

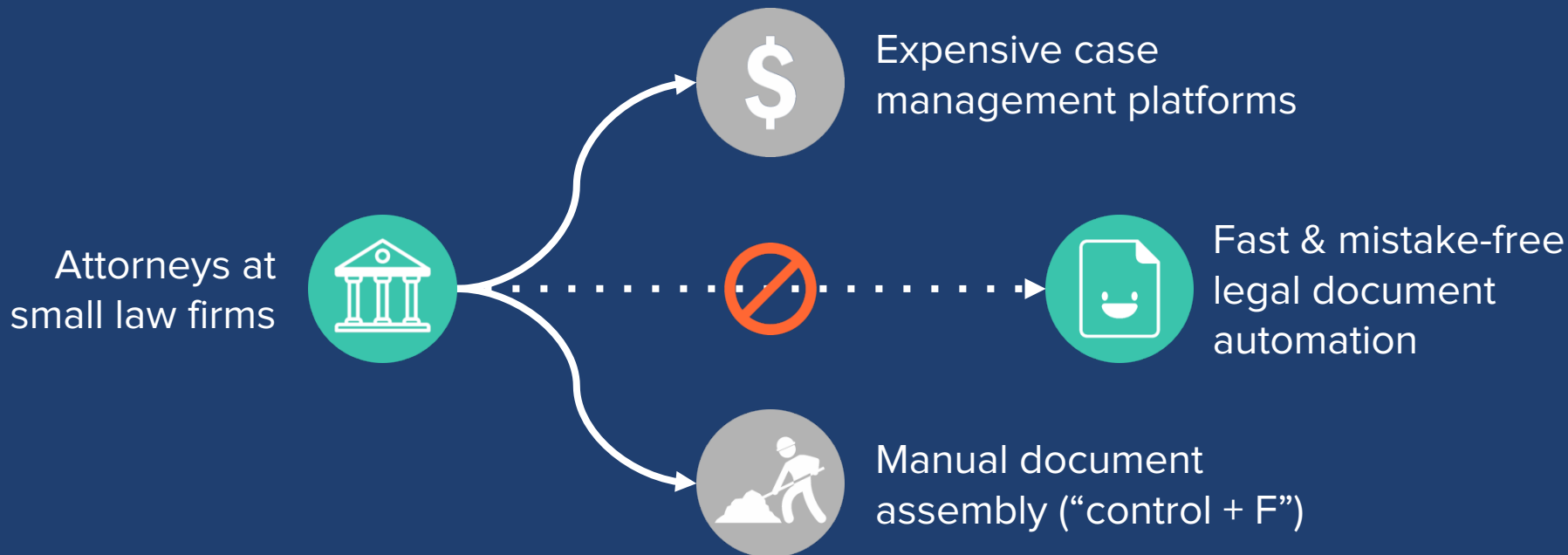


Woodpecker

Document automation for
the modern law firm

The problem

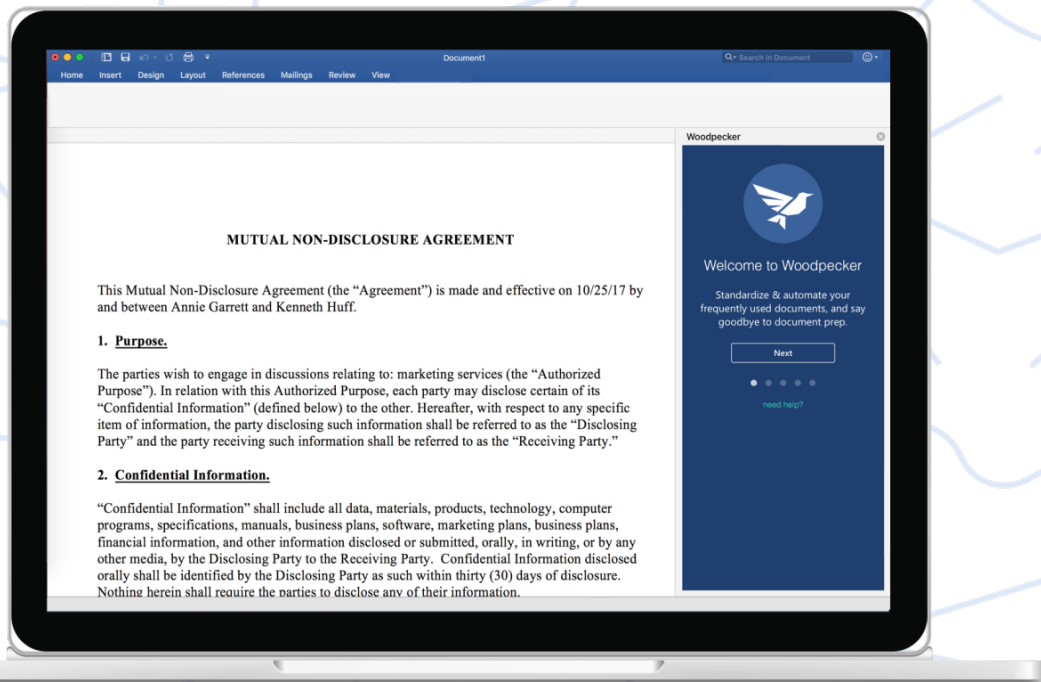
Attorneys at small law firms have no way of quickly assembling mistake-free, Word-based legal documents.



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

The screenshot shows the 'Create a field' dialog box. It has a title bar with a menu icon and a plus icon. The dialog contains the following fields:

- Field name:** A text input field containing 'Date'.
- Field type:** A dropdown menu with a calendar icon and the text 'Date'.
- Format:** A dropdown menu with the text 'Wednesday, April 25, 2018'.
- Default:** A dropdown menu with the text 'Today'.

At the bottom of the dialog are two buttons: 'Save' (blue) and 'Cancel' (gray). Below the dialog, a portion of the document is visible, showing a field named '+ 3 Party One' with the value 'three (3)' and buttons 'Populate' and 'Clear all'.

The screenshot shows the main document view. It has a title bar with a menu icon and a plus icon. The document contains the following fields:

- + 1 Date:** A text input field containing 'April 25, 2018'.
- + 3 Party One:** A text input field containing 'Steve Cartwright'.
- + 3 Party Two:** A text input field containing 'Woodpecker Technologies, LLC'.
- + 1 State of Law:** A text input field containing 'Massachusetts'.
- + 1 Purpose:** A text input field containing 'Sales Services'.
- + 1 Party One Address:** A text input field containing '1234 Broadway', 'Boston, MA', and '02115'.

Below the fields are two buttons: 'Populate' (blue) and 'Clear all' (gray).

Our progress

Named “Best free Word
add-in” by 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



Consulting



International law firms



Real estate



Insurance

[*jotwell.com](http://jotwell.com)

[*quora.com](http://quora.com)

[**quora.com](http://quora.com)

[***microsoft.com](http://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



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

FIKSU  **boup**



Michael Benson
Sales Director

 **Sticky**



Juliana DiBona
Marketing Director

 **eps**



Pablo Ledesma
Software Engineer

FIKSU  **WordStream**



Vivek Athukuri
Software Engineer

 **IDEA TO STARTUP**

Advisors



Christian Galvin
VP of Sales,
JANA


FIKSU



Damian Gray
Director of User
Acquisition, JANA


FIKSU



Per Werngren
Microsoft Partner
Advisory Council


Microsoft



Spencer Scott
Head of Revenue,
Publishers Clearing
House

 **PCH** Publishers
Clearing
House

 **MEED**

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

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