



**The One Stop, Enterprise
Class Solution for Law Firms**

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Product: ECFX online SaaS for law firms

Location: Venice Beach, CA

Number of employees: 5

Valuation:

\$4,000,000 pre-money

Financing sought:

\$1,500,000

Current investors: Founders \$250K,
Friends and Family \$120K

Status:

\$370K raised to date

Use of funds:

70% Product, 20% Marketing, 10%
Operations

Exit:

Acquisition by larger company

Similar in our industry

\$5M revenue purchase for \$30M

\$8M revenue purchased for \$45M

Patents Pending:

None currently

Problem:

Electronic Court Filing (ECF) has replaced paper filing at most courts. It is a complex process that varies from court to court. There are thousands of different interfaces, and ECF systems do not integrate with the applications used by law firms. At large firms, lawyers and their staff spend thousands of hours each day complying with ECF requirements. This time is generally not billable to clients.

Solution:

A single platform for all a law firm's ECF needs that provides a consistent user experience for both receipts (phase 1) and filing (phase 2), with firmwide administration and reporting. ECFX is a SaaS B2B solution that is configured to integrate with the law firm's internal systems, including the document management system (DMS), the financial system for billing, and the case management system. The cost of ECF processing will be reduced, and the firm will be able to pass the direct cost of ECFX through to clients.

Target Market:

ECFX is targeting law firms that file in multiple jurisdictions. These firms see the largest ROI through simplification and standardization. With more courts making electronic filing mandatory every month, the demand for the product will grow. There are currently over 2000 law firms in the US that would benefit from ECFX.

Market Size:

Total Addressable Market (TAM) \$1.6B – All law firms

Service Addressable Market (SAM) \$600M – Large law firms

Service Obtainable Market (SOM) \$400M – Marketing leading product in large law

Sales and Marketing Strategy:

Direct Sales force with CEO and CRO leading efforts. Eventually grow the team to 10 sales reps. Focus on large law, initially the 500 largest firms in the US. Our initial firms are very large and influential, once they are live other firms will follow. Large firms consistently take a follow the leader approach to purchasing.

For marketing we will hit a few key trade shows and stay involved with key organizations in the legal market.

Potential Channel Partners:

Thomson Reuters

Lexis

IntApp

Litera Microsystems

iManage

Management:

Dan O'Day

Lawyer and Programmer
20 Years legal tech experience

Nelson Quintero

Lawyer 20 years IP experience

Bill Burch

Sales leader for Thomson Reuters
Over 25 years of experience

Charlie Wolf

Chief Architect with deep security
expertise. Early hire at Coinbase.

Competition-Market Positioning:

ECFX distinguishes itself over competing solutions by offering a firmwide, enterprise class solution for all of a law firm's jurisdictions. Firms today must cobble together products from multiple vendors, and that patchwork of products may still be incomplete. ECFX replaces multiple solutions and provides a simple, one stop shop for the firm's Electronic Court Filing needs.

Business Model:

ECFX is sold on a transactional model. The firms will pay \$2 per receipt and \$10 per filing. We estimate that each lawyer will generate on average \$300 a year in receipts and \$600 a year in filing fees. This translates into deal sizes ranging from \$100,000 to \$2,000,000 per year, per firm. At rollout, there will be no upfront cost for law firms. Phase 1 (receipts) will begin generating revenue in 2019.