Looking For Work, In All the Right Places

Presented by Big Law Business Development
What the Numbers Represent for Blackberry

By The Numbers

- 11
- 94.2%
- 0.048

Representation

- Number of Years Ago
- Market Share (Then)
- Market Share Now

According to Gartner Group and CTIA (the wireless industry association)
Need a Little More Proof

As of the closing bell of the NASDAQ July 9, 2018

$9.65 Per Share

$190.18

$1,161.22
So What Happened

Blackberry Choose To Stagnate, Not Innovate

Maybe raised QWERTY keyboards and BES Servers Are Not Quite Enough
Maybe There Wasn’t Enough “Bet the Company” Litigation To Go Around
In Today’s Environment the Fortune 500 Treats Law Firms Like Vendors

The Procurement Manager Has As Much (if not more) Power to Hire as the Legal Department
And It Appears the Days of Blank Checks from Inhouse Counsel Are Over
So, If We Know The Problem… What Is the Solution?

Underserved Recession Proof Industry (URPI) Company
What Makes an URPI Company?

Recession Proof
These Companies Are Not Impacted by Swings in the Economy

Always in Demand
Companies and/or consumers need the product or service

Growing
These companies grow their revenues year after, year, after year

Examples of URPI Companies:
- Peanut Butter and Jelly Jars
- Cardboard Boxes
- USB Connectors
Why URPI Companies?

- HAVE EVERY LEGAL PROBLEM AS F500 COMPANIES
  - Need Legal Representation Too

- TYPICALLY IGNORED BY BIG LAW
  - Big Law Can’t Say They Represented a Junkyard

- LITTLE TO NO COMPETITION FOR THEIR WORK
  - Who Wants to Go to a Water Filtration Factory? (you do)
But Wait Brian, “They already have legal representation”

I am always amazed by lawyer clairvoyance

Not actual picture of Brian Brown
If They Don’t Know You, They Cannot Hire You
Getting Known by URPI Companies

Associations

There Are Associations for Every Industry (DC, and Northern Virginia are Association Central)

They Have Newsletter

That Needs Content (most articles about the law are not written by lawyers)

Have Conferences

Has Panels, Keynote Speakers and Workshops (be one in 400, not one of 400)

SKS is a Member

FIBRE BOX ASSOCIATION
Cardboard Boxes

Junkyards
Getting Known By URPI (example)

IDENTIFY AN INDUSTRY
Automobile Used Parts

IDENTIFY THE ASSOCIATION
Automotive Recyclers Association

IDENTIFY LEADERSHIP
David Gold, President, Standard Auto wreckers
Most Business People Don’t Know Why That is Important

But Wait Brian, “I Can’t Represent Junkyards”
(I was law review and clerked for a judge)

Not actual picture of Brian Brown
“And My Image of Junkyards is From the ’70s”

But Times Have Changed)
Brandywine Autoparts
www.brandywineparts.com

Has a Multitude of Potential Legal Problems, Federal and State

- EEOC/Maryland Department of Labor
- Environmental
- Transportation (HAZMAT)
- Taxes
Brandywine Autoparts (cont’d)

www.brandywineparts.com

Has a 11 Locations:

- Bodyshop
- Mechanics on-site
- Engine/Transmission service
- Self-service
- Online ordering/delivery
So, While Your Competitors Are Waiting for the Next RFP, “Bet the Company Litigation, or CLE for Work from the Fortune 500

Not Impacted by the Economy

Have Legal Problems

Untapped Market
You Will Be:

Winning New Work from URPI Companies Like...

Packsize

Urgent Care Clinic

Veedere-root

Developing Relationships with CEO at Conferences Like...

Glass Packaging Institute

Fibre Box Association
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For You Over Achievers

Pick Up a Business Journal And You Know What Is Missing…An Article From You

More On That Later