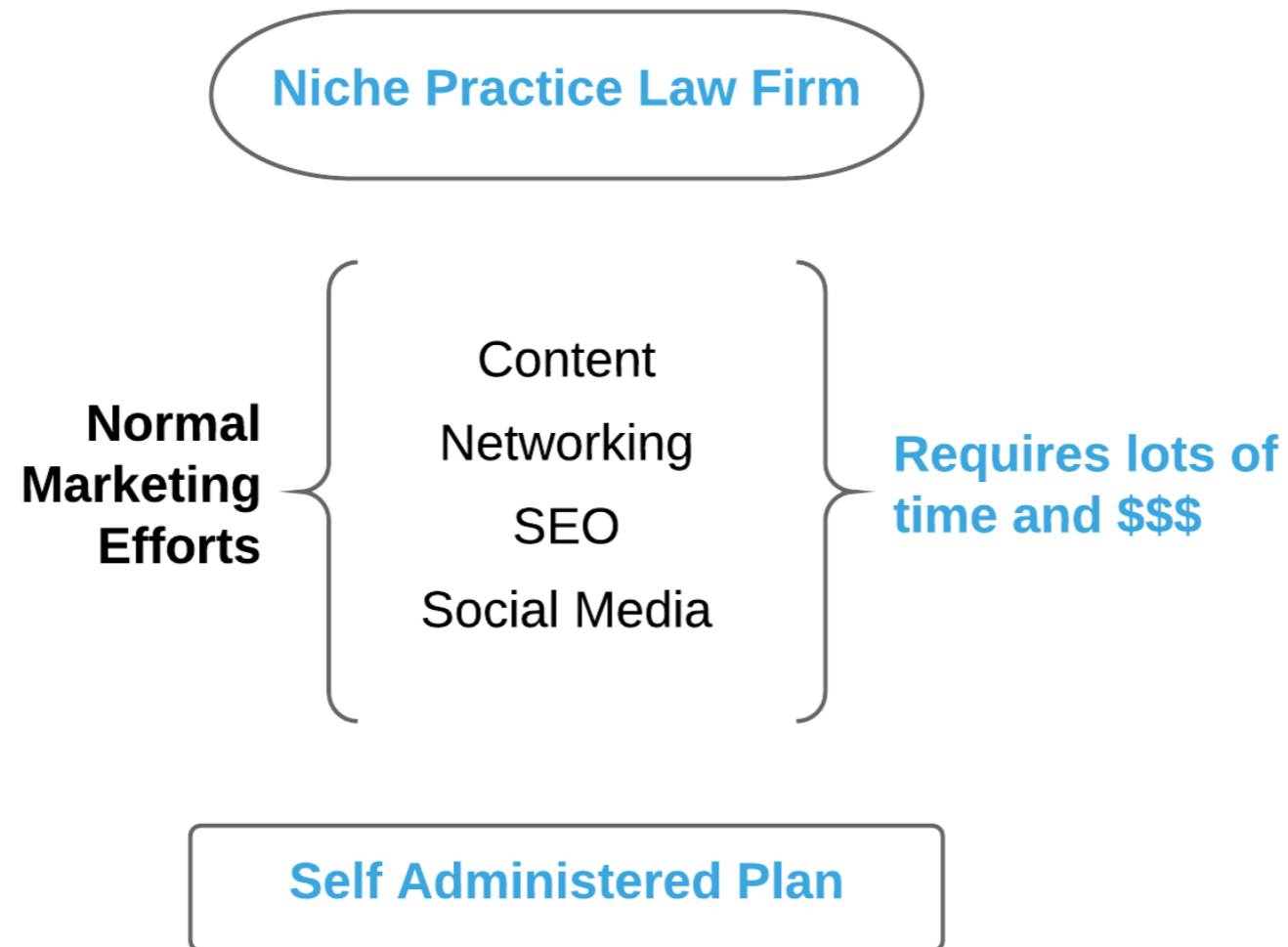
LAWYER PROVIDERS

- ▶ *Staff Office Employee*
- ▶ *Panel Attorney*
- ▶ *Non-Panel Attorney*

- ▶ *Lead Law Firm*
- ▶ *Telephone Access Contractor*
- ▶ *“UBER” match-making?*

How about this?

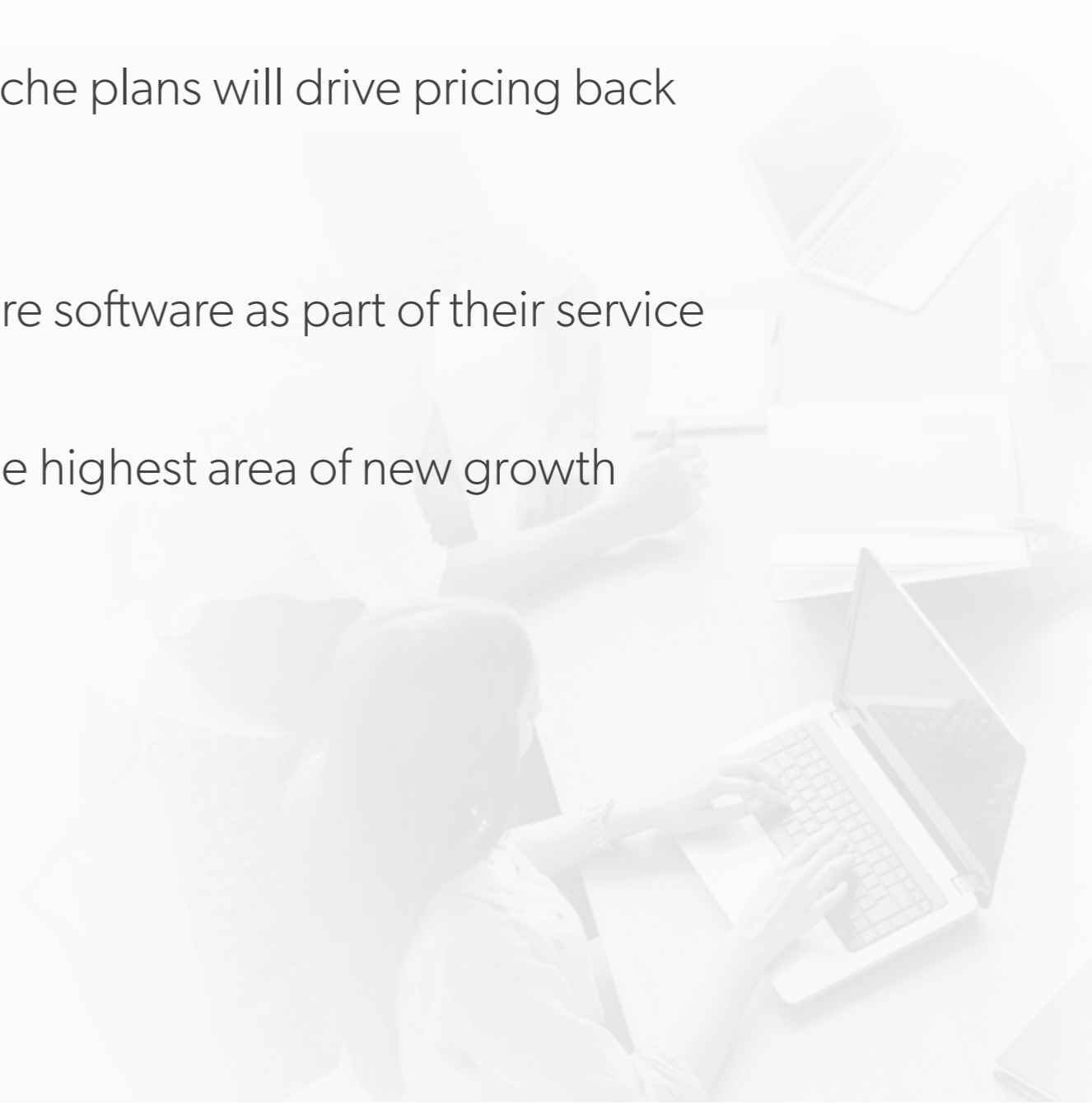
The model in high growth law firm plans



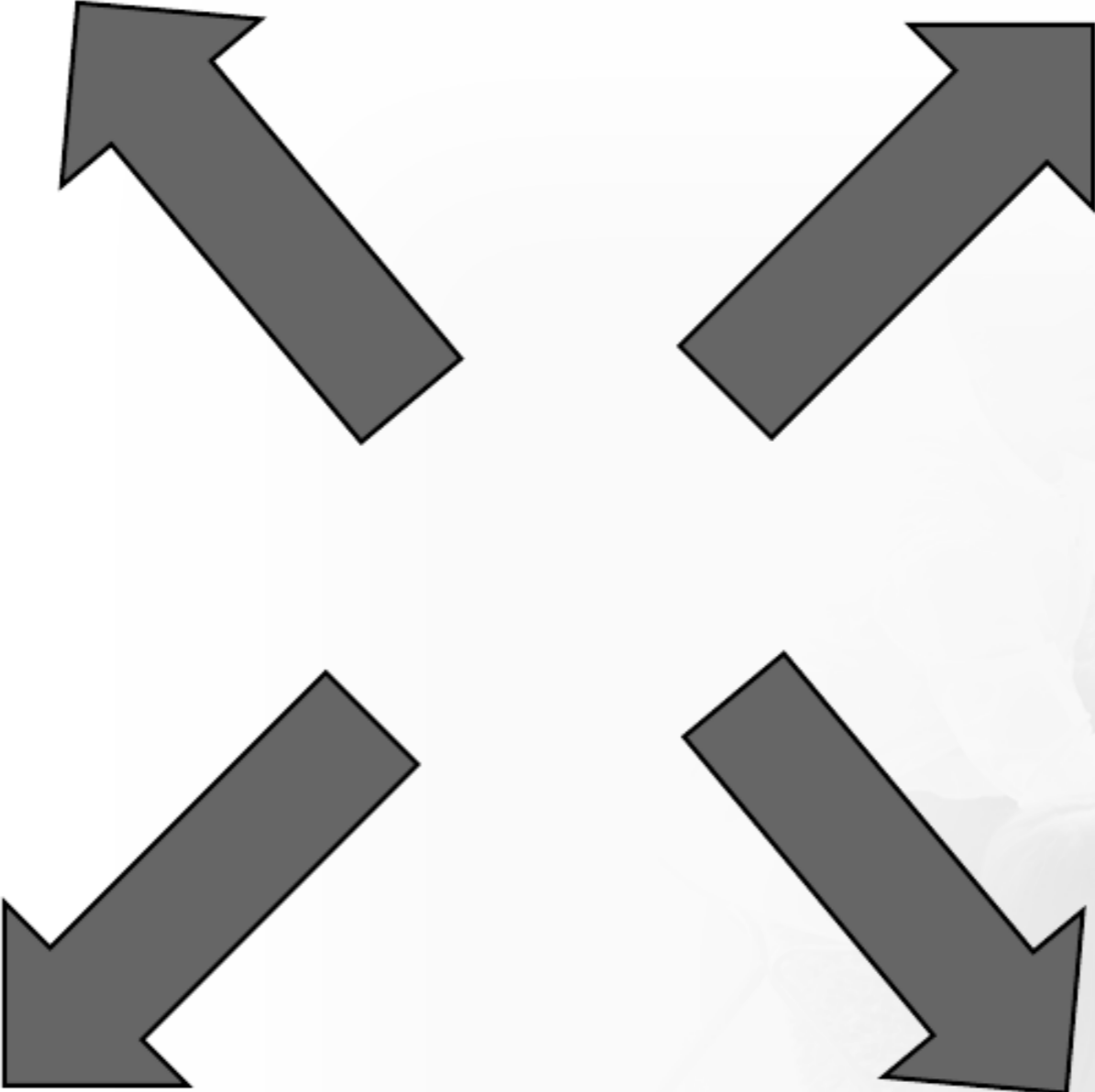
- Staff Office Employee
- Software

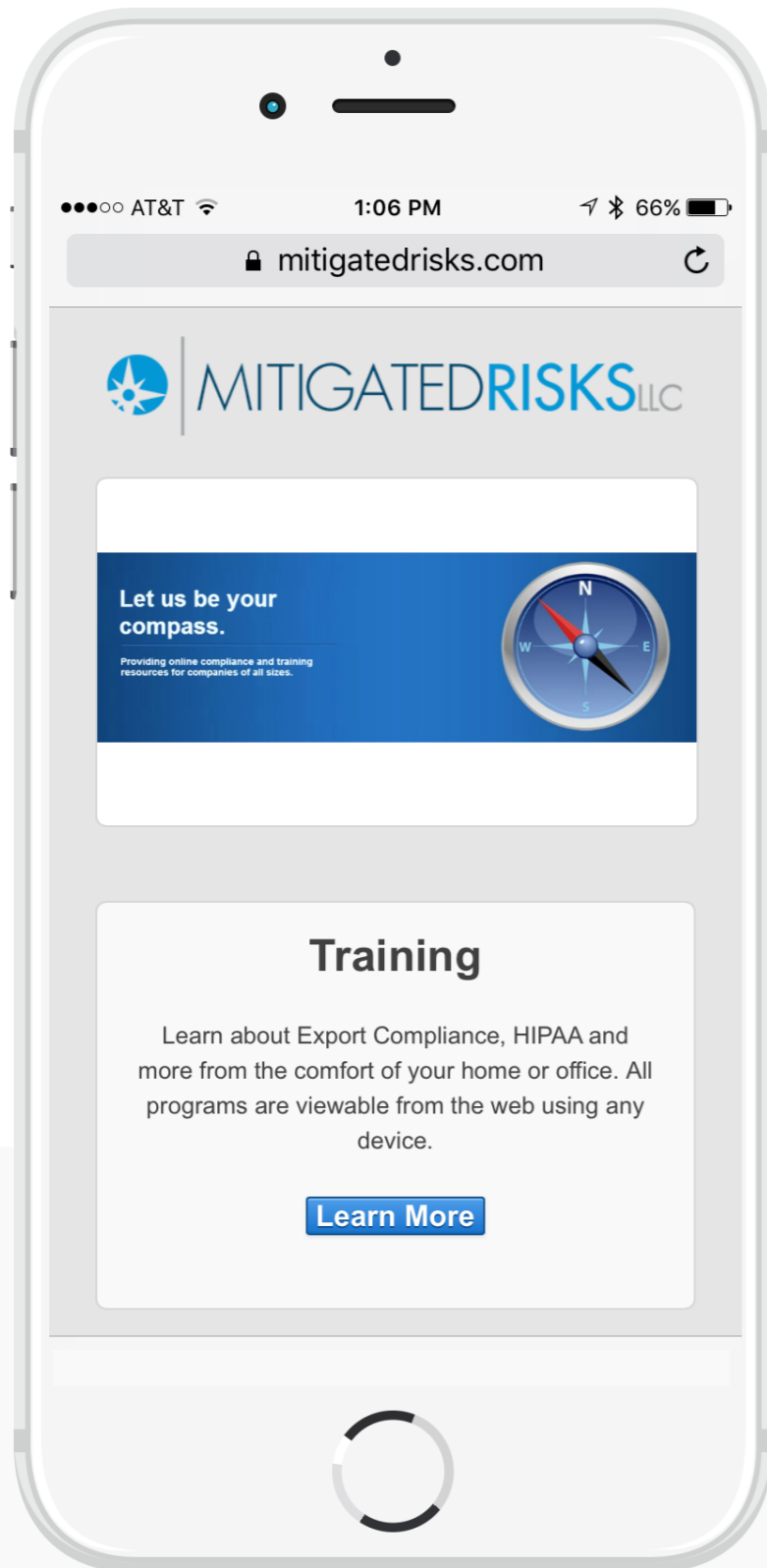
Last year I made the following predictions

- The legal plan industry will see more fragmentation driven by law firms
- Plan pricing will stop declining and niche plans will drive pricing back up
- Plans will incorporate significantly more software as part of their service
- Law firm administered plans will be the highest area of new growth



Expand your understanding of legal plans





Legal Plans aren't just about advice anymore

Legal training

Curated information

Software driven

May or may not charge subscription fees

Prediction #1 - more fragmentation by law firms

Addleshaw Goddard

Akerman

Baker McKenzie

Baker Donelson

Brodies LLP

Bloom Legal

Cadwalader

Company Counsel

Davis Polk

Dentons

Goodwin Procter

Keller Heckman LLP

Little

Clifford Chance

CMS Cameron McKenna

DLA Piper

*Approximately 70 firms offering legal plans

* Thanks to www.prismlegal.com for putting together a comprehensive list of large law firms offering software services online.

Prediction #2 - Niche plans will drive price back up

“In June, the legal analyst Outsell pegged the overall market for “information as a legal service at \$98 million and estimated it will **hit \$176 million by 2017.**”

- Bloomberg Law, Gabe Friedman

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Creators' Legal Program

\$95 month

Stay ahead of legal issues while staying on top of costs.

Unlimited attorney phone calls on new legal issues.

Unlimited contract/document reviews (up to 10 pages).

Free annotated document templates and guides.

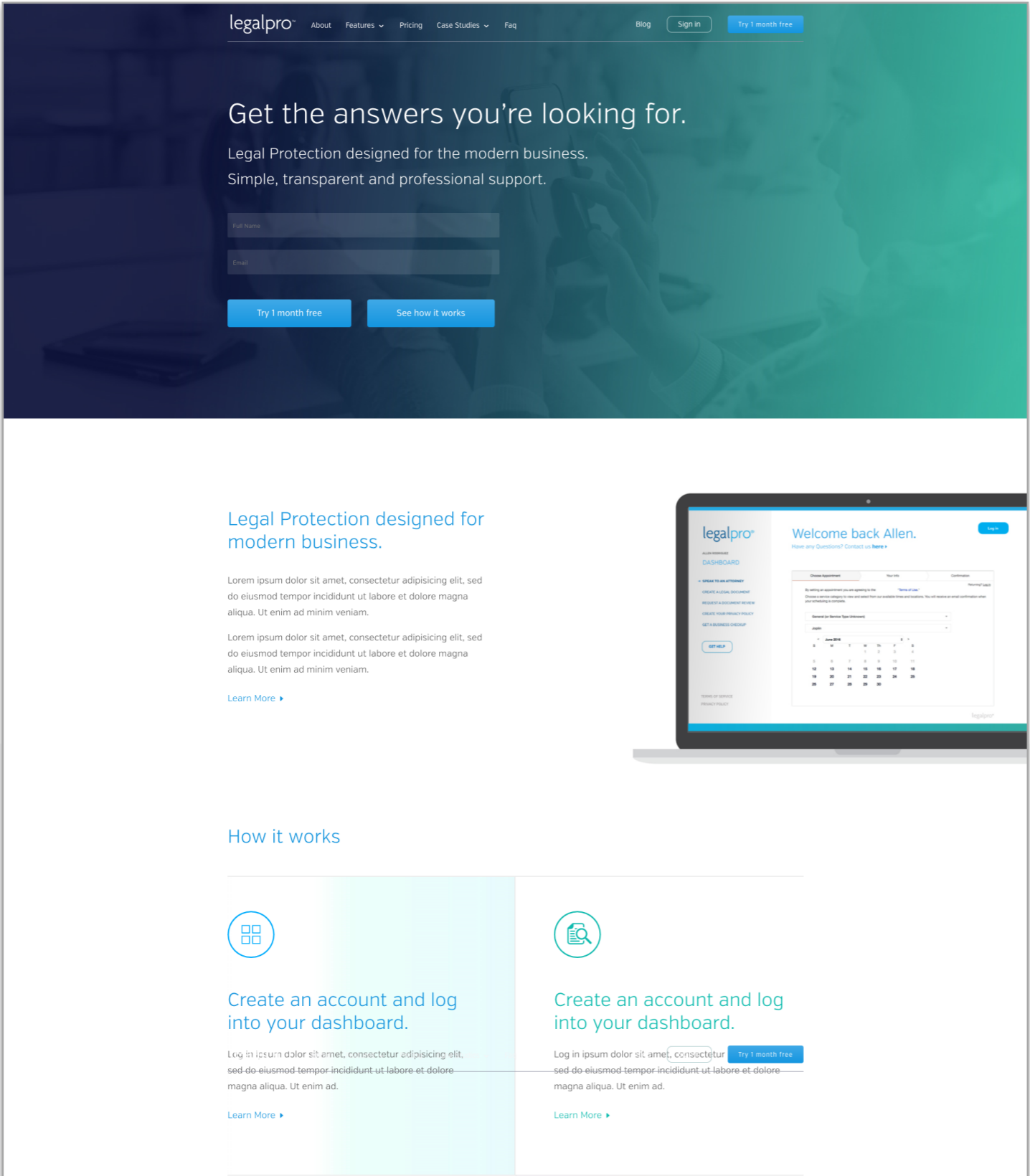
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Prediction #3 - more software as part of service



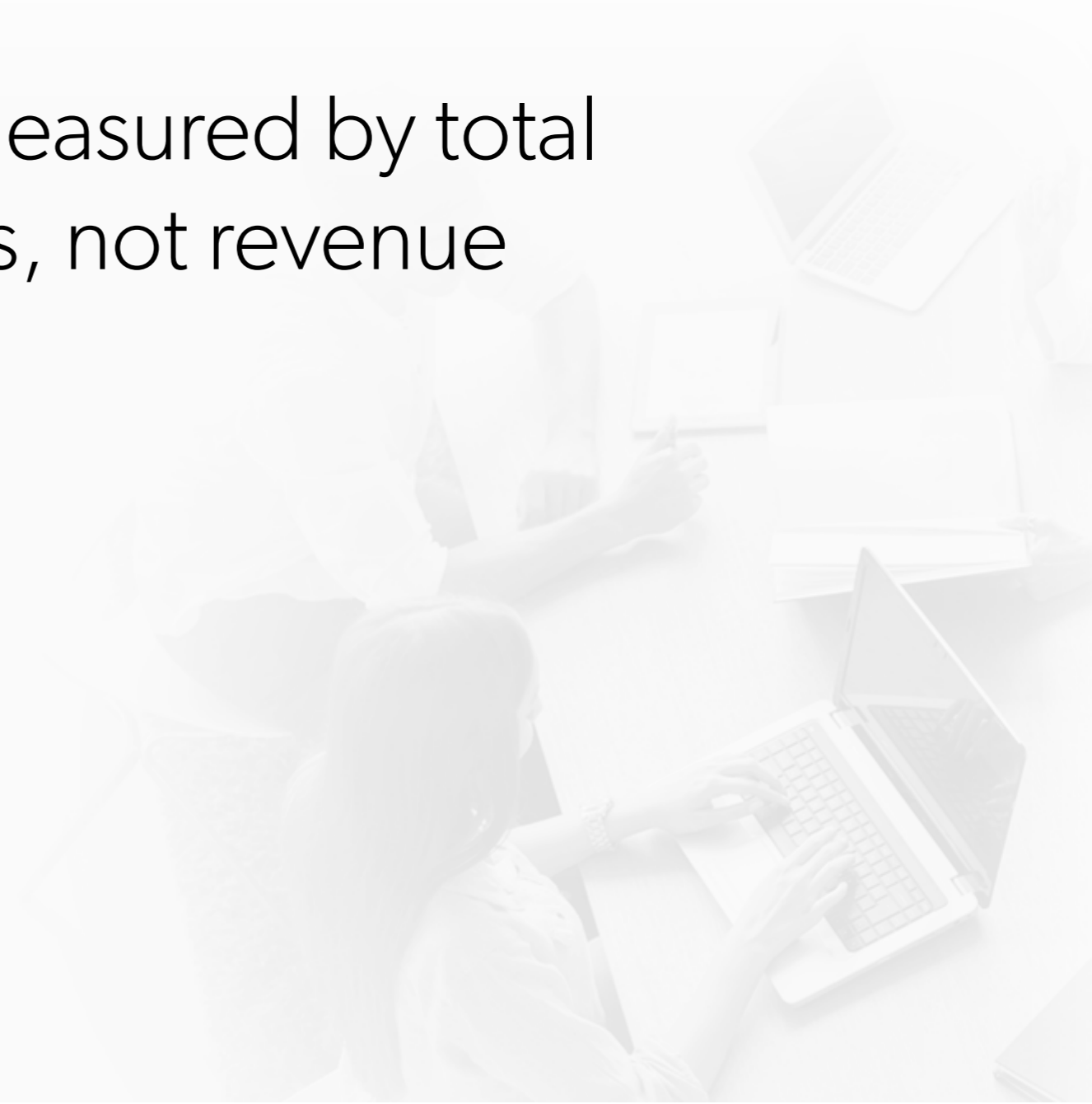
Regulatory compliance tools

Chatbots / document bots

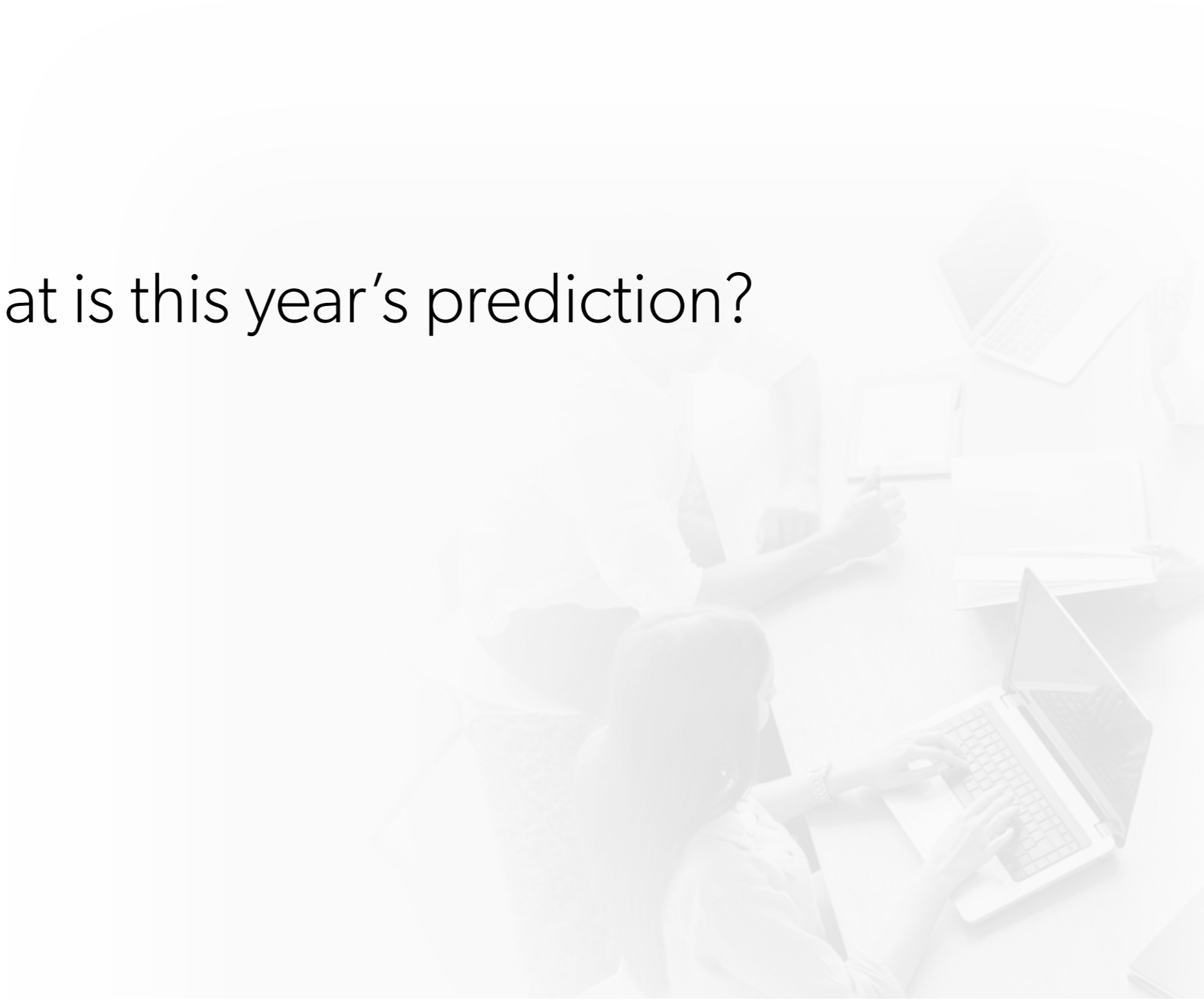
Legal information distribution tools

Prediction #4 - law firms as highest area of growth

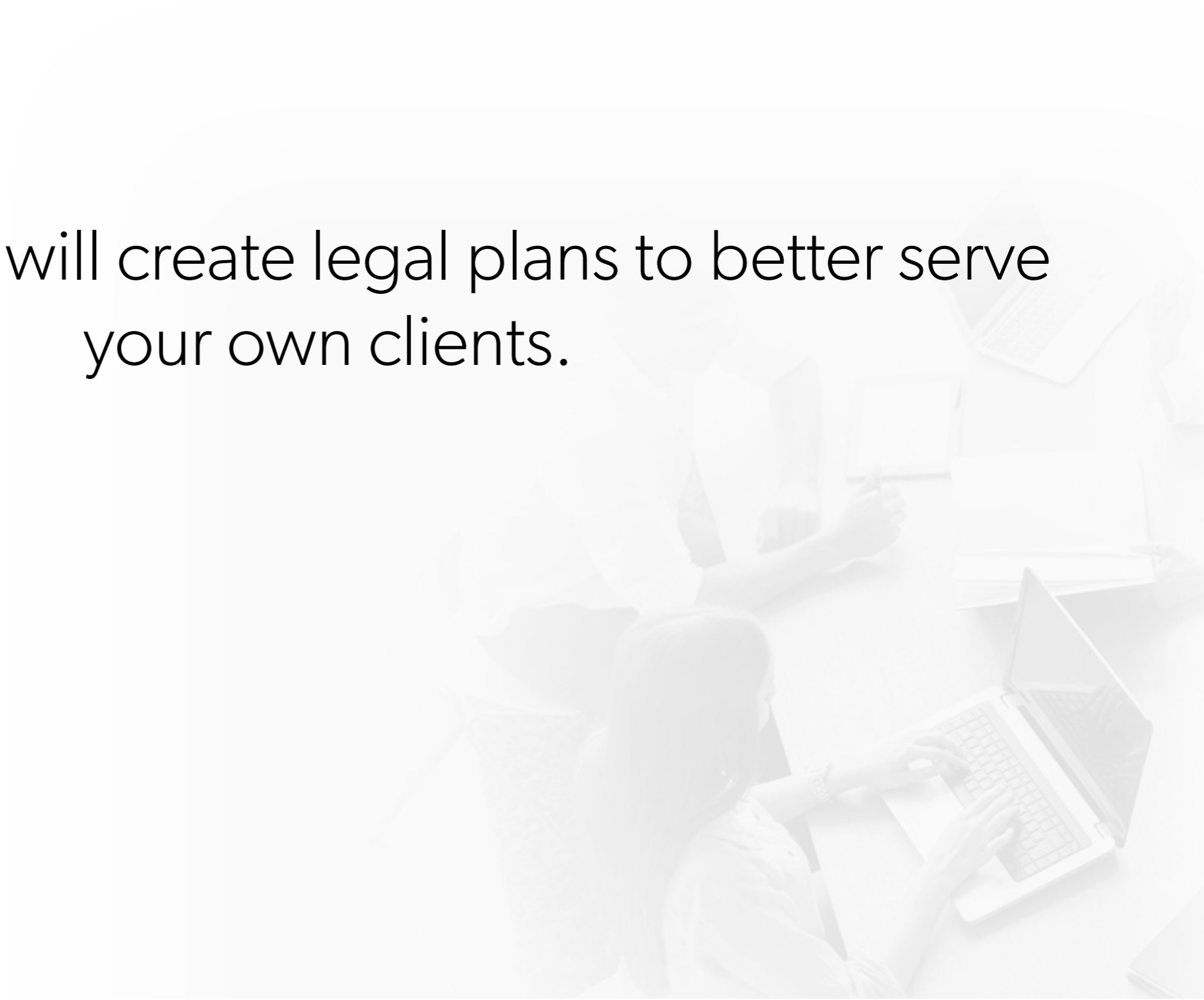
Probably true, if you measured by total number of new players, not revenue



What is this year's prediction?



More of YOU will create legal plans to better serve your own clients.



Questions