LAWWITHOUTWALLS®
THE FUTURE OF LAW, TODAY

LWOW Xed 2020 - ConPosium
Examples of Past Brand Names, Tag Lines + Elevator Pitches

2019 LWOW O Team D

1. Project Name: Legal Genie
2. Tagline: "The search is over"
3. Elevator Pitch for our Project of Worth:
   "Ever spent hours and hours trying to locate hundreds of contracts and review them all for specific clauses? Wouldn't you want to spend that time instead on adding value to the business? Legal Genie lets you do exactly that!"

2019 LWOW O Team I

1. Project Name: ProPosal
2. Tagline: For Smarter Business Engagements
3. Elevator Pitch: We've designed an AI-driven solution that will cut the responding time for Request-for-proposals (RFPs) by 50% by automatically searching and suggesting best practise answers to RFPs, using the Firm's most successful proposals as a data source. ProPosal will also identify expertise for specific matters from within the firm and quickly aid decisions around the bid or no bid question - allowing lawyers the time to make innovative, creative and winning proposals.

2019 LWOW X Team 2

1. Name: Infinite Use
2. Tagline: #dontbetrashy
3. Elevator Pitch: We are tired of seeing sad videos of turtles suffocating from plastic six-pack rings, aren't you tired too? Join Infinite Use: help us create the movement that will reduce the amount of trash littering our planet and oceans. Our solution tackles plastic pollution by bringing together friends and family in a gamified experience and rewarding you for your effort in remembering #dontbetrashy.

2019 LWOW O Team K

1. Project Name: AirWareness
2. Tagline: Taking cybersecurity to new heights
3. Elevator Pitch: AirWareness is a programme that uses education as a tool to increase the cyber resilience of passengers against cyber-attacks and other data security breaches. Through a risk assessment, AirWareness determines the passenger's most high-risk cyber habit(s) and presents curated educational videos to help them understand the risk that their behavior may cause. Thereafter, passengers are educated on actions they can take and cybersecurity tools they can use to increase their cyber resilience.