

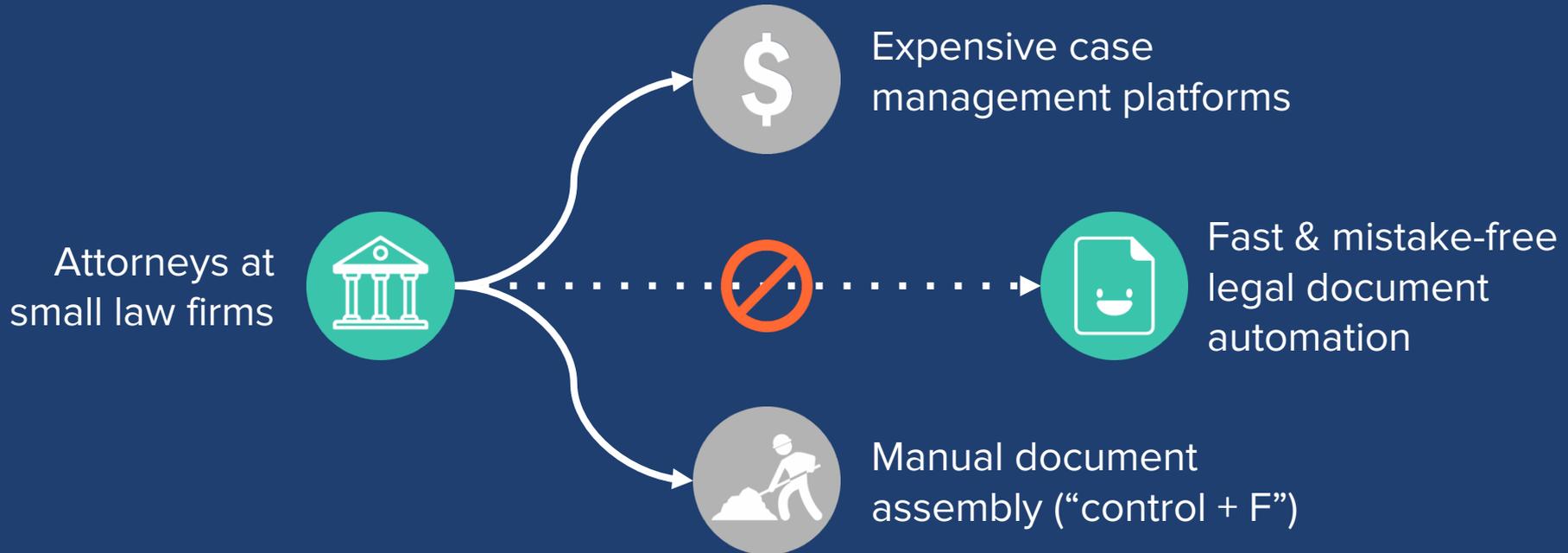


# Woodpecker

Document automation for  
the modern law firm

# The problem

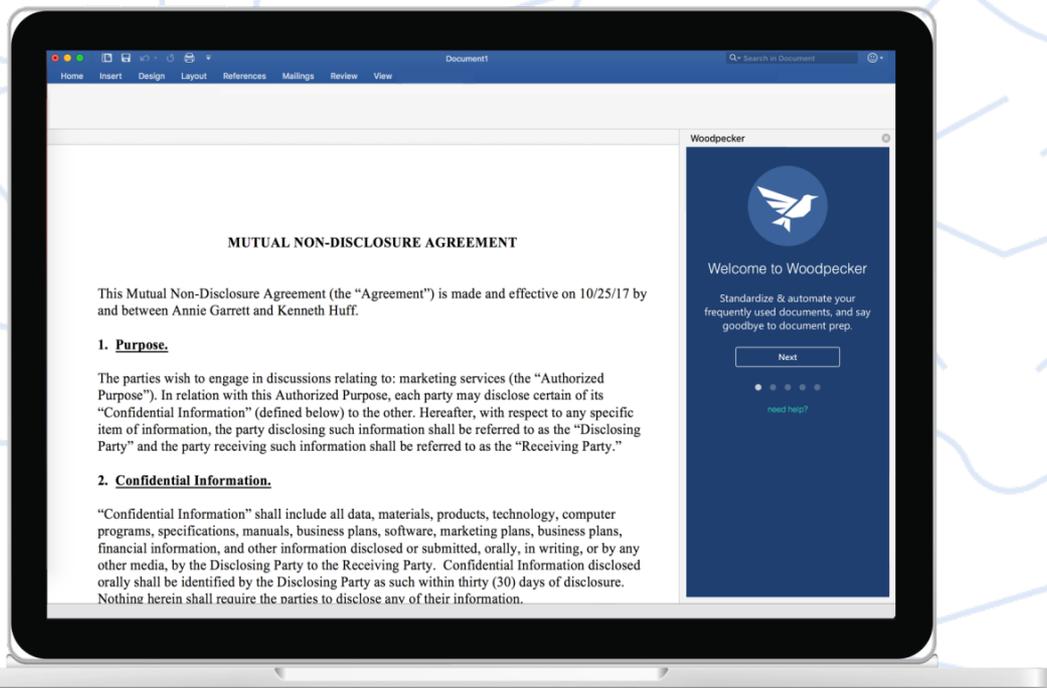
Attorneys at small law firms have no way of quickly assembling mistake-free, Word-based legal documents.



# The solution

Automate legal document assembly within Word.

- Standardize legal docs.
- Eliminate mistakes.
- Keep using Word.



# Product



Add custom fields



Enter information once



Populate the document

+

+ 3 Party One

Create a field

Field name

Date

Field type

Date

Format

Wednesday, April 25, 2018

Default

Today

Save Cancel

+ 1 Term

three (3)

Populate Clear all

+

+ 1 Date

April 25, 2018

+ 3 Party One

Steve Cartwright

+ 3 Party Two

Woodpecker Technologies, LLC

+ 1 State of Law

Massachusetts

+ 1 Purpose

Sales Services

+ 1 Party One Address

Sans Serif Normal

B I U S A [Image] [Image]

T<sub>x</sub>

1234 Broadway  
Boston, MA  
02115

Populate Clear all

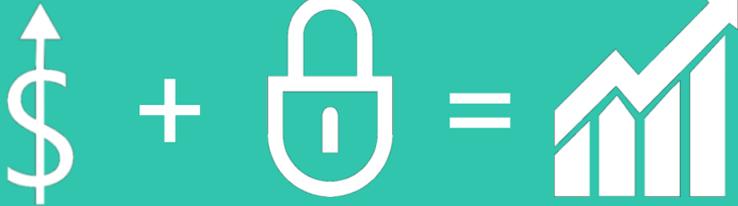
# Our progress

Named “Best free Word  
add-in” by Zapier

  
zapier

300 avg. MAU

40 paying users



Raised  
pricing

Added  
restrictions  
to Free tier

Increased paid  
subscriptions

## Content marketing & SEO works

- 1 — Find content via google
- 2 — Download Woodpecker
- 3 — Nurture through free trial
- 4 — Upgrade to paid tier

# Market potential

\*\*153K small law firms U.S.

\*1.27M small law firms worldwide

\*\*\*1.2B MS Office users worldwide



U.S. law firms



International law firms



Consulting



Real estate



Insurance

[\\*jotwell.com](https://www.jotwell.com)

[\\*quora.com](https://www.quora.com)

[\\*\\*quora.com](https://www.quora.com)

[\\*\\*\\*microsoft.com](https://www.microsoft.com)

“small firms” < 10 people

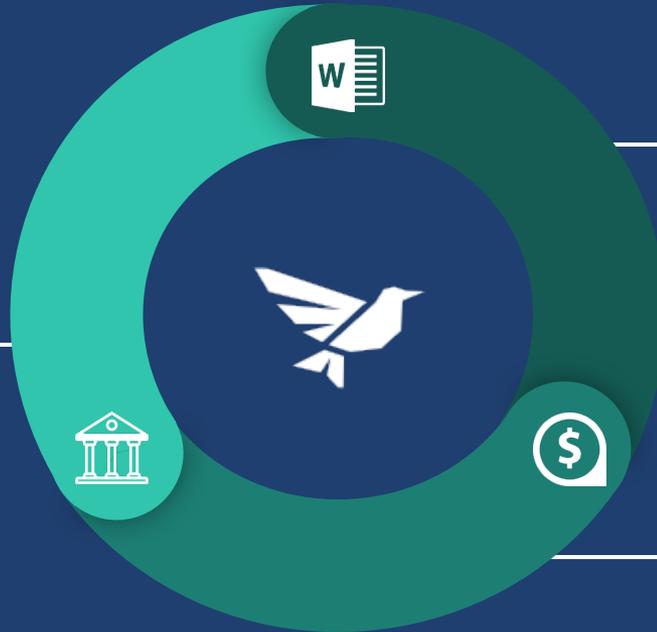
# Competitive landscape



# Competitive advantages

## Addressing small firms

Need for a document automation solution that doesn't require migrating to a practice management platform.



## No new platforms

Works with a firm's existing Word documents without requiring users to migrate to a new platform.

## Free tier and low cost

Free tier ensures low barrier to entry and Pro tier costs less than competitors.

# Product roadmap



iManage



LexisNexis



Clio



Prepare multiple documents at once

External datasource integrations

Woodpecker web application

Woodpecker for additional platforms

Spring 2018

Fall 2018

Spring 2019

2020

Summer 2018

Winter 2019

2019

Automated template builder powered by machine learning

Sharing and collaboration features

Integrations and partnerships



grammarly

DocuSign

# Acquisition channels

## Organic growth

- Microsoft Office store
- Word-of-mouth
- Content marketing / SEO

## Channel partnerships

- Office 365 resellers
- Bar associations
- Legal-tech consultants

+

## Sales & marketing

- Referral program
- Direct sales
- Email

## Integrations & Affiliates

- White labeling
- Partnerships/integrations with other vendors



In progress



Not yet started

# Team



Alex Melehy  
Founder & CEO



Michael Benson  
Sales Director



Juliana DiBona  
Marketing Director



Pablo Ledesma  
Software Engineer



Vivek Athukuri  
Software Engineer



## Advisors



Christian Galvin  
VP of Sales,  
JANA



Damian Gray  
Director of User  
Acquisition, JANA



Per Werngren  
Microsoft Partner  
Advisory Council



Spencer Scott  
Head of Revenue,  
Publishers Clearing  
House



# Goals and fundraising

Raising initial seed round to:



- Capitalize on existing channels
- Expand to additional channels



- Refine product
- Develop user-requested features

**We have a rare opportunity to be the first to an underserved legal market and we'd love to have you join us!**



Alex Melehy

[amelehy@woodpeckerweb.com](mailto:amelehy@woodpeckerweb.com)