



Time by Ping • Fundraising 2021





## Vision Statement

**Time by Ping will capture, measure, and value the atomic unit of time to rebuild the working model.**

It starts with Time Automation™

# Roadmap

## PHASE 1

### ✓ Time Automation

All time-based industries will turn to technology to optimize the capture of their time. Time Automation blends ML and design to offer a new category of productivity tooling.

## PHASE 2

### Time → Outcomes

All time-based industries will be forced to evolve from selling time to selling outcomes. The data that Time Automation generates will catalyze this shift by allowing these industries to efficiently operate and price.

## PHASE 3

### Time ← Outcomes

All outcome-based industries will map value back to time and focus human effort on creative work to best leverage their most important asset.



# Professionals suck at tracking their time

Manual time tracking costs the Professional Services industry 2,000 years of wasted time, or about \$7.4 billion of lost time in productivity *each* day.



The status quo



to return time

# Lawyers really suck at tracking their time

The Legal Industry leaves **\$140B on the table** because of manual timekeeping despite it being mandatory, highly incentivized (billable targets), and lucrative (time = money).

This is because no other industry requires its workers to track their every six minutes.

## Total Work Time

**-20%** Never Billed

**-18%** Client Rejected

**-5%** Time spent manually tracking

# Our solution created a new market category: Time Automation™

**01 Capture**

**02 Contextualize**

**03 Visualize**

**04 Store & Analyze**



Emails  
Outlook & Exchange



Documents  
Microsoft Suite: Word, Excel, PowerPoint;  
Adobe PDF & KOFAX PDF



Meetings  
Outlook Calendar



Phone Calls  
Cisco, Jabber, Zoom & Microsoft Teams



Research  
Internet Explorer, MS Edge & Chrome

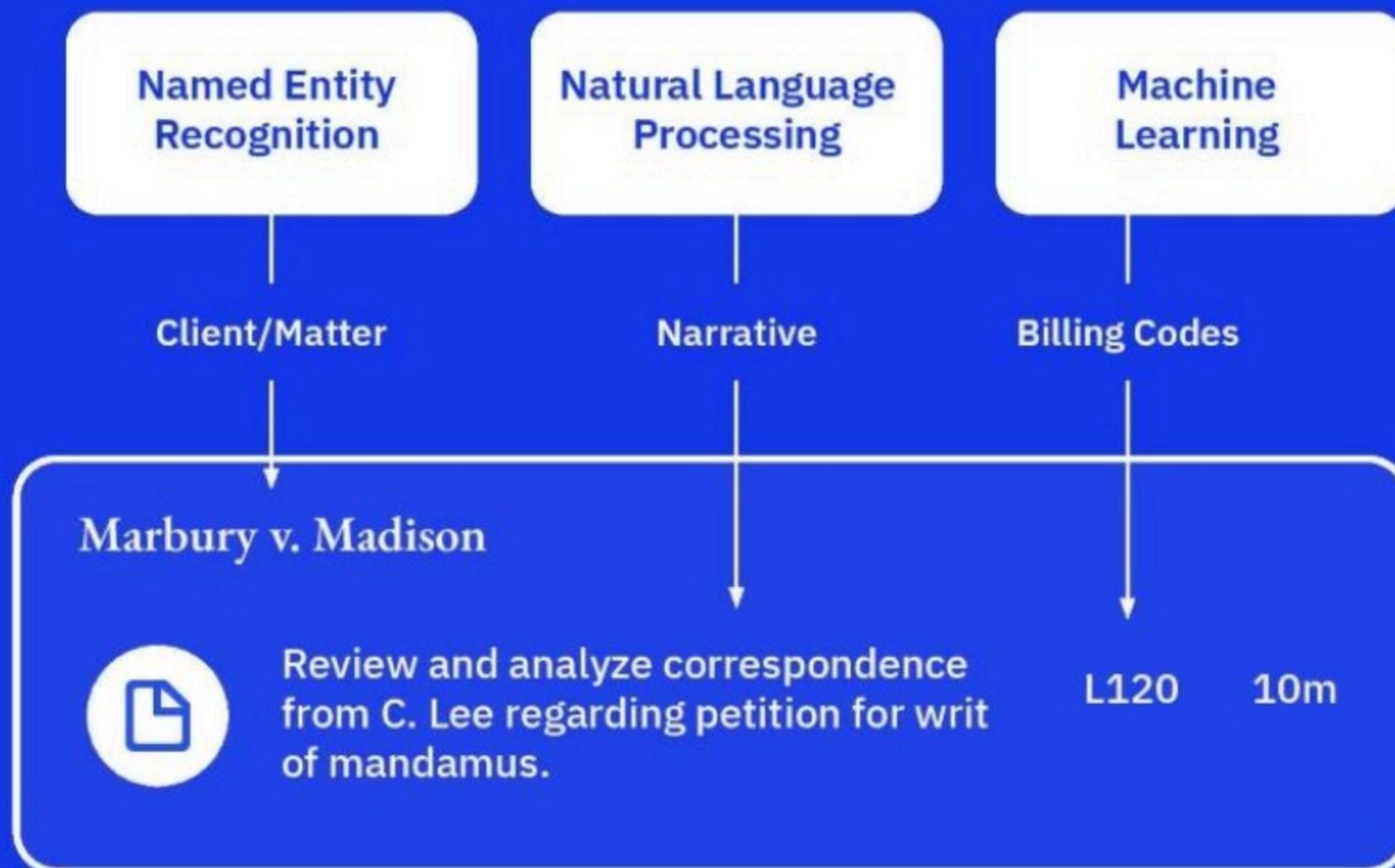
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March 18th  
Week 38.2 Month 224.2  
Timeline Timesheet Search entries Total Hours: 9.65 Release Day

Case Name	Task Description	Location	Duration	Time Value
Carhill v. Carboloc Smoke Ball Co.	(2) Review and analyze correspondence regarding advertisement language.	L110, WOR	15m	0.25
	12:30pm Advertisement Language	Received from: chris@carboloc.com	12m	
	01:30pm Advertisement Language	Sent to: chris@carboloc.com	3m	
Garratt v. Daily	Prepare daily trial witnesses for upcoming trial on March 22, 2021.	L110, WOR	42m	0.7
Hadley v. Baxendale	(4) Meeting regarding Hadley/Baxendale Informal Discovery Conference	L110, WOR	58m 2s	1.0
Homework for Ramos	(4) Review and analyze correspondence regarding motion to quash service of summons.	L110, WOR	58m 2s	1.0
International Shoe Co. v. Washington	(4) Prepare motion to quash services of summons.	L110, WOR	2h 10m	2.2

Daily Timesheet

Category	Hours
Total Billable	9.65
Non-billable	0.0

Carhill v. Car... 0.25  
Garratt v. Daily 0.7  
Hadley v. Baxendale 1.0  
Homework for Ramos 0.3  
International... 2.5  
Marbury v. Madison 4.6  
Pierson v. Post 0.6  
Hamer v. Sidway  
MacPherso... Motor Co.

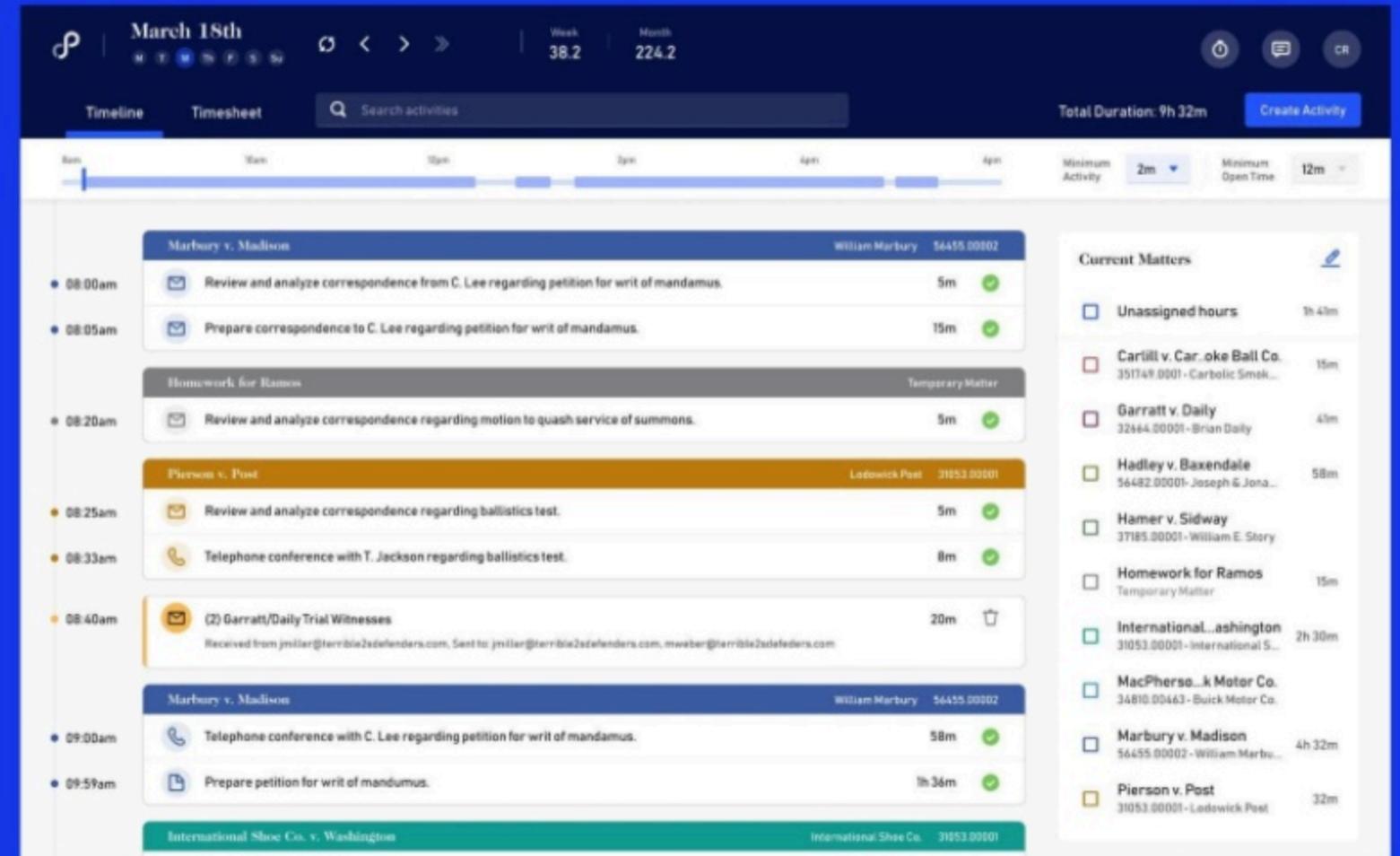
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Case in Point:

## Premier law firm 🏆

**\$90K**

Direct bottom-line profit per Timekeeper

**2**

Timekeepers using TBP to recoup cost

**1**

Dedicated resource hired to maximize value



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*What Do We Give*

## **Our Timekeepers?**

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### **Time**

1–2 hours in time saved per week



### **Performance**

7.5% more billable credit on average



### **Happiness**

Turning the worst part of a lawyer's day into the simplest



*to return time*

*What Do We Give*

## **Our Firms?**

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### **Increased Revenue**

7.5% more revenue on average



### **Faster Cash Flow**

70% of our users are releasing time daily



### **Richer Data**

35% more time entries

## What Do We Give The Client?



### Transparency

Firm clients get more accurate bills



### Predictability

The bills are delivered on time



### Trust

Confidence that firm invoices reflect the value of work performed



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### Time entry before TBP:

06-15-18

Working on client requests

8.5

### Time entry with TBP:

06-16-18

Call with C. Ramos regarding motion to compel deadline

0.3

06-16-18

Legal research regarding scope of permissible discovery

2.0

06-16-18

Review and analyze discovery responses

0.5

06-16-18

Meet and confer with H. Le regarding motion to compel

0.7

06-16-18

Prepare memorandum in support of motion to compel

4.2

06-16-18

Prepare declaration in support of motion to compel

0.8

**So why are we looking  
for a **Series B**?**

Raising Series B to...

# Own \$3.5B ARR legal market

Time Automation will become mission-critical across the legal industry when we add bottoms-up distribution.



to return time