



Advanced Dispute Resolution

Reinventing the massive litigation industry and saving companies and individuals up to 90% in cost and time

We're Reinventing An Enormous Industry & We're The Ideal Team To Do It

Founding team of high-growth tech and legal veterans who've experienced the pain and know how to solve it



Collin Williams

Co-Founder & Chairman

1 exit; Ex-General Counsel;
Ex-AmLaw 20 Litigator



Rich Lee

Co-Founder & CEO

1 exit; 2x General Counsel;
Ex-Head of Asia Market Dev



Michelle Tyler

Co-Founder & Head of Operations

Ex-Head of Legal Operations
Ex-Head of Operations



Shane Mulrooney

Co-Founder & Head of Growth
& Customer Experience

1 exit; Ex-General Counsel;
Ex-AmLaw 20 Attorney

Our Early 8-Person Team Comes From Leading High-Growth Companies



Problem: Legal Disputes Are A MASSIVE Cost Of Doing Business

Courts and traditional arbitration systems are inefficient and unpredictable

Draining businesses of time and money + Creating friction to progress and innovation in every organization

Unreasonably Long

Often takes 2-3 years per case

Prohibitively Expensive

\$100K-\$1M+ fees per case

Massive Distraction

Constant + persistent drain on attention and bandwidth



   **Massive Costs and Distractions Pile Up Over an Unpredictable Amount of Time**   

Businesses and Individuals Just Want To *Tell Their Story*

*20 million non-criminal legal disputes are filed every year in the U.S.
No business or individual wants these disputes to drag out.*

No person or org wants to waste time and money arguing endlessly over procedures.



- Pre-trial motions
- Evidentiary motions
- Dispositive motions
- Arguments over discovery

They just want to know how long a dispute will be, how much it'll cost, tell their story, and get it over with.



- Save money
- Save time
- Get rid of the massive distraction
- Get back to their business and lives

Yet...in a market where **20 million cases are filed every year**, no platform exists that can resolve meaningful legal disputes quickly and efficiently.

New Era: Reduces Legal Dispute Time & Cost By Up to 90%

Bringing never-before-seen qualities to litigation that have long been desired by businesses, individuals, and their attorneys.

Predictable, Finite, Efficient Processes

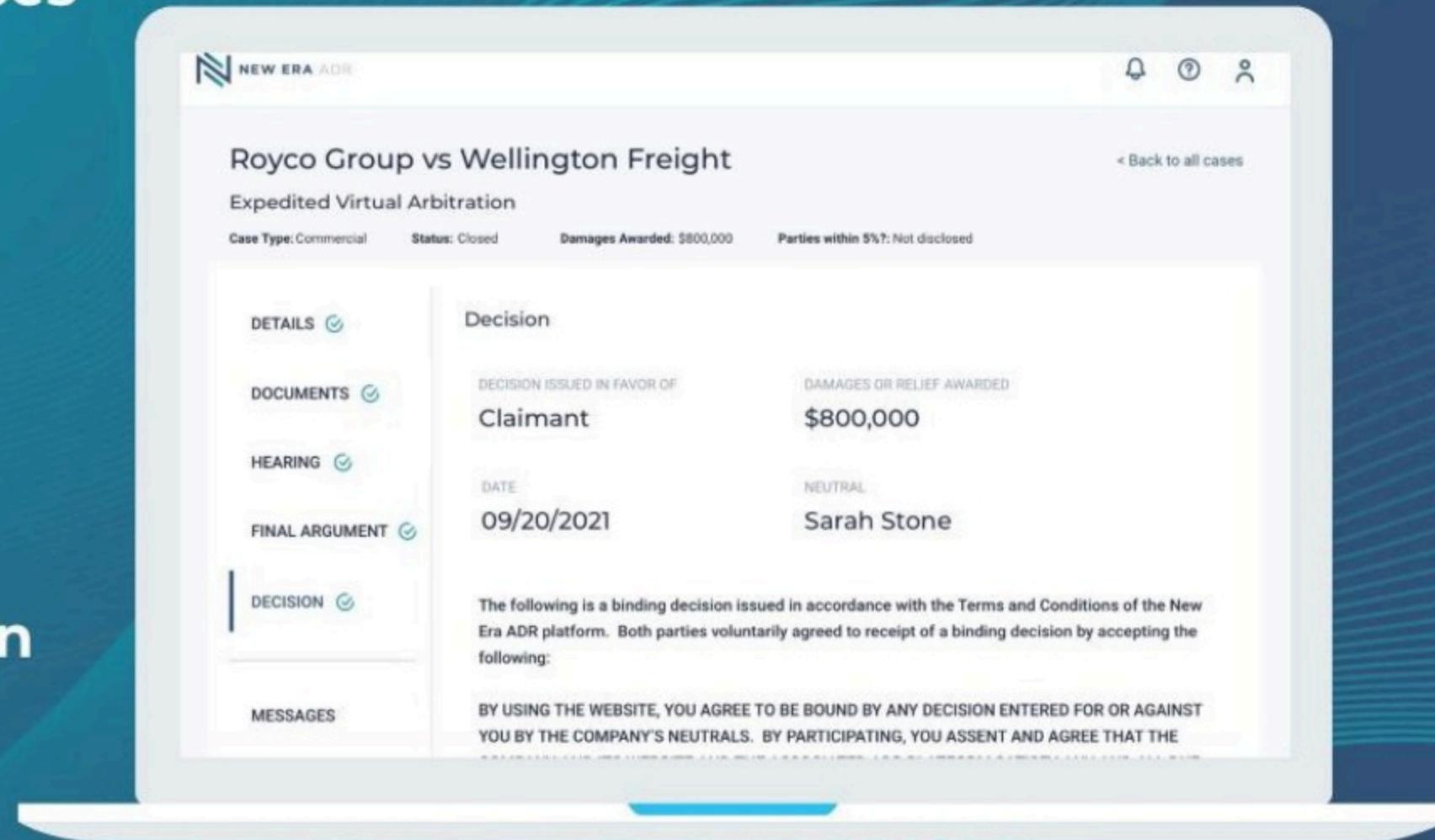
In courts and traditional arbitration, cases can drag for years. At New Era, disputes are resolved in 60-100 days or less.

Fixed, Transparent Fees

For the first time ever, organizations and their attorneys can budget exactly how much time and money they will spend litigating a case.

Purpose-Built for Dispute Resolution

100% digital, purpose-built platform -- by lawyers and technologists who've lived and felt the pain of litigation.



So Easy To Adopt, Yet A Massive Reduction in Risk, Time, and Cost

Like Stripe's seven lines of code, simply copy/pasting New Era's language into a company's contracts and terms of use yields **enormous** benefits...and it's free to do

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Arbitration Proceedings and Rules. The following rules and procedures shall apply:

- Any arbitration will be administered by **New Era ADR** in accordance with their Virtual Expedited Arbitration Rules and Procedures, as well as any applicable General Rules and Procedures, except as modified by the Terms. **New Era ADR's** Virtual Expedited Arbitration Rules and Procedures and General Rules and Procedures are both available at www.neweraadr.com/rules-and-procedures/.
- The arbitrator shall be selected pursuant to **New Era ADR's** standard rank and strike process, as set forth in **New Era ADR's** General Rules and Procedures.

Purpose-Built Risk Solutions

Driving efficiency in legal dispute resolution, providing time/cost certainty, and significantly removing gamesmanship

Tailored Subscription Risk Solutions

We offer customized subscription products designed to reduce by orders of magnitude an org's exposure to litigation gamesmanship. Resulting in a **fairer, more efficient, more accessible platform for individuals and orgs to resolve disputes**

On-Demand Arbitrations + Mediations

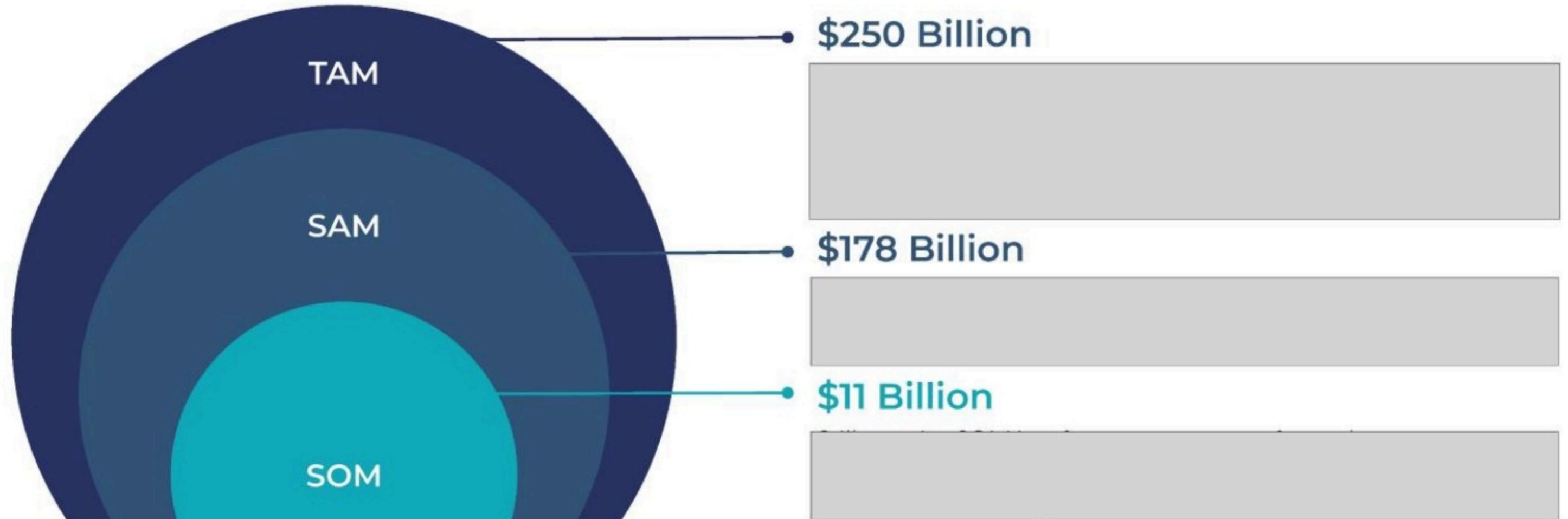
Anyone and any org can use New Era for their arbitration and mediation needs without purchasing a subscription.

A simple, free change in contract language is the easiest way for any org to get started.

All Built On Top of Our Digital ADR Platform

Legal Disputes Are A **Massive** Problem (and Market)

Yes, it really is this big, and yet we'll grow this market.



On top of this... New Era will grow the size of this market:

- Millions of business disputes go unfiled each year because of the time and expense
- Millions more are resolved by inefficient methods outside of court or in certain verticals
- **None** of these are currently included in TAM, **and we already have a pipeline to many of these disputes.**

*Sources: [uscourts.gov](https://www.uscourts.gov); William Blair Legal Industry Report

** Source: CompTIA Cyberstates report

Fast-Growing Momentum



We Will Improve Business, Law Practice, and Society

We elevate the legal system, making it fairer and more accessible for all

Organizations - Major cost savings and risk reduction; more growth and innovation

With New Era, organizations no longer waste so much time and money on legal disputes. The risk of being subjected to crippling gamesmanship in litigation is heavily reduced.

Without the massive distractions and with the money saved, orgs can focus far more on growth and innovation

Law Firms - Increased *profitability*; do more sophisticated work; improved client relationships and loyalty

*With the predictable process of New Era, law firms can offer profitable flat fees to clients for litigation. Lawyers are freed from unending procedural work to focus on more sophisticated work. And **clients always gravitate to lawyers and firms who resolve their conflicts faster.***

Individuals - More accessible justice system; easier to understand; faster resolutions; be heard

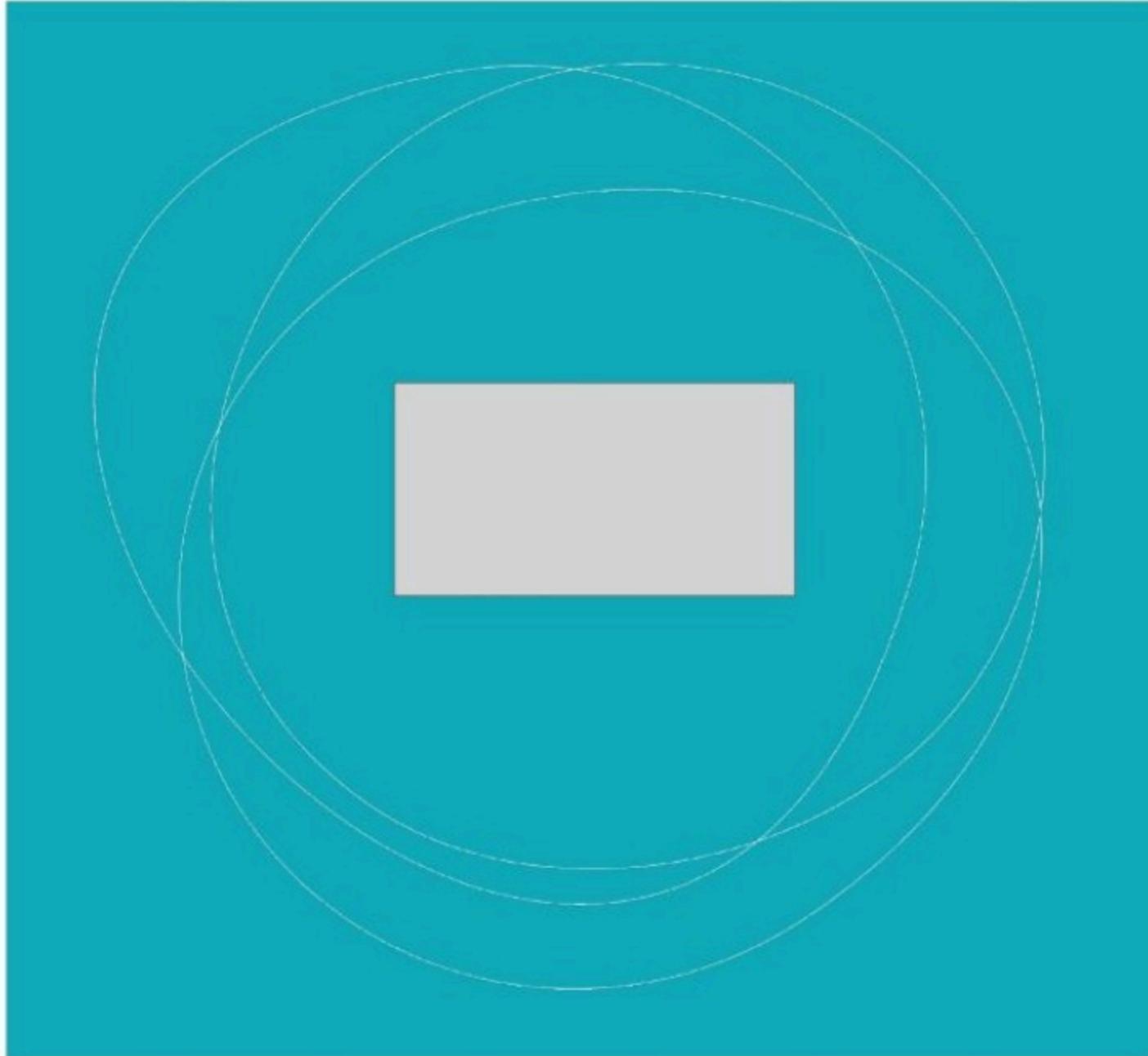
*Courts and traditional arbitration are impossible and expensive for non-attorneys to navigate. Individuals are often left with no way to advocate for themselves. **Individuals can now be heard, and actually resolve their legal grievances and not simply acquiesce.***

Society - Less acrimony, less animosity, improved relationships between all parties

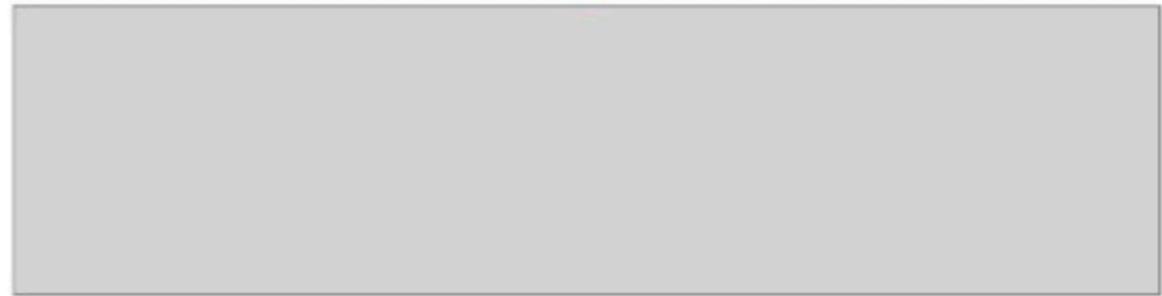
Currently, parties either go through a long, drawn out fight or they (a) settle a case or (b) don't file a claim just to avoid that painful process. In each case, their stories are never heard, and acrimony and animosity skyrocket and relationships sour.

*But, when people (and orgs) can actually tell their story and quickly resolve disputes, **resentment between parties is reduced and relationships are better preserved***

Capital to Accelerate Market Penetration In A Greenfield Market



- Increase First Mover Advantage
- Expand Growth and Engineering Teams
- Fuel Product Development and Adoption
- Forward-Looking Revenue Goals:



Active & Engaged Advisors

Our Top Tier Team And Ambitious Vision Is Advised By Top Tier Advisors Across Multiple Industries



David Kalt

Founder/CEO - OptionsXpress
(acq'd by Schwab, \$1B)
Founder/CEO - Reverb (acq'd by
Etsy, \$275M)



Sean Chou

Founder/CEO - Catalytic
(acq'd by PagerDuty)
Fmr Co-Founder/CTO - Fieldglass
(acq'd by SAP, \$1B+)



Jae Um

Executive Director, Six Parsecs
Renowned Legal Industry
Economist and Strategist



Ed Sohn

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Fmr Exec - Thomson Reuters & EY
Fmr Litigator - King & Spalding



Anthony Casey

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John Higginson

Chief Technology Officer - Chief
Fmr CTO, Enova (NYSE: ENVA) +
Groupon (NASDAQ: GRPN)



Mark Partin

Chief Privacy Officer - Oracle



Dan Melnick

VP, Product - Output
Fmr Co-Founder & CTO - Reverb
(acq'd by Etsy, \$275M)



**Legal disputes are friction
to progress and innovation.
We're reshaping a massive
industry to exponentially
reduce costs and make the
justice system more
accessible for all.**

Join us on our journey.