



INNOVATIVE
BUSINESS LAW GROUP

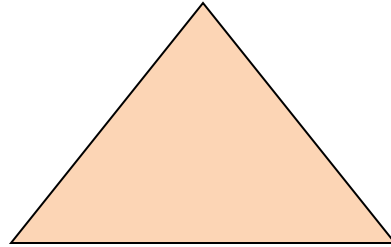
Would you consult
a podiatrist
for an earache?

*How to choose the best attorney
for you and your business.*

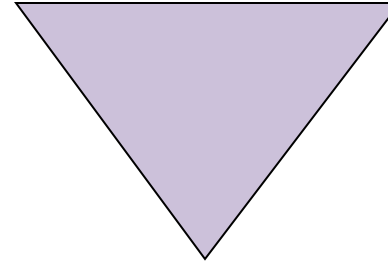


Typical Law Firm Configurations

Large Law
Firms



Mid-Size Law
Firms



Boutique Law
Firms

Business Law

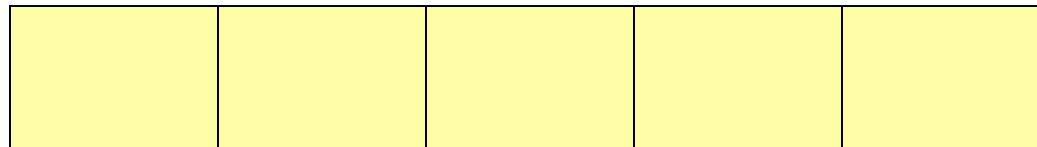
Family Law

Criminal Law

Litigation

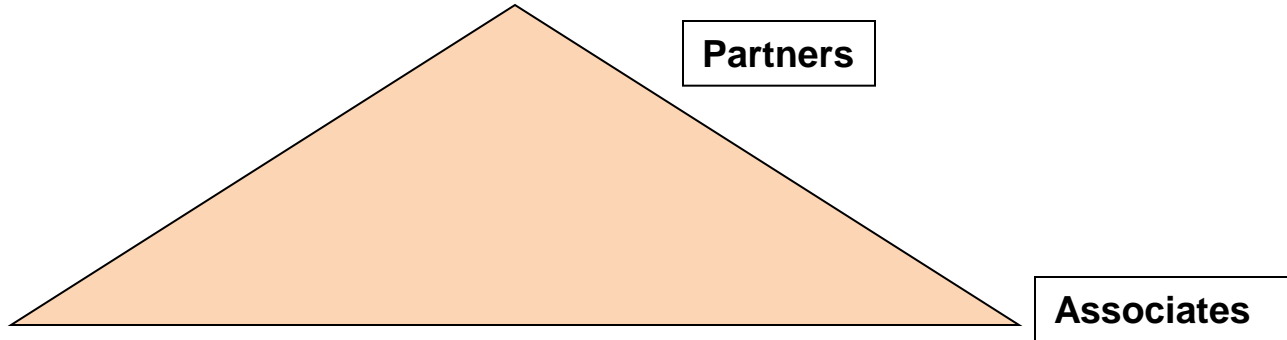
Estate Planning

Small
General
Practice Law
Firms





Large Law Firms



Competitive Advantages

- Multiple practice areas
- High level of expertise, particularly at partner level
- Multi-jurisdiction capabilities
- National name recognition
- In depth legal resources
- Aim to be full-service, one-stop shopping
- Thorough work product
- More technology resources
- Capacity to handle substantial deals

Competitive Disadvantages

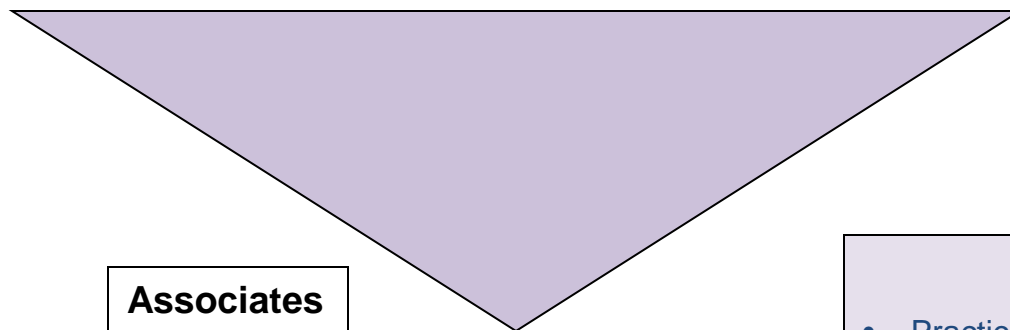
- Higher rates/fees to cover overhead cost structure
- Greater potential for conflicts of interest
- More bureaucratic
- High associate turnover
- Typically less personal
- Multiple and cross layers of staffing on each matter
- Limited accessibility to partner for smaller clients/matters

Variables

- Focus is on larger clients and transactions
- Best service reserved for largest clients
- In-firm collaboration
- Turnaround time & responsiveness
- Typically more institutional clients
- Communication frequency with clients can fluctuate
- Often urban location



Mid-Size Law Firms



Partners

Associates

Competitive Advantages

- High level of expertise, particularly at partner level
- Aim to be full-service providers in certain practice areas
- Local/regional name recognition
- Partners typically do more direct client work
- Partners are able to develop closer client relationships

Competitive Disadvantages

- Partners do work that could be done by associates/paralegals
- Cross referrals within the firm may not always be the best fit for the client
- Fewer associates available to serve clients' needs
- If it is a general practice, the firm competes with large, boutique and small firms
- Often higher overhead cost structure than boutique/small general practice firms
- Fees may be lower than large firms, but may be higher than boutique/small general practice firms

Variables

- Practice areas may be few or many
- Multi-jurisdiction capabilities
- Available legal resources
- In-firm collaboration
- Turnaround time & responsiveness
- Quality and service level may differ from partner to partner
- Convenience of location
- Firm bureaucracy
- Effective use of technology resources
- Administrative organization



Small General Practice Law Firms

Competitive Advantages

- Attorney you hire does most of the work
- Good for simple matters and more routine legal work, such as residential real estate, wills, divorce and certain litigation
- Often use non-lawyers for support and administration
- Typically lower rates/fees
- Usually convenient location
- Limited firm bureaucracy
- Opportunity to develop personal relationships with clients

Competitive Disadvantages

- Limited depth of experience in any one practice area
- Partner can become overextended due to high number of clients/cases
- Limited name recognition outside of local area
- Often a solo attorney with limited back up resources
- Too often compete on price alone
- High volume is needed to achieve firm financial objectives

Variables

- Staffing level and experience
- Covers multiple practice areas
- Often a local practice
- Tends to be more reactive than proactive to client needs
- Much of work done by non-lawyers
- Quality of work product
- Effective use of technology resources
- Accessibility to primary attorney may be limited or difficult
- Overhead cost structure
- Administrative organization
- Turnaround time & responsiveness

Many Practice Areas

Boutique Law Firms

Competitive Advantages

- Inch wide & a mile deep in one practice area
- High level of partner/senior associate client service
- Solid referral relationships with many other attorneys & professionals
- Fees typically lower than large and mid-size firms
- Typically more responsive to client needs
- Perform work with more depth than small general practice firms
- Limited firm bureaucracy
- Develop better personal relationships with clients than larger firms
- Aim to be full-service in vertical practice area
- Not distracted by non core work

Competitive Disadvantages

- Name recognition takes time to develop
- Typically viewed as competitive to all other types of firms, other than noncompetitive boutique firms
- Often perceived to be the same as small general practice firms

Variables

- Convenience of location
- Effective use of technology resources
- Resources to handle larger deals may be limited
- Overhead cost structure
- Proactive approach to practice
- Administrative organization
- Turnaround time & responsiveness

Business Law

Estate Planning

Litigation

Criminal Law

Family Law

Bankruptcy



Our Unique Characteristics

Our
Boutique
Law Firm

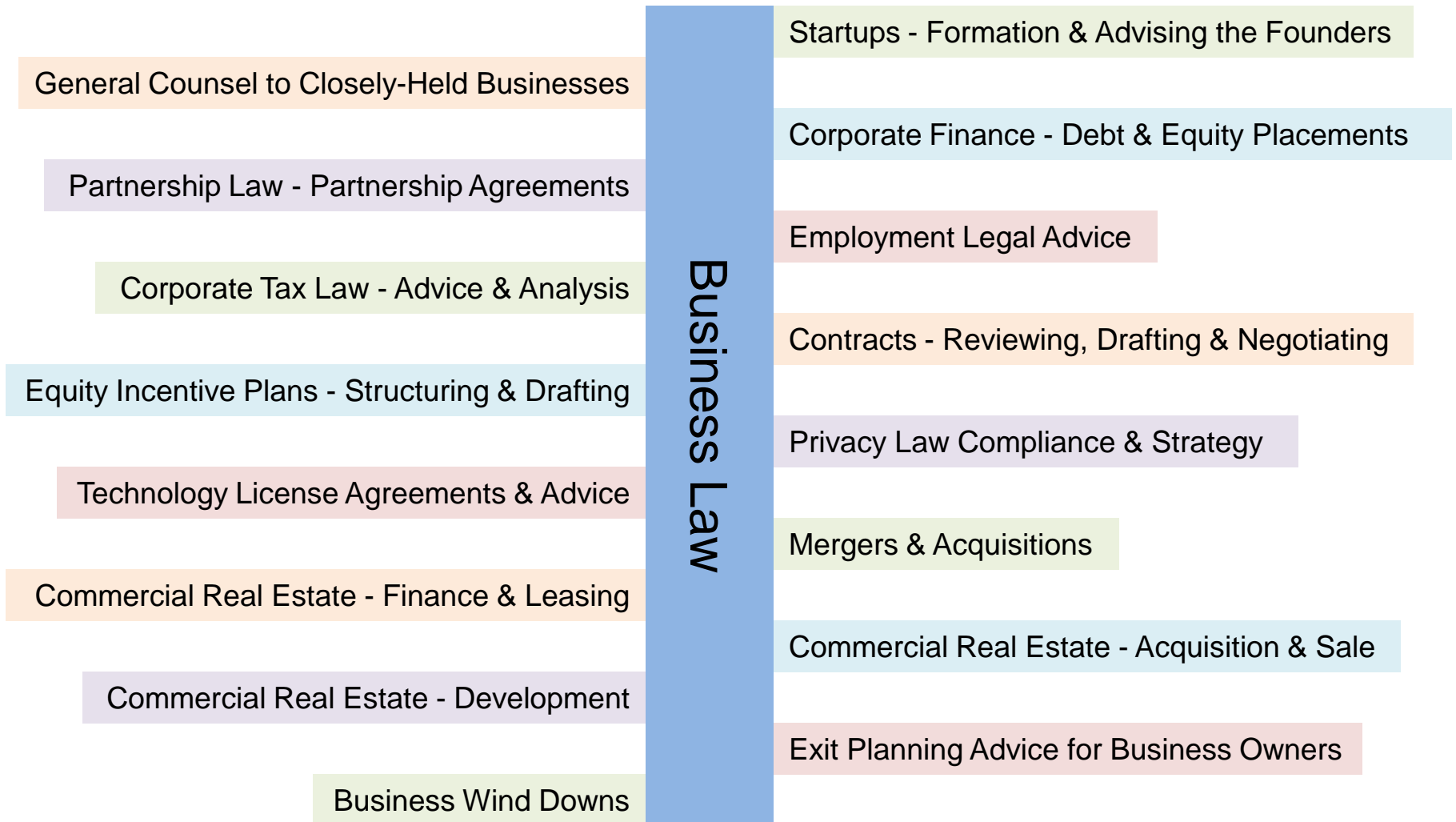
Business
Law

Innovative Business Law Group attorneys:

- Focus on business law and limit our work to this practice area
- Have solid and deep experience in business law
- Offer high quality work product and exceptional client service
- Are proactive and responsive to client needs
- Utilize technology to serve clients effectively and efficiently
- Build strong and lasting client relationships
- Have a strong network of lawyers and professionals for cross-referrals
- Are thorough and pay attention to detail
- Offer creative and thoughtful solutions to difficult client problems
- Provide practical legal advice and business counsel
- Offer a more reasonable fee structure than large and midsize firms
- Limit bureaucratic interaction with clients
- Believe in and have developed a well-organized office
- Practice in a convenient location
- Have developed name recognition as a boutique business law firm



Our Practice Areas





Types of Clients We Represent

Innovative Business Law Group represents the following types of clients:

Consulting and Business Advisory Services (financial advisors, pharma, management and organizational consulting & professional services)

High Technology (internet, software & hardware)

Biotech and Medical (medical devices, physicians & physician practice groups)

Commercial Real Estate (acquisition, sale, financing, development, leasing & representing commercial lending institutions)

Manufacturing

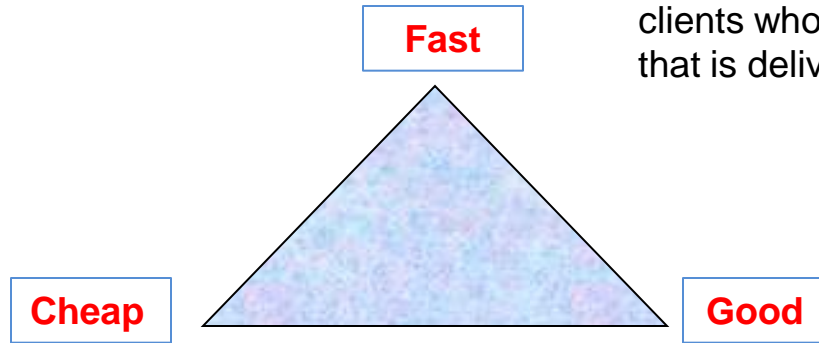
Restaurants and Food Service Providers

Retail Establishments and Wholesale Distributors

Consumer Product and Service Businesses

Determining Value When Choosing an Attorney

In general, you can choose 2 of the 3 sides of the triangle. We seek clients who want a work product that is of the highest quality and that is delivered quickly at a reasonable cost.



Cheap

- Decision is based primarily on hourly rates
- More common when choosing an attorney for routine legal work
- May be a factor when choosing flat fee legal services
- Seeking lowest price may require settling for less speed and lower quality work product

Fast

- Critical for time sensitive legal services
- High expectation that deadlines will be set and delivery will be on time
- Responsiveness and interactive communication are essential to success
- More proactive than reactive level of client service is required
- Higher risk of error if attorney is rushing

Good v. Average

Excellent	Good enough
Precise	Careless
Creative	Unimaginative
Customized	Boiler Plate
Proactive	Reactive
Communicative	Quiet
Organized	Scattered
Deliberate	Rushed
Responsible	Nonchalant
Detailed	Broad Brush
Clear	Vague
Deep	Thin
Practical	Theoretical
Efficient	Meandering



INNOVATIVE
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Thank You

Thank you for your consideration.

We look forward to learning more about you and your business.

Please contact us if you would like to discuss how we can assist you and your company.