

Entrepreneurial Lawyering Spring 2013

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“In times of drastic change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.” Eric Hoffer

“The best way to predict the future is to invent it.” Alan Kay

Course Description. The Entrepreneurial Lawyering course is designed to help students understand the economic pressures, technological changes, and globalization facing the legal profession in the 21st century, and to assist students in successfully navigating their legal career given these challenges. The course will explore the concept of a virtual law practice as well as the use of technology and cloud-computing in building a law practice; free and low-cost resources and tools will be shared that will help the entrepreneur-minded student identify ways to leverage leading-edge technology to defray start-up costs associated with launching a practice and to control overhead. Ethics, licensing, and malpractice issues will also be discussed. The course will be particularly useful for students who are contemplating solo practice, consulting, or engaging in an entrepreneurial venture, as well as those who are considering non-traditional uses for their law degree. Other topics to be covered include client development and networking, case studies of innovative legal services delivery mechanisms and alternative business structures, and work/life balance including the study of emotional intelligence and mindful lawyering practices. There may be opportunities for students to hear from guest lecturers on topics such as technology for lawyers, virtual law practice, retailing legal services, and deregulation of the legal profession.

Grading/Requirements. Grades are based upon in-class participation (25%), the LexThink/PechaKucha¹ style business plan pitch for an innovation in the delivery of legal services along with a written business plan (50%—25% for the live pitch at ReInvent Law Competition and 25% for the written business plan), and the final project, an electronic, multi-media portfolio for students to use in lieu of (or in addition to) a standard resume when seeking employment (25%). **All students are required to participate in the ReInvent Law StartUp Competition where they will pitch their idea using a LexThink/Ignite/PechaKucha-style presentation. You may work alone or in a team of two for this project, both for the presentation and the written business plan.**

Materials. You are required to purchase Hoffman & Casnocha's The StartUp of You. All other required readings will be provided via download on TWEN – please be sure to register.

Optional Excursion. The course includes an optional excursion to the American Bar Association Annual TechShow in Chicago – (likely the evening of April 3rd through April 4th 2013).

¹ See <http://www.pecha-kucha.org/> (“PechaKucha Night ... rests on a presentation format that is based on a simple idea: 20 images x 20 seconds. It's a format that makes presentations concise, and keeps things moving at a rapid pace.”); <http://www.pointonlaw.com/> (last visited May 29, 2012) (“6 Minutes: Recorded as ‘.1’ on a time sheet, it is the smallest increment of time lawyers capture. It is also the ideal amount of time to share one big idea about the future of law practice.”).

Other Information. Please note that this course assumes students may (or may not) arrive with a range of experience in the use of technology—we will point you to a wide variety of web-based resources that can help you succeed. **Student must apply by submitting a resume and brief statement of interest to BOTH Professor Knake at rk@law.msu.edu AND Professor Katz katzd@law.msu.edu. PLEASE NOTE THAT ALL STUDENTS MUST ATTEND CLASS ON SATURDAY, FEB. 2, 2013, FROM 9AM-6PM. This class will be unlike anything else you've experienced in law school—be prepared to make the most of this incredible opportunity!**

Class Schedule

Monday 1.7 4-5:40PM Class 1. *Course Overview/Logistics. What is Entrepreneurial Lawyering?*

Required reading—The StartUp of You, by Hoffman & Casnocha—please read the entire book before arriving at class. You are also required to read Knake, Why Law Students Should Be Thinking About Innovation and Entrepreneurship in Legal Services, Bloomberg Law:

<http://about.bloomberglaw.com/2012/11/28/innovation-legal-services/>

- Meeting Location: The Hatch, 325 E. Grand River www.ideahatch.org
(Law Lab meeting 5:15-6. Students will receive details about participation in the Reinvent Law StartUp Competition and the GreenLight Competition)

Monday 1.14 4-5:40PM Class 2. *Ethics Issues in Delivering and Marketing Legal Services Online & Using a Law Degree Beyond the Traditional Law Practice.* Read packet of assigned materials. During a portion of this class students will hear from a panel of MSU Law graduates who have launched their own entrepreneurial ventures in law and beyond.

- Meeting Location: TBA

1.21 No Class MLK Holiday

(The Week of 1.21) Class 3. *Emerging Law Practice Technology (Part I)*

Read packet featuring articles and whitepapers on the latest in law practice technology (as well as technology available in the not too distant future).

- Meeting Location: The Hatch, 325 E. Grand River www.ideahatch.org
(Law Lab meeting 5:15-6)

SATURDAY 2.2 9AM-6PM (includes lunch) Classes 4, 5, 6, 7. *Intensive Workshop--From Idea Incubation to Booming Business: The Lawyer as Innovator and Entrepreneur.*

This intensive workshop will help you prepare for the Reinvent Law StartUp Competition. Class will be held in the Castle Boardroom. Lunch will be served ☺ Read packet of assigned materials.

Guest Speakers:

Silvia Hodges, Law Firm as a Business, TyMetrix & Fordham Law
Stephanie Kimbro, Burton Law & Michigan State University - College of Law
Kyle Westaway, Westaway Law & Harvard Law School
Ron Dolin, Stanford Law School

Guest Experts:

Dan Linna, Honigman Miller Schwartz and Cohn
Michael Bommartio, Bommartio Consulting & ReinventLaw Laboratory

- Meeting Location: Law Building, Castle Boardroom

Monday 2.4 4-5:40PM Class 8. *The Entrepreneurial Lawyer's Business Plan and Pitch*

Guest Lecturer from Brian Abraham, Spartan Innovations
Reading TBA.

- Meeting Location: The Hatch, 325 E. Grand River www.ideahatch.org
(Law Lab meeting 5:15-6)

Monday 2.11 4-5:40PM Class 9. *Design, Human Computer Interaction and Building Things that Actually Work.* Read packet on Information Aesthetics, and Human Computer Interaction.)

- Meeting Location: The Hatch, 325 E. Grand River www.ideahatch.org

Monday 2.18 Written Business Plan Due—submit by email to Katz & Knake by 6PM—katzd@law.msu.edu and reneeknake@yahoo.com There is no class this week but you must sign up for a pitch critique with Katz & Knake—time slots are available between Monday 2.18 4-6PM. (Slots from 4-5 will be with Katz/Knake only; slots from 5-6 are open to all Law Lab participants.)

- Meeting Location: The Hatch, 325 E. Grand River www.ideahatch.org
(Law Lab meeting 5-6)

Friday 2.22 MSU GreenLight Business Model Competition Submissions Due:

www.greenlightmichigan.com

Students may apply to compete in the MSU GreenLight Business Model Competition, with prizes totalling \$50,000—competition in this university-wide competition is optional but encouraged (attendance is required, however—see class 3.13).

Monday 2.25 Class 10 4-6PM *ReInvent Law StartUp Competition*

All students will deliver a 6 minute LexThink/Ignite/PechaKucha style pitch for an idea involving innovation in the delivery of legal services. This pitch will be captured on video and students will be graded on their pitch. Winners of the competition may receive seed money, mentoring/consulting, office space, and other development support for their ideas.

- Meeting Location: TBA

3.1 GreenLight Competition Finalists Announced

Monday 3.4 No class—spring break

Monday 3.11 4-5:40PM Class 11. *Emerging Law Practice Technology (Part II)*

Read packet featuring articles and whitepapers on the latest in law practice technology (as well as technology available in the not too distant future).

- Meeting Location: The Hatch, 325 E. Grand River www.idealhatch.org
(Law Lab meeting 5:15-6)

Wednesday 3.13 Class 12. *MSU GreenLight Start Up Competition at the Henry Center* www.greenlightmichigan.com

- Meeting Location: Henry Center @ MSU University Club

3.18 No class

Monday 3.25 4-5:40PM Class 13. *Is Law a Mature Industry? The Market For Legal Services: Competing Perspectives on Where We are Heading* Reading TBA.

- Meeting Location: Law Building Room 324

4.1 No class

Optional 4.4-4.6 - *Field Trip to the ABA Tech Show in Chicago, April 4-6, 2013*

<http://www2.americanbar.org/calendar/TECHSHOW/>

Monday 4.8 4-5:40PM Class 14. *Electronic Portfolio Demonstrations; Closing Thoughts on Entrepreneurial Lawyering*

- Meeting Location: The Hatch, 325 E. Grand River www.idealhatch.org
(Law Lab meeting 5:15-6)