

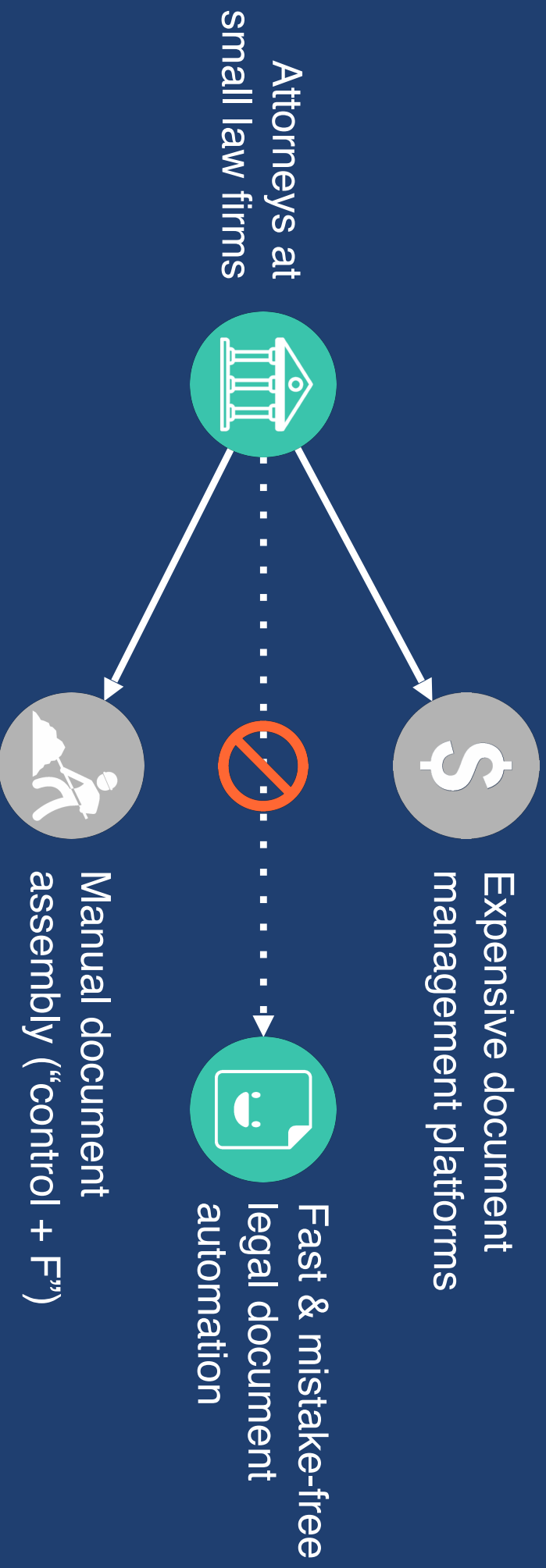


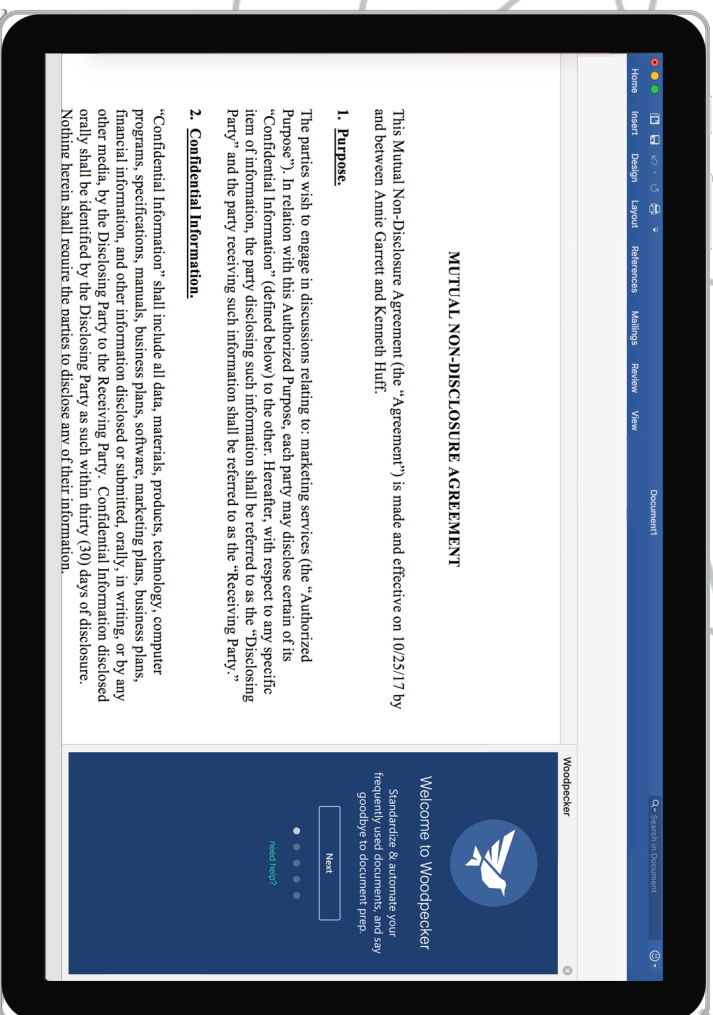
Woodpecker

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.
- No implementation or training.
- Eliminate mistakes.
- Keep using Word.

Product



Add custom fields



Enter information
once



Populate the
document

Woodpecker Technologies, LLC — woodpeckerweb.com —
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The image displays two screenshots of a web application interface, likely for document generation. The left screenshot shows a 'Create a field' dialog box with the following fields: 'Field name' (empty), 'Field type' (set to 'Date'), 'Date' (set to 'Wednesday, April 25, 2018'), and 'Format' (set to 'Default'). Below these fields are 'Save' and 'Cancel' buttons. The right screenshot shows a 'Populate' dialog box with the following fields: 'Date' (set to 'April 25, 2018'), 'Party One' (set to 'Steve Cartwright'), 'Party Two' (set to 'Woodpecker Technologies, LLC'), 'State of Law' (set to 'Massachusetts'), 'Purpose' (set to 'Sales Services'), and 'Address' (set to '1234 Broadway Boston, MA 02115'). Below these fields are 'Populate' and 'Clear all' buttons.

Our progress

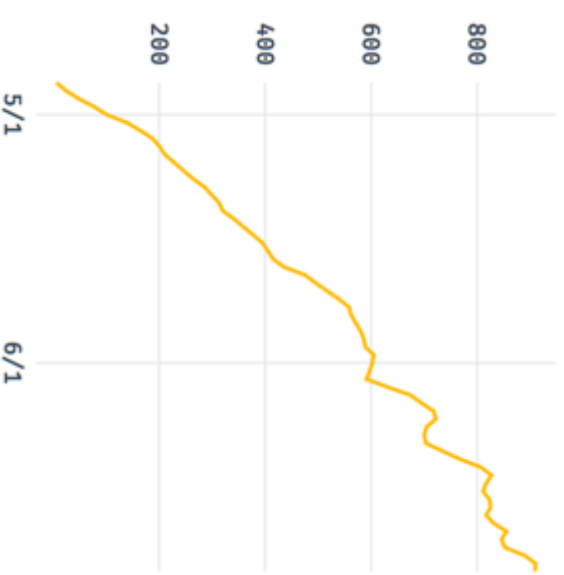
Named “Best free Word
add-in” by Zapier^{*}
zapier

- 3 reseller partnerships
- 3 legal IT consulting partnerships
- 1 bar association partnership
- 1 strategic vendor partnership

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300 avg. MAU
150 paid seats
30 paying firms
0% paying user churn

Woodpecker
website
monthly active
users



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



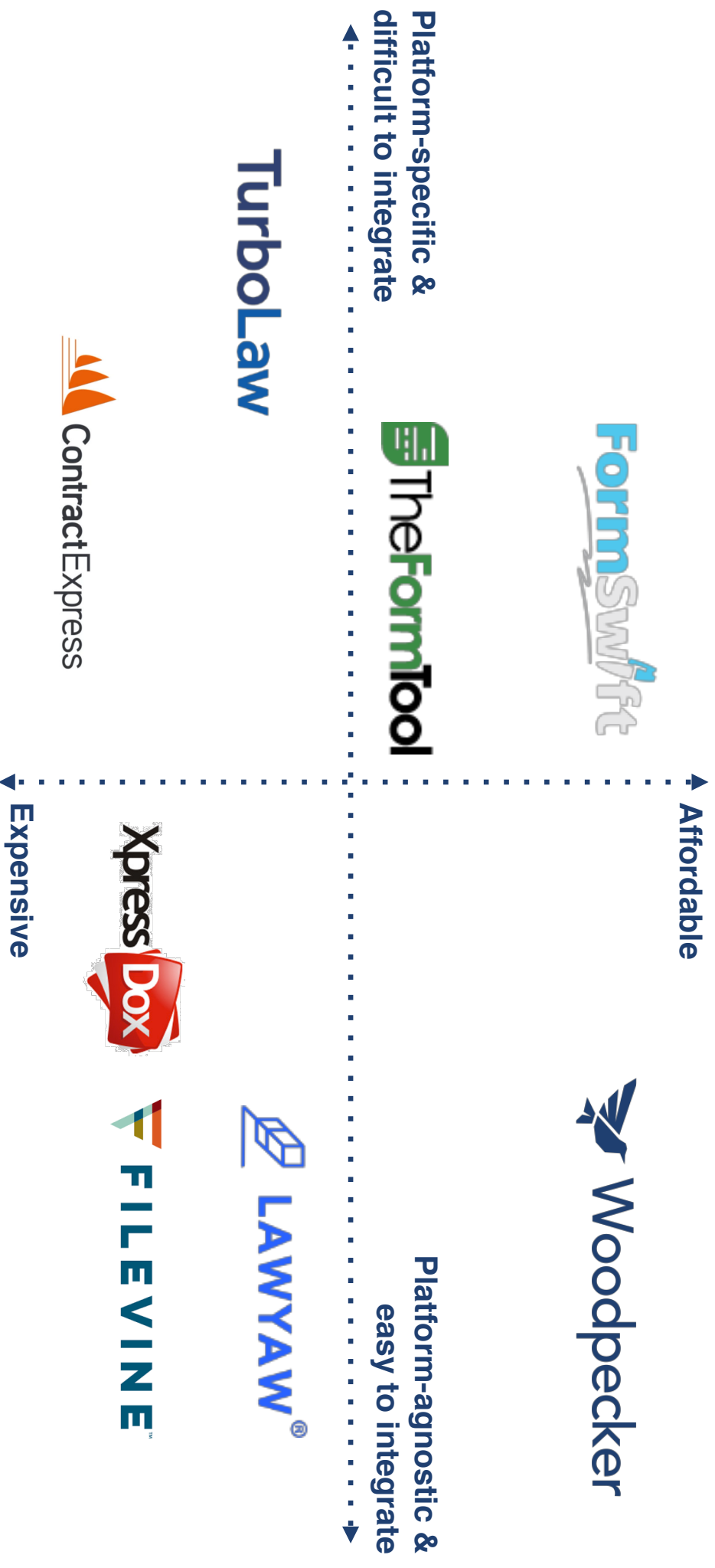
Insurance

“small firms” < 10 people

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

Competitive landscape



Competitive advantages

Solo & small firm focused

Document automation
for an underserved and
ignored market
segment



No new platforms

Avoids the need to migrate
to an enterprise-level
platform and allows firms
to continue using Word.

Zero implementation

Cross-platform distribution
model via Office 365 avoids
the need for large-scale
implementation & training
efforts.

Product roadmap



iManage LexisNexis Clio



Prepare multiple documents at once

External data source integrations

Woodpecker web application

Woodpecker for additional platforms

Summer 2018

Winter 2019

Summer 2019

2020

Fall 2018

Spring 2019

2019

Automated template builder powered by machine learning

Sharing and collaboration features

Integrations and partnerships



grammarly

DocuSign

Go to market

Organic growth

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

Sales & marketing

- Referral program
- Direct sales
- Legal IT events

+

Channel

partnership sellers

- Bar associations
- Legal IT consultants

Integrations & Affiliates

- White labeling
- Partnerships/integrations with other vendors

 In progress

 Not yet started

Team



Alex Melehy
Founder & CEO



Michael Benson
Sales Manager



Michael Simon
Marketing Manager



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



Microsoft



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

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