Another World: The 2022 Marketing Partner Forum Startup Alley

Moderator

Joe Raczynski
Technologist & Futurist,
Thomson Reuters

Jazz Hampton
Chief Executive Officer & General Counsel,
TurnSignl

Allison Nussbaum
Vice President, Client Value,
Pitchly

Evan Parker, Ph.D.
Founder,
Parker Analytics LLC

Introducing: TurnSignl

Presented By:

TURNSIGNL
Be safe. Be empowered.

Meet the Team

Jazz Hampton, Esq.

CEO & General Counsel

Andre Creighton, MBA

Chief Financial Officer

Mychal Frelix, MBA

Chief Growth Officer

Our History

JUL 2016

Philando Castile was killed by law enforcement.

MAY 2020

History repeated itself, and George Floyd lost his life at the hands of law enforcement.

AUG 2020

MBK Group LLC was formed.

OCT 2020

TurnSignl began developing the app and partnerships.

MAY 2021

TurnSignl launched in Minnesota.

SEP 2021

TurnSignl launched in Georgia.

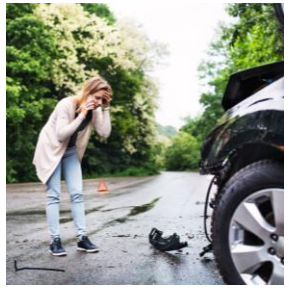
Available on the App Store

GET IT ON Google Play

What is TurnSignl?

Real-Time, Tele-Legal Guidance for Drivers from Attorneys On Demand

Traffic Stops & Accidents

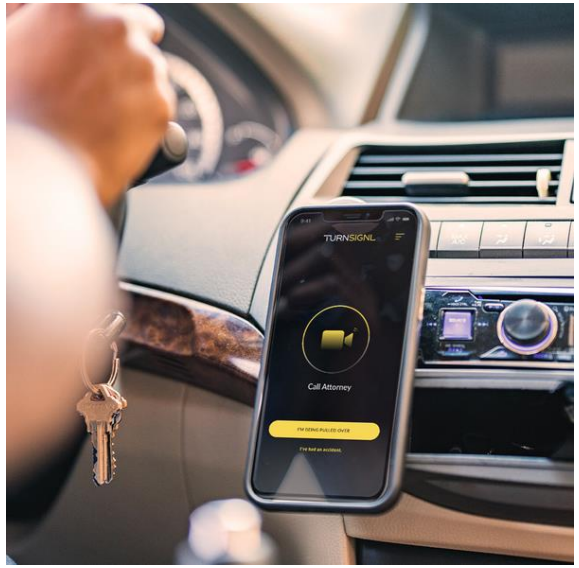


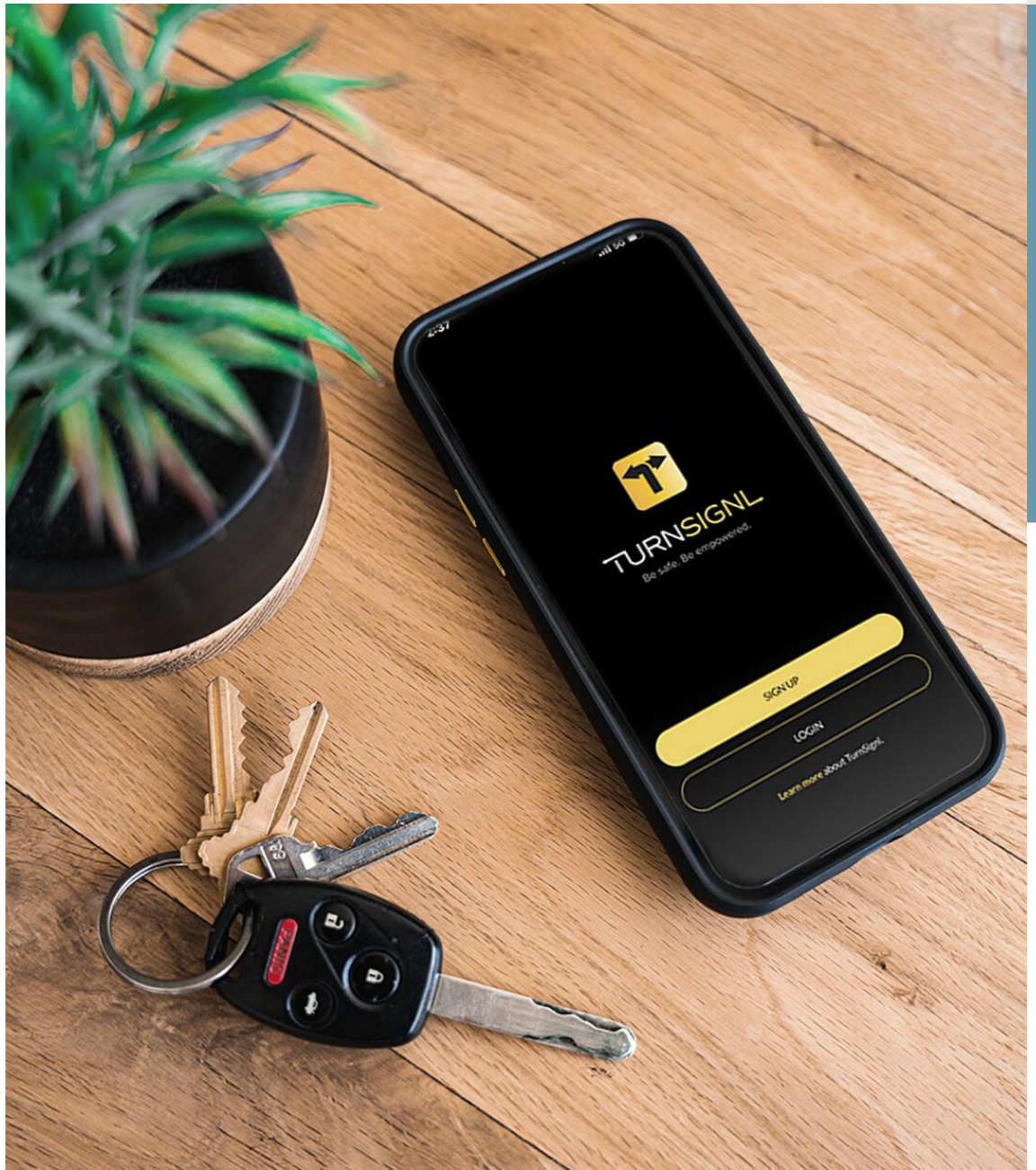
230M **Licensed Drivers**

32M **Traffic Stops / Year**

9M **Accidents / Year**

$3B **Police Misconduct Settlements**





Our Mission

To protect drivers' civil rights, de-escalate roadside interactions, and ensure both drivers and law enforcement officers return home safely.

Why We Exist

- To empower citizens
- To advance social justice
- To educate people on their civil rights & liberties
- To bridge the gap between citizens & law enforcement

9:41
SIGN UP
TURNSIGNL
Welcome
Please fill out the form below
First name
Last Name
Email
Password
By signing up, you agree to the terms and conditions.
SIGN UP
Already have an account? Sign in
9:41
TURNSIGNL
Call Attorney
I'M BEING PULLED OVER
I've had an accident.
9:41
TURNSIGNL
Be safe. Be empowered.
9:41
TURNSIGNL
Know Your Rights
Do's and Don'ts
Edit My Profile
Call Log

TurnSignl is for everyone.

AS SEEN ON: AFROTECH MSNBC KARE 11 CBS 4 WCCO

Does it work?

Aaron M.
MN Driver pulled over at 8:56 PM

"Great 1st experience with TurnSignl!!! One small step for me, and one huge step for this countries abuse of power problem that exists in law enforcement."

Harold L.
MN Driver pulled over at 1:37 AM

"[TurnSignl is] a very valuable service and it makes sure the scales of justice are held more evenly at least at the onset. I'm sure it will be vital in many outcomes in the future."

Ethan Bearman
Business and Legal Analyst, Fox Business

"For many Americans, especially black and brown Americans, TurnSignl will make interactions with law enforcement a lot less harrowing. And it will save lives."

Tayler Rahm
Minnesota Criminal Defense Lawyer

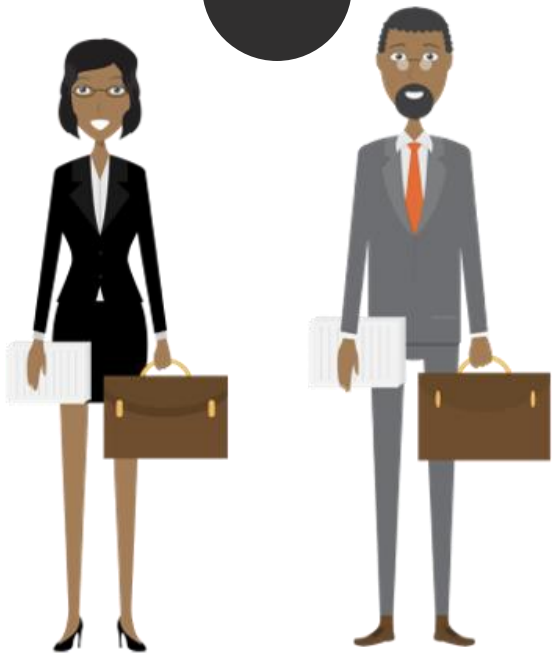
"Anything we can do to make sure these situations are safe and that no one gets harmed is something I hope any lawyer would want to get involved with."

Mylan Masson
Former Minneapolis Park Police Officer

“Every traffic stop can be dangerous for police officers. [The TurnSignal app] could give someone a calming sense that, ‘I’m not here alone.’”

Why do attorneys join?

Connecting drivers to expert attorneys



Corporate Partnerships

Increase Diversity

Retention

Safety & Wellbeing

Vocal Advocate

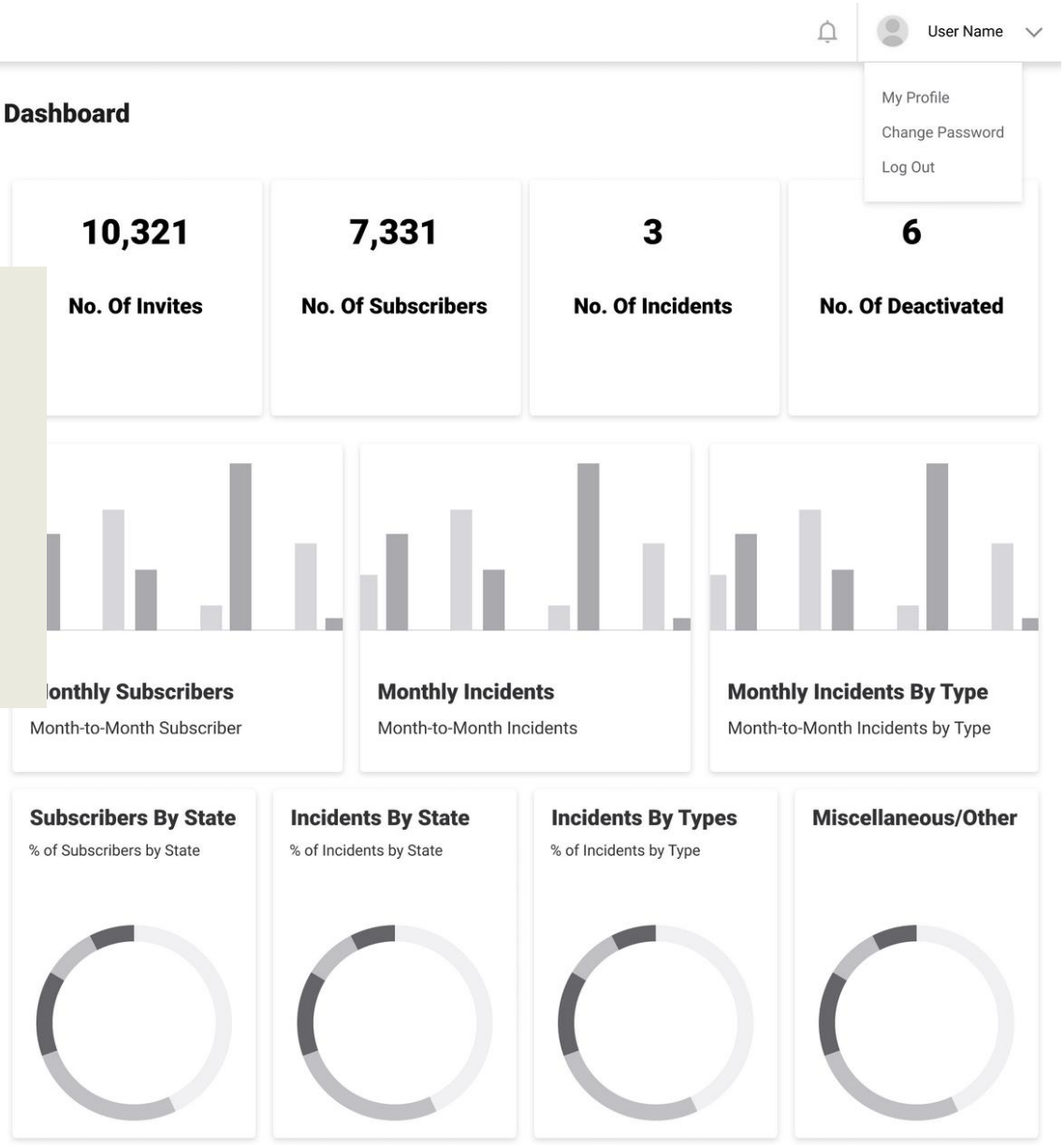
Corporate Sponsored Memberships

- Real-time, on-demand access to an attorney
- Per Employee Per Month pricing
- Micro-site to manage subscriptions, communications & utilization
- Welcome Kit including car decals & onboarding documents
- Marketing collateral to educate & empower your employees

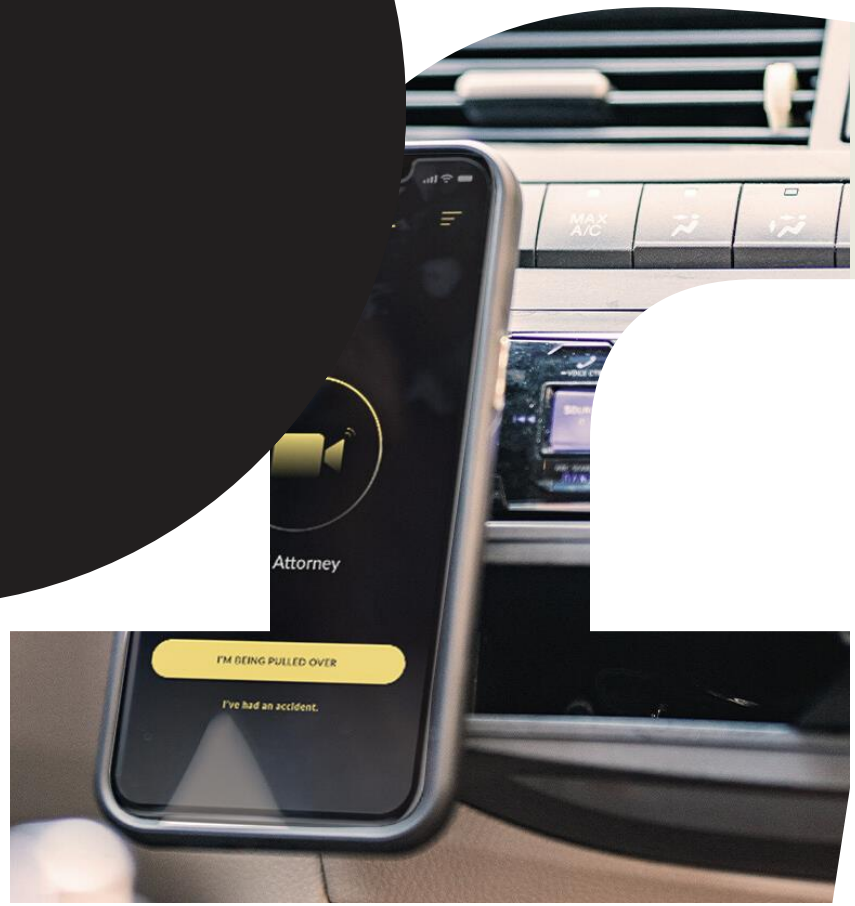
BlueCross BlueShield Minnesota

Corporate Dashboard

Built with our partners in mind, the corporate portal provides visibility into customizable usage metrics so administrators can easily measure the impact of their investment.



Powered by TURNSIGNL



Contact Us

www.turnsignl.com

info@turnsignl.com

Thank you!

TURNSIGNL
Be safe. Be empowered.

Pitchly

Put your experience to work

Allison Nussbaum
Vice President of Client Value
Allison@pitchly.com
@mcnuss

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CHANGE

Out with the old ways…

- “Pardon the interruption” emails
- Spreadsheets and documents maintained by every group
- Re-using old documents
- Using email as the de facto experience platform
- Disparate processes

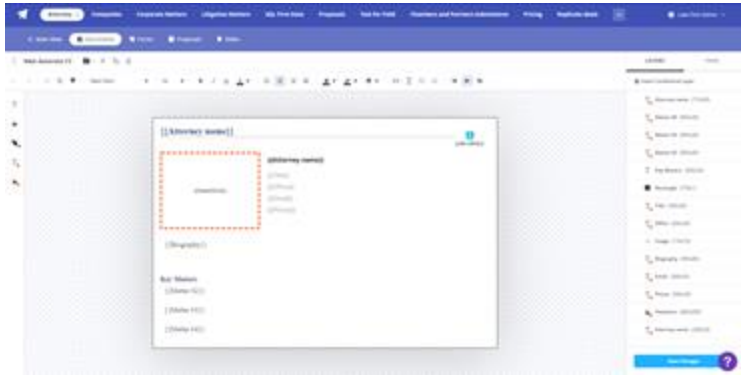
… And in with the new…

- One source of truth for the experience that matters
- Web forms to collect information
- Data driven templates
- Unified processes

Database

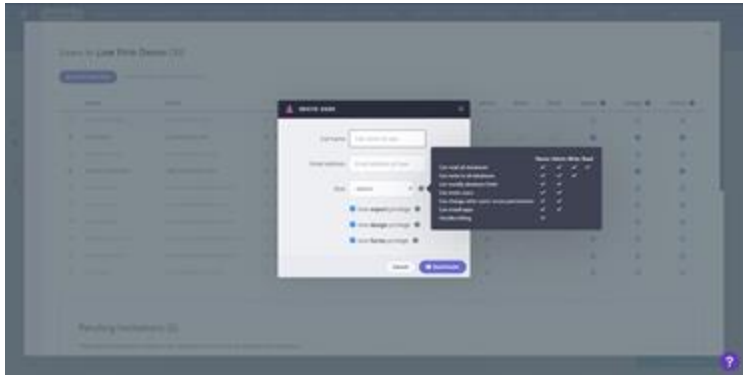
Upload from Excel or integrate to a firm data source

Template docs and forms

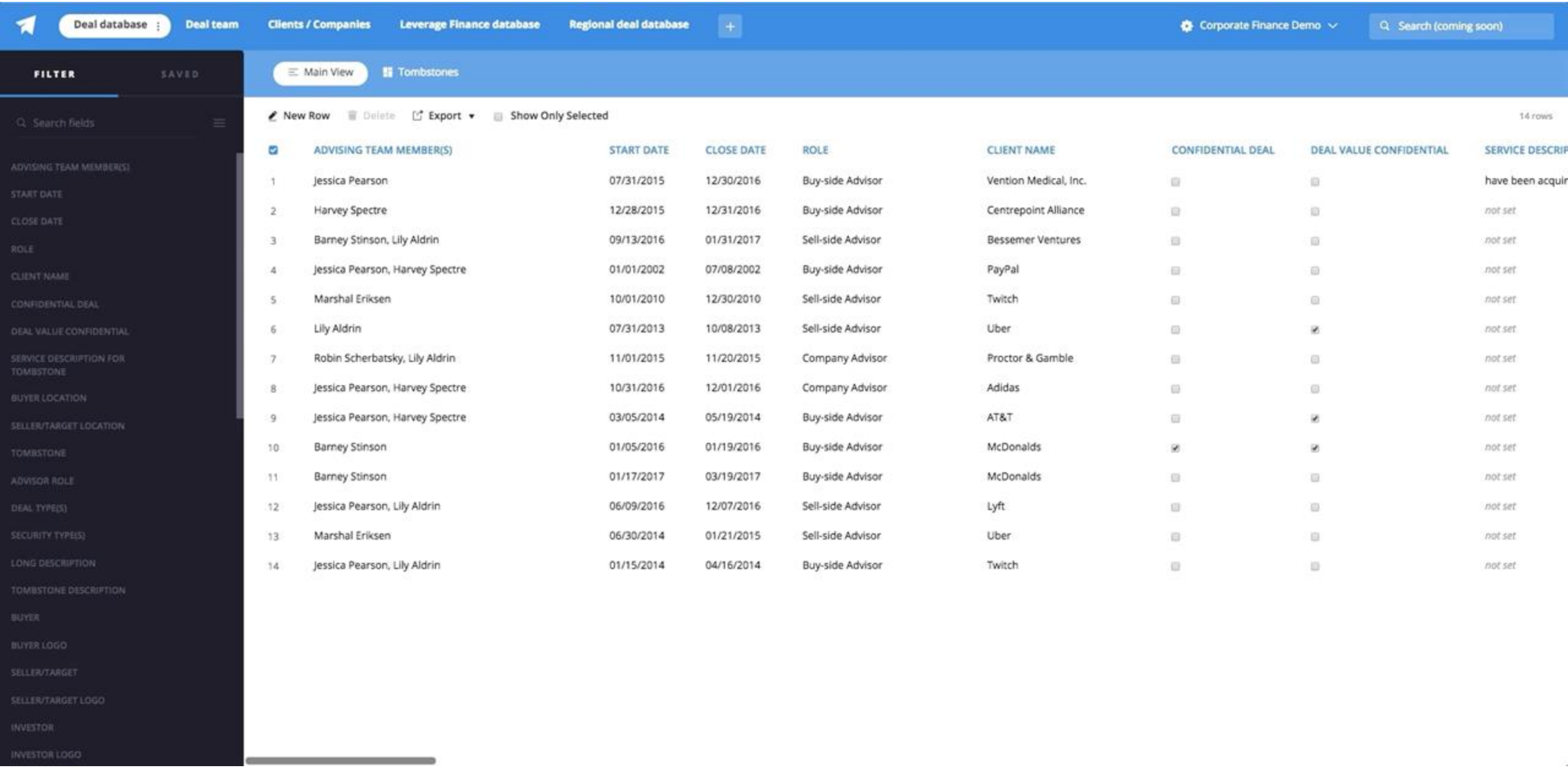


Create document, content, and form templates using the data fields from your organization

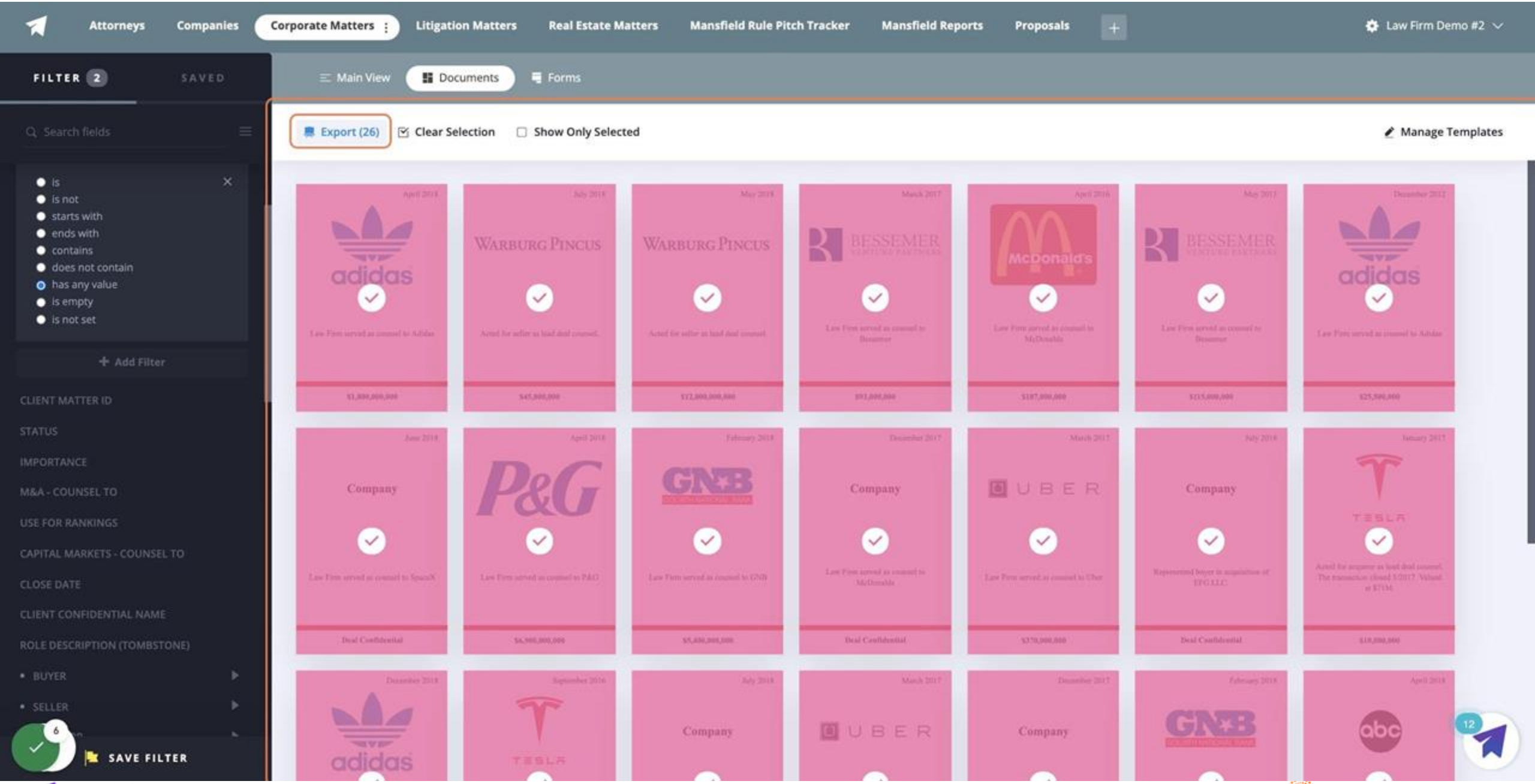
Cloud hosted



Manage account settings, invite users, define user permissions, and confidential rules in your account.



	ADVISING TEAM MEMBER(S)	START DATE	CLOSE DATE	ROLE	CLIENT NAME	CONFIDENTIAL DEAL	DEAL VALUE CONFIDENTIAL	SERVICE DESCRIP
1	Jessica Pearson	07/31/2015	12/30/2016	Buy-side Advisor	Vention Medical, Inc.	☐	☐	have been acquir
2	Harvey Spectre	12/28/2015	12/31/2016	Buy-side Advisor	Centrepoint Alliance	☐	☐	*not set*
3	Barney Stinson, Lily Aldrin	09/13/2016	01/31/2017	Sell-side Advisor	Bessemer Ventures	☐	☐	*not set*
4	Jessica Pearson, Harvey Spectre	01/01/2002	07/08/2002	Buy-side Advisor	PayPal	☐	☐	*not set*
5	Marshal Eriksen	10/01/2010	12/30/2010	Sell-side Advisor	Twitch	☐	☐	*not set*
6	Lily Aldrin	07/31/2013	10/08/2013	Sell-side Advisor	Uber	☐	☑	*not set*
7	Robin Scherbatsky, Lily Aldrin	11/01/2015	11/20/2015	Company Advisor	Proctor & Gamble	☐	☐	*not set*
8	Jessica Pearson, Harvey Spectre	10/31/2016	12/01/2016	Company Advisor	Adidas	☐	☐	*not set*
9	Jessica Pearson, Harvey Spectre	03/05/2014	05/19/2014	Buy-side Advisor	AT&T	☐	☑	*not set*
10	Barney Stinson	01/05/2016	01/19/2016	Buy-side Advisor	McDonalds	☑	☑	*not set*
11	Barney Stinson	01/17/2017	03/19/2017	Buy-side Advisor	McDonalds	☐	☐	*not set*
12	Jessica Pearson, Lily Aldrin	06/09/2016	12/07/2016	Sell-side Advisor	Lyft	☐	☐	*not set*
13	Marshal Eriksen	06/30/2014	01/21/2015	Sell-side Advisor	Uber	☐	☐	*not set*
14	Jessica Pearson, Lily Aldrin	01/15/2014	04/16/2014	Buy-side Advisor	Twitch	☐	☐	*not set*


Attorneys
Companies
Corporate Matters
Litigation Matters
Real Estate Matters
Mansfield Rule Pitch Tracker
Mansfield Reports
Proposals
Law Firm Demo #2
FILTER 2
SAVED
Main View
Documents
Forms
Search fields
is
is not
starts with
ends with
contains
does not contain
has any value
is empty
is not set
Add Filter
CLIENT MATTER ID
STATUS
IMPORTANCE
M&A - COUNSEL TO
USE FOR RANKINGS
CAPITAL MARKETS - COUNSEL TO
CLOSE DATE
CLIENT CONFIDENTIAL NAME
ROLE DESCRIPTION (TOMBSTONE)
BUYER
SELLER
SAVE FILTER
Export (26)
Clear Selection
Show Only Selected
Manage Templates
adidas
WARBURG PINCUS
BESSEMER
McDonald's
Company
P&G
GNB
UBER
TESLA
abc

WHAT THIS MEANS FOR YOU

- Generate custom proposal assets in minutes
- Automated library of experience content
- Search, filter and use data from one data source
- Simplify the data collection process
- Use the best and most up-to-date data and template every time

Pitchly

Put your experience to work

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Moneyball for Lawyers
Parker Analytics, LLC

January 21, 2022

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Parker Analytics (PA) Builds Data-Driven Systems Promoting Equity and Inclusion

Diversity benchmarking for corporate clients

- BASF experienced a 37% increase in share of work by diverse ethnicity associates (from 6% to 43%)
- BASF experienced a 32% increase in share of work by women associates (from 14% to 46%)
- In 2022, BASF and PA are launching the diversity benchmarking project globally

Algorithms for law firm recruiting/strategy

- Increased share of high performers by 5%, and decreased share of low performers by 14%
- Increased share of associates retained for eight years by 23%
- Increased share of diverse ethnicity associate hires by 5% over three years

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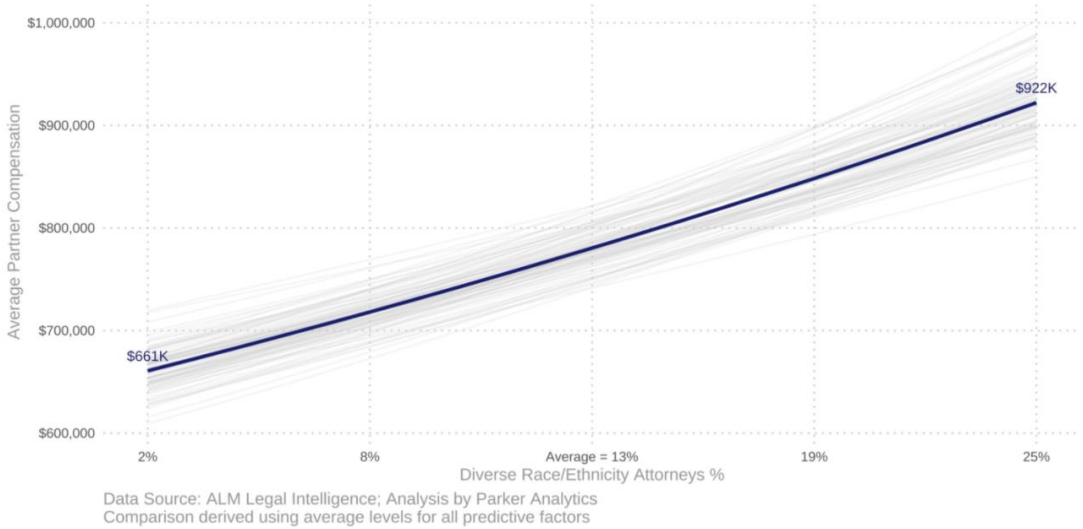
Diversity Dividends for Law Firm Partners

Nothing not to like: diversity and law firm profitability (238)

By Yvonne Nath & Evan Parker on June 27, 2021

POSTED IN BIGLAW, DIVERSITY, LAWYER DEVELOPMENT

Figure 1. Average Partner Compensation vs. Law Firm Diversity



Data Source: ALM Legal Intelligence; Analysis by Parker Analytics
Comparison derived using average levels for all predictive factors

Diversity is indeed associated with higher law firm profits. To accept this fact, the profession needs to understand why.

- Firms with relatively higher shares of diverse race/ethnicity attorneys are more profitable
- A statistical model indicates an expected increase of $260,000 per Partner at a high vs. low diversity Am Law firm

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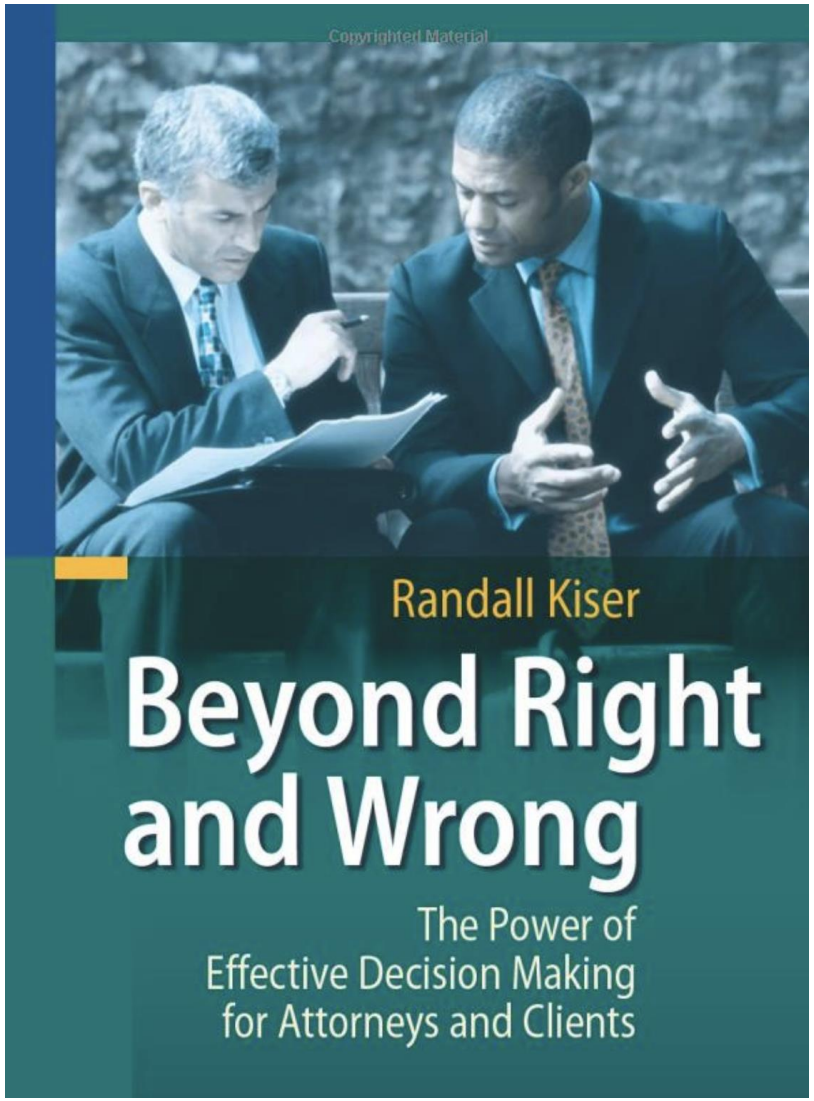
Diversity Dividends for Corporate Clients



- Gender-mixed legal teams win their cases 7% more often while making 9% less decision errors
- On average, gender mixed teams reduced defendant liability by $2.6 million

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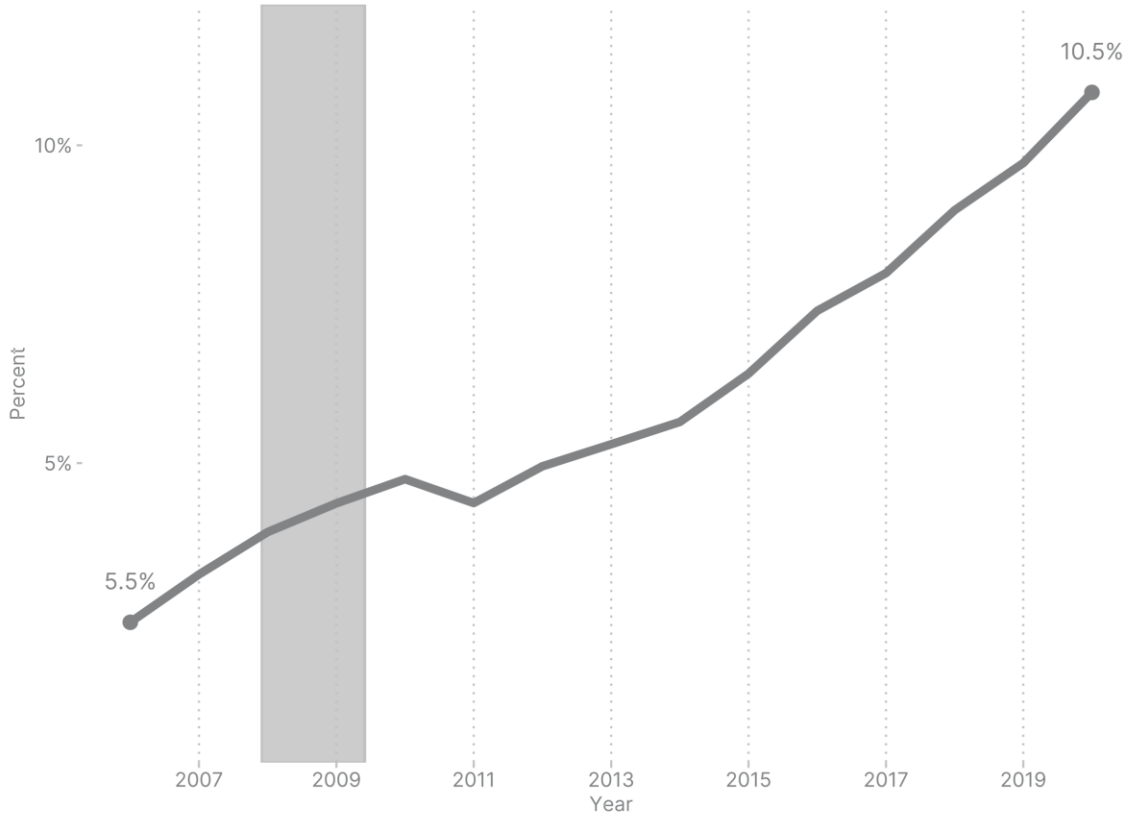
US Markets: Diverse Ethnicity Partner Headcount Share (%)



Data Sources: American Lawyer Diversity Scorecard and AmLaw 200; gray rectangle spans the 2008 Recession

- Diverse ethnicity partners composed 5.5% of large firm partnerships in 2006 and 10.5% in 2020
- The trend reflects an increase in diverse ethnicity partner representation of 5.0%

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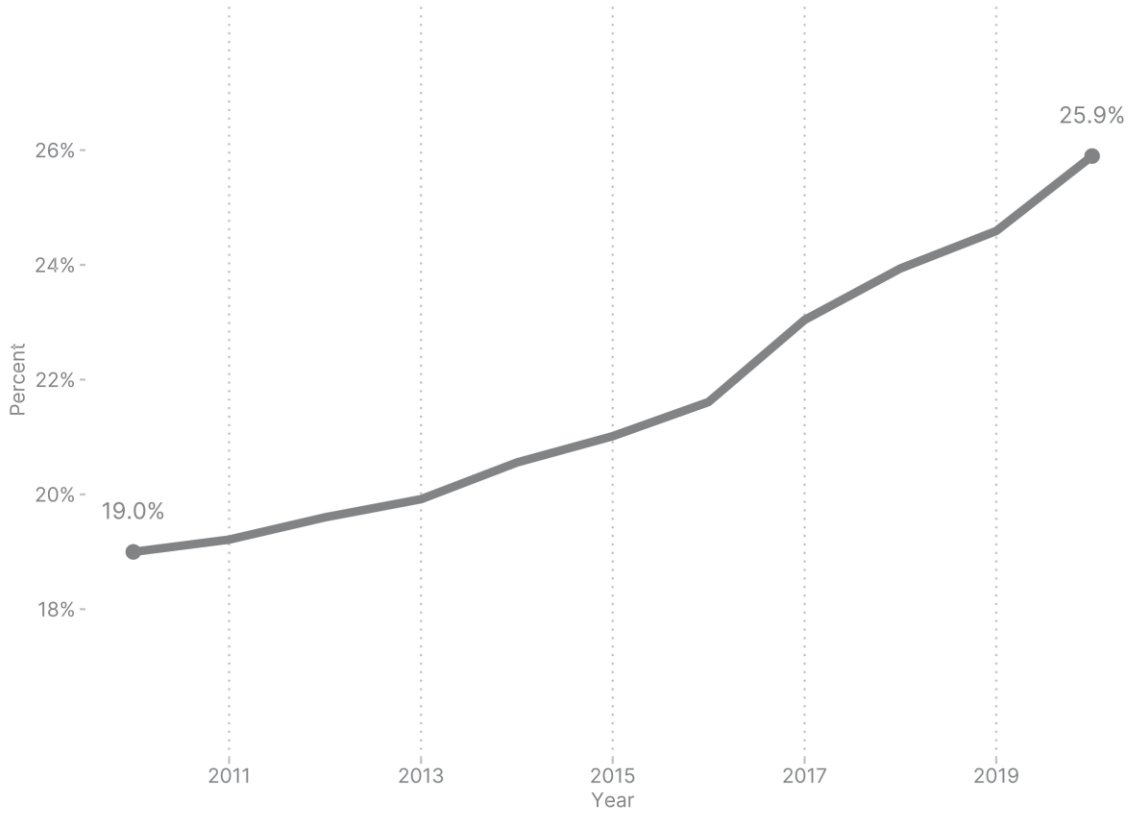
US Markets: Women Partner Headcount Share (%)



Data Sources: American Lawyer Women Scorecard and AmLaw 200

- Women partners composed 19.0% of large firm partnerships in 2006 and 25.9% in 2020
- The trend reflects an increase in women partner representation of 6.9%

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Do the trends reflect progress?

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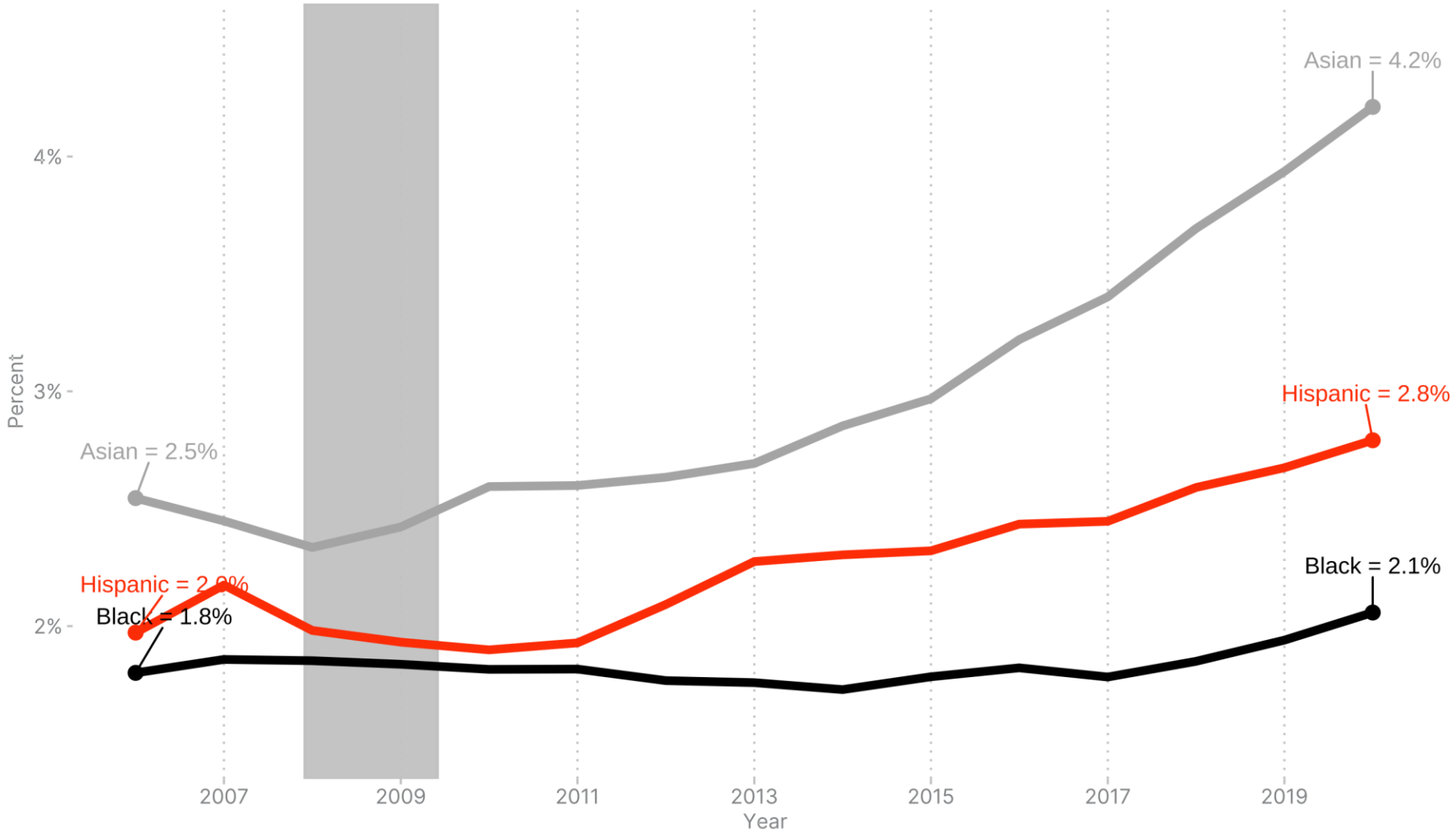
US Markets: Diverse Ethnicity Partner Headcount Share (%)



Data Sources: American Lawyer Diversity Scorecard and AmLaw 200; gray rectangle spans the 2008 Recession

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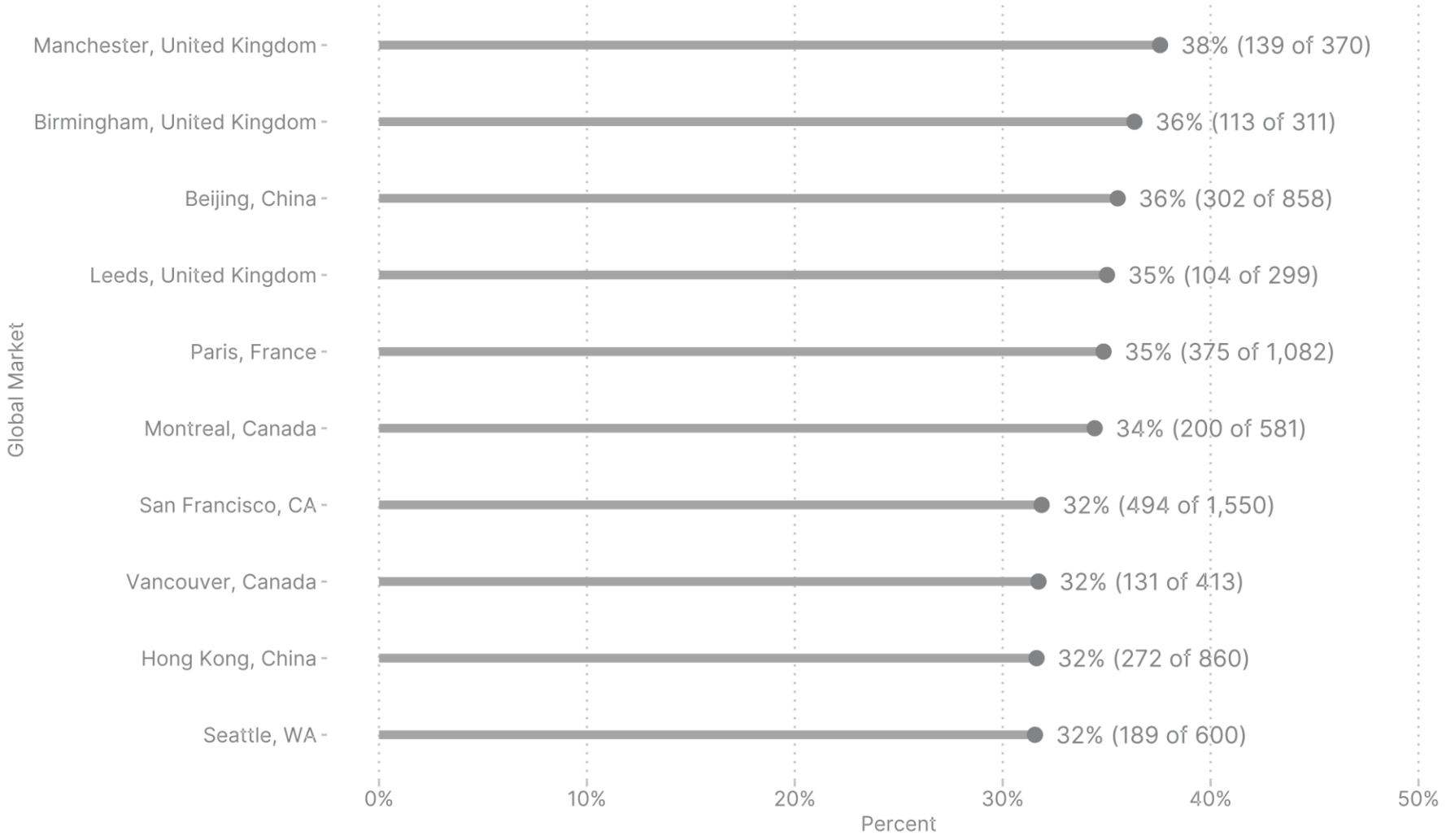
Top 10 Global Markets: Women Partner Headcount Share (%)



Data Source: Legal Compass Global 200

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Addressing Systemic Bias More Directly and Forcefully

The problems of racism and bias in American society are longstanding and run deep, dating back to our history of slavery, and the legal profession sits squarely in that history, but we are not bound by past practices and beliefs. Let this time embolden all of us to renew our efforts to address more directly and more forcefully systemic bias and prejudice in the legal profession, and in particular the many ways that the profession has failed Black lawyers and the Black community.

- Jim Leipold, Executive Director, NALP

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Parker Analytics Talent Selection Algorithm (TSA)

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Parker Analytics in *The American Lawyer*, January 2022

Credit: metamorworks/Shutterstock

ANALYSIS

Law Firms' Emerging Weapon in Talent Wars: The Moneyball Strategy

Recruiting rainmakers is costly, and sometimes risky. So more firm leaders are supplementing their gut feelings with detailed data.

January 14, 2022 at 05:00 AM

5 minute read

Law Firm Hiring

Patrick Smith

The original version of this story was published on The American Lawyer

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Talent Selection Algorithm Foundations

Lawyer Success = Biographical Factors + Demographic Factors

Biographical Factors

- Blue Collar Work
- Clerkship
- Law Review
- Varsity Sports
- Etc.

Demographic Factors

- Class Year
- Practice Area
- Gender
- Race/Ethnicity
- Etc.

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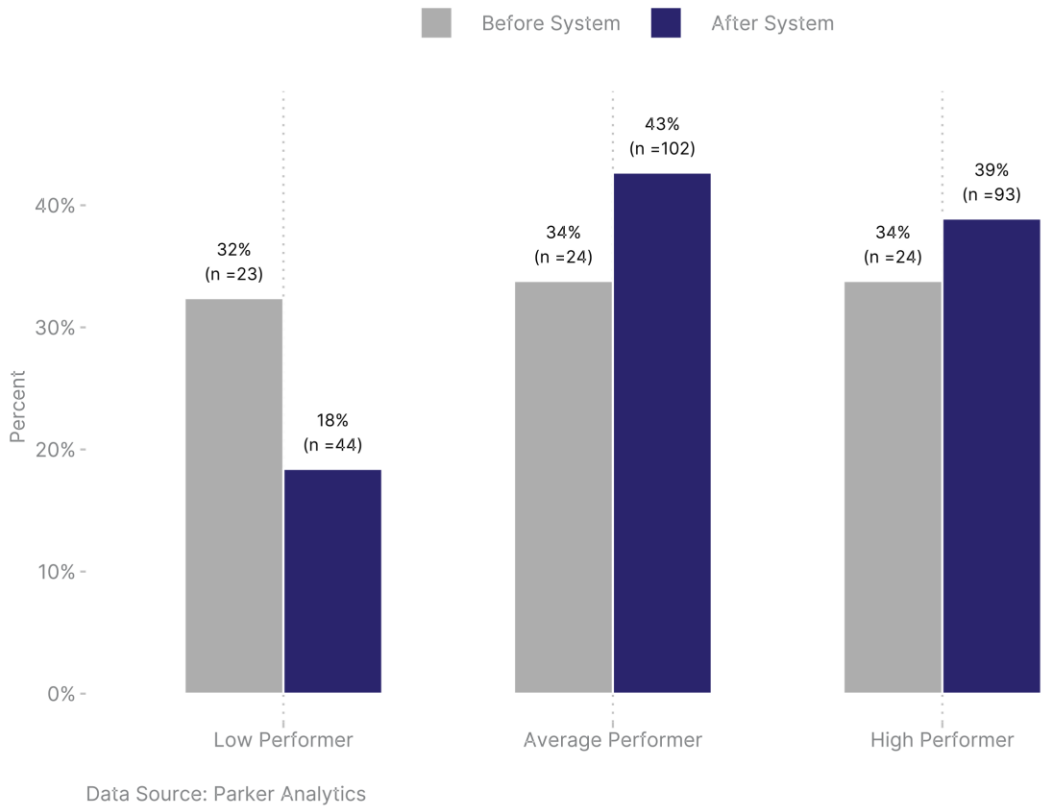
Talent Selection Algorithm and Performance



Data Source: Parker Analytics

- Hiring using the PA Talent System produced 5% more high performers
- Hiring using the PA Talent System produced 14% fewer low performers

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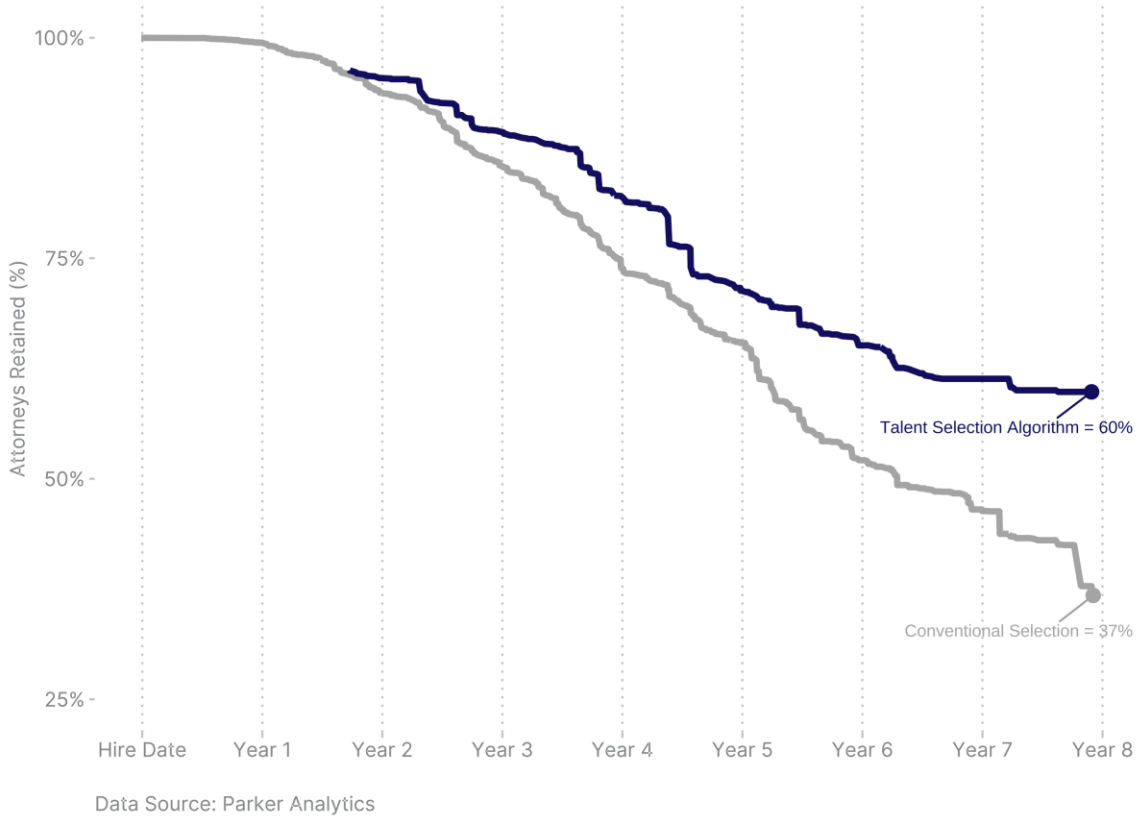
Talent Selection Algorithm and Retention



Data Source: Parker Analytics

- Hiring using the PA Talent System generates retention gains
- Across an eight-year period, TSA selection increases retention chances by 23%
- For an associate class of 50, this translates into a $16 million savings based on a single hiring class

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Moneyball for Lawyers
Parker Analytics, LLC

January 21, 2022

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