



Your Secret Weapon for Crafting Winning Pitch Decks

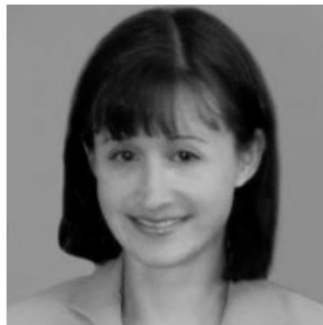
Listen to Amy Wisinski from Winston & Strawn, Doug Lancet from Robins Kaplan, and David Friedman from Lex Machina, as they share their **secrets of success for building a pitch deck** that will help you win.

What's the difference between pitch decks that win and those that don't? The answer is often compelling data. Your corporate clients and prospects expect their counsel to use the same data-driven approach they use for running their business.

Speakers:



David Friedman
Customer Success Manager
Lex Machina



Amy Wisinski
Senior Manager, Marketing Data
Analytics & Technology
Winston & Strawn LLP



Douglas Lancet
Managing Director of Marketing
& Business Development
Robins Kaplan

David Friedman ([00:36](#)):

Welcome to today's webcast, Legal Analytics - Your Secret Weapon for Crafting Winning Pitch Decks. This is part of our legal analytics in practice series that Lex Machina will host in regular intervals. My name is David Friedman and I am a Customer Success Manager at Lex Machina.

David Friedman ([00:52](#)):

If you have not previously attended one of these webcasts, please note a couple of important features of your webcast screen. One, you can resize any of your windows by clicking the dots in the lower right corner of the windows. And also, you can submit questions into the Q&A window and we will cover it at the end, time permitting.

David Friedman ([01:11](#)):

Now I will introduce our panel for today. First, we have Amy Wisinski. Amy is Senior Manager for Marketing Data Analytics and Technology at Winston and Strawn, where she has worked in business development for seven years. Amy is calling in from Chicago. Welcome, Amy.

Amy Wisinski ([01:27](#)):

Thank you.

David Friedman ([01:28](#)):

You're welcome. Great. Great to have you with us today. Our second guest speaker is Doug Lancet. He is the Managing Director of Marketing and Business Development at Robins Kaplan. He is joining us from New York today. Doug holds a J.D. from Albany Law School, and he ran Practice Development for the Litigation Department at Winston and Strawn for over 10 years prior to joining Robins Kaplan.

David Friedman ([01:51](#)):

Today's webcast is going to define the key elements for creating a winning pitch deck, and we'll show you how to quickly and easily utilize Lex Machina to create a winning pitch deck. And we're going to take a live view at Lex Machina as the speakers are talking. And as I'm starting to share the screen and show you that live view, I'm going to open with a question for both panelists, starting with Doug. Doug, what would you say are the essential elements for creating a winning pitch deck?

Douglas Lancet ([02:17](#)):

David, for me, it really all comes down to differentiating yourself by going in smart. If you're pitching to handle an individual case, clients really want assume that your firm is handled, and won would be good thing. Similar cases with the same allegations involving the same technology or product, similar underlying facts, or as close as you can get. We can't always get directly something on point, but as close as we can get as good.

Douglas Lancet ([02:45](#)):

But beyond that, I think what can really make you stand out, we've heard from clients that they find to be really valuable, and to make your pitch resonate is showcasing your experience going up against opposing counsel. Winning would be a good thing there. As well as experience with a judge and the court.

Douglas Lancet ([03:02](#)):

Clients tell us over and over again that they really like it when we give them free legal advice. So it's a great idea to include a summary of the allegations in the complaint and a proposed defense strategy to give them a sense of how the case is likely to proceed and how are you going to handle it. So I really recommend that you shouldn't miss the chance to do that.

Douglas Lancet ([03:24](#)):

And more apropos of today's conversation, weaving in data points into the initial analysis can really strengthen your strategy and buttress the position that you know what you're doing and can provide some valuable guidance on the front end before the clock starts ticking. So those are a couple of things that I think are really valuable, things clients like to see.

David Friedman ([03:50](#)):

Thank you, Doug. And I know you have a specific example that you're going to share momentarily. Before we go to that, I'll direct the same question to Amy as well. What would you say are the essential elements for creating a winning pitch deck?

Amy Wisinski ([04:03](#)):

Sure. To me, I always think it's great to have a good blend of the qualitative and the quantitative data. So looking at our experience before a judge, what kind of story can we tell? Like, "Oh, we thought this judge was really plaintiff friendly or we didn't think the judge had a really strong grasp of this concept," mixed with the data points of time to trial, time to termination, the number of rulings they've had in a particular type of motion.

Amy Wisinski ([04:31](#)):

And we may have to turn to more of that quantitative data if we don't have a lot of the qualitative. We haven't done before that judge as frequently. We may need to look at that quantitative data. And sometimes we also need an external source to help us identify the qualitative resources that we might have the firm. When you're at a large firm like I am, we have a lot of pockets of information that sometimes we have great internal records and sometimes we don't. So sometimes we have to look at an external source to pull all of that together.

David Friedman ([05:04](#)):

Great. Thank you, Amy. Both of you mentioned the importance of examining judge analytics. And I know, Doug, I think you have a specific example that you'd like to share in that regard. And then as you're describing that example, I would direct all of the viewers to look at my screen that I'm sharing, Lex Machina. I'm going to show in real time how to replicate the process that Doug is about to describe to all of you.

Douglas Lancet ([05:30](#)):

Yeah. I just want to build on what Amy just said about using analysis analytics on top of, or maybe even as a free course, just some of the internal knowledge that you can convey. Show them you've done your homework. And this one case that we're going to highlight here, David's showing us, we were doing a pitch to a client who had yet litigated in front of a particular judge.

Douglas Lancet ([06:00](#)):

So it was really helpful for us to use empirical data support the section of the pitch and how the case is likely to proceed, the section I was talking about before. And here we wanted to give the client something to show them how the judge assigned to the matter stacks up against other judges in the Southern District of New York in terms of time to grant a sponsor that motions and time to trial. So, David, do you have the ... Am I looking at the live view here?

David Friedman ([06:28](#)):

Yeah.

Douglas Lancet ([06:28](#)):

That's just ... Click there.

David Friedman ([06:29](#)):

Yeah. So in order to do this, the comparison you were talking about, just to set the viewers up so they understand and then and then you can continue with the story. But I'm clicking the app, the courts and judges. And then I believe the judge's name is Gardephe. Is that correct?

Douglas Lancet ([06:45](#)):

Yeah, that's right.

David Friedman ([06:47](#)):

And then comparing that judge to a specific court. So it's very easy to enter the judges name, the court. We click compare courts and judges and then I'll pull up that comparison. And then you can explain how this was helpful to you in this specific situation with this judge in court. And as you're talking, I'll just highlight for the viewers the specific analytics that you're talking about.

Douglas Lancet ([07:10](#)):

Yeah, no, that's great. One of the things we surfaced as we look at the data was that the judges timing for dismissal and summary judgment appears to be a lot slower than the rest of the Southern District of New York. And it looks like there was a median of ... What are we seeing here? 435 days to a contested dismissal compared with a 295 day median for the other judges in the district.

Douglas Lancet ([07:40](#)):

If you dig into that deeper, you'll see that the time to trial for this particular judge really isn't that different from the rest of the Southern District of New York. So we got some good data points from that about what to expect. And if you look at settlements, thinking about disposition of the case, the settlement rate for this judge appears higher. That's 70% of the cases compared to 58 for the rest of the judges in the Southern District of New York. So these are good things to know and to be able to convey.

Douglas Lancet ([08:18](#)):

David, I think there was another point about experience. There we go. The experience piece is really important because you really get a flavor for how much you're going to have to educate the judge based on his or her experience with particular types of matters. And you see here that this judge is highly experienced in certain

practice areas compared to others in the Southern District of New York. Contracts, patents, trademarks, antitrust, copyrights. You get a sense of what you're going into and how the judge is likely ... not to rule, but to entertain arguments and understand the underlying concepts.

David Friedman ([08:59](#)):

Those are great examples, Doug. And just to make sure, because we toggled to something quickly, so the viewers are following. First, went into courts and judges compared. As where you were able to glean those insights about the timing to key events for this judge compared to the other judges in the Southern District of New York. Now we went to courts and judges, we entered the judges name, we scroll down. And then you mentioned in particular, contract, trademark.

David Friedman ([09:26](#)):

And you see the judge is highlighted in an orange vertical here. So we see this represents this judge who has more experience in these particular types of cases than most of the other judges in the district. And so what you're saying that says to you is, in those kinds of cases, you don't have to educate the judge about the law. You can just go straight to the fact of the case. You can also present that to the potential client to say, "We have this insight about the judge and we have that strategy." Is that a correct summary of what you were saying and how we got to that point in the [crosstalk 00:09:55]?

Douglas Lancet ([09:56](#)):

Yeah, no. Yeah, it really is. And I think if you look in contrast out of the product liability section, you see dead air there. There doesn't appear to be too much going on there. David, you should go from left to right. You see a couple of gray bars there. Can you explain that? What that means there?

David Friedman ([10:19](#)):

Yeah. The gray bars are the other judges in the district. So the judge that we're looking at now, Gardephe, is highlighted in orange. And so what we're seeing with product liability is we just have to go pretty far down the road here to find Judge Gardephe. The two main judges in this district who are experienced in product liability are Judge Furman and Judge Crotty.

David Friedman ([10:39](#)):

And then our judge, he's that little tiny orange speck here. I'm pointing him out here. He has three open cases. So not a lot of experience with this judge in that area, in market contrast to contact with some of the other practice areas that you focus on. So I think that's a great example for us. I'm going to switch over to Amy for a moment. How do you utilize information about parties when you create a pitch deck?

Amy Wisinski ([11:08](#)):

Sure. So I'll just weigh in really quickly here on the ... Doug made a great point about digging deeper.

David Friedman ([11:15](#)):

Oh, sure. Absolutely.

Amy Wisinski ([11:15](#)):

So some of these, you see that a judge has not much experience in one area and somebody else in the court has a ton, a ton. Sometimes we pull up the actual case list to see. It may be an MDL. So it looks like 200 cases, but it's really only 3 cases because 198 of those were all part of the same MDL.

Amy Wisinski ([11:37](#)):

So we generally don't just look at these charts. These are great and give us a great overall sense. But we always want to validate to see what is actually making up that particular graph, or chart, or stat to see if it's a real number or something skewing it, and then put those conclusions in the pitch materials.

David Friedman ([12:01](#)):

[crosstalk 00:12:01] here-

Douglas Lancet ([12:03](#)):

That's such a great point.

Amy Wisinski ([12:03](#)):

Oh, go ahead.

David Friedman ([12:03](#)):

...to collect cases for the judge or also even to go and click on Southern District of New York and then click cases. So you use the chart as a starting point to give you an idea of where you're set and set some expectations of what we can understand about these judges in this court. And then you dig deeper by clicking on the cases, link up here. We won't actually go that deeply into that right now, but that's the process that you follow?

Amy Wisinski ([12:28](#)):

Correct. And we do the same thing on the party side, which I think you're about to show for the parties, these [crosstalk 00:12:36].

David Friedman ([12:35](#)):

Absolutely.

Douglas Lancet ([12:37](#)):

David, I'm going to just add water to the thing there. I think this is important.

David Friedman ([12:40](#)):

Sure.

Douglas Lancet ([12:40](#)):

There's some really rich data here. Don't stop there. Take some time to spin out the data in this and other areas. I find it really helpful to interview your lawyers who the data show have experienced some particular judge. So you can cite specific examples of cases where the judge was heavily involved.

Douglas Lancet ([12:59](#)):

A lot of times the judge may have just been involved in at the very early stages or the case hasn't gotten very far to use that as an example of your prowess and showed you really know your way around a judge's courtroom. You can make it even more powerful.

Douglas Lancet ([13:15](#)):

Again, if you talk to people at the firm, you get a feel for really some of the unique things that they've been able to do in front of that judge. For example, I think we had one case where the judge granted one of the few dispositive motions in a particular type of case that we wanted to highlight. It just gives you more firepower to support your position.

David Friedman ([13:35](#)):

Sure. And those kinds of analytics are available if we go up here. Again, if we would click on the cases link. And then you mentioned about dispositive motions. In Lex Machina, there's a motion metrics report.

David Friedman ([13:46](#)):

So you can dig more deeply into that specific judge and pull up ... That's how you would get those kinds of examples. That's how those attorney, if they hadn't personally handled that case, would be able to find that kind of information. So very helpful.

David Friedman ([13:59](#)):

I think, Amy, you had something that you wanted to talk about with parties. And while you're setting that up, I'm going to click on the link for apps and I'm going to go to the parties comparator and you can describe why this is important. And then I'll set up the analytics for the example that we're going to use in that regard.

Amy Wisinski ([14:16](#)):

Sure. So similar to Doug's example, we like to do this same kind of analysis on the party side to look at your opponent versus your client. Now this is something that isn't necessarily useful for every single case type.

Amy Wisinski ([14:30](#)):

I would not use this for a single plaintiff employment litigation. For example, John Doe versus Walmart. John Doe has three cases and Walmart has 8,000. You're probably not going to really glean any useful insights from that.

Amy Wisinski ([14:46](#)):

But if you're looking at something like a patent case, especially a competitor patent case, or even an NPE case, but especially on the competitor side, I think it's really helpful to be able to see how they stack up together.

David Friedman ([15:02](#)):

So when you're using the party's comparator app; and we're just using as an example, Verizon and T-Mobile; so you find it very important to go to the case type scenario and patent the case that you would consider to be rich with useful data of this type. So I'm going to click compare party groups, and then we'll pull that up.

David Friedman ([15:19](#)):

And then explain why once you have a comparison like this in front of you, of patent cases involving these two entities, how do you dig more deeply into this and how does it help you create a winning pitch deck? And then I'll just point out ... As you're discussing things, I'll highlight them on the screen for the viewers.

Amy Wisinski ([15:36](#)):

Sure. Just to get a sense of what they have open at the same time. Which again, here, they're pretty similar. 18 versus 10. Their open cases are different. So one of them has a much heavier patent caseload than the other ones, which is interesting, and then what they've had terminated.

Amy Wisinski ([15:58](#)):

Again, how much patent litigation have they faced? And how has it been checking out? Are they normally the plaintiff? Are they normally the defendant? As you expect, most of the time, they're the defendant. They get sued by a lot of NPEs, but it would be particularly interesting if I saw that one of them was a plaintiff in 80 cases and the other one had 1 and could see that one of them spends a lot more time asserting their portfolio than the other one.

Amy Wisinski ([16:26](#)):

And I love the chart below with the spikes in years. That one can be really interesting if you see one that has a big spike in one particular point in time. This one is very consistent. So they're looking pretty much identical in their patterns. It's useful to know when they're the same. And it's also, I think, even more useful when you see those differences because that's when we spend a lot of time drilling down.

Amy Wisinski ([16:54](#)):

If everything looks the same for both of them, then we say, "Hey, these are pretty well-matched in all categories." Or like Doug said, they're well-matched in everything other than the judge in the court, other than the time determination. This judge is really slow compared to the court on injunctions, and summary judgment, and trial. They're the same, but he settles things out a lot more slowly. He's not pushing people to settle right away. So that can be really interesting to know.

Amy Wisinski ([17:25](#)):

Same thing with the parties. Does one of them settle instantaneously? Or do they drag it out? You'd expect most of them to want to settle pretty quickly. If you don't see that, that's when we're ... Again, I would pull those case lists up and start drilling in. So I'm not going to pull the case list and drill in for every single thing because we just don't have the time to do that. But if something sticks out as interesting, or different, or not what we'd expect, that's when we're going to do those deeper dives to look for those insights that could really provide meaningful data to the client.

David Friedman ([17:59](#)):

And then specifically, why would it be of value to you to know which law firm have represented one of these parties? And then while you explain that, just so the viewers understand what's happening on the screen, I'm going to click on the number here for terminated patent cases for Verizon. And I'll pull up some of those analytics and then you can explain why it would be significant to know who has represented Verizon in their terminated patent cases.

David Friedman ([18:24](#)):

And then I'll bring that information up on the screen. First we'll see the terminated cases. And then you can click law firms and we can run a law firms report. And I'll tee that up by bringing that on this screen, we saw the path and how we got here. So now we can see who has most often represented Verizon in patent cases. Why is this a significant data point for you? Why is it something that you would look at?

Amy Wisinski ([18:48](#)):

Again, just the story of knowing your opponent, the entity itself and its counsel. Is this a firm that we've had a lot of experience, again, that we've been successful against? Do they use local counsel firms? Do they use large national firms? Do they use both together? Just seeing what their patterns are then and how successful they've been using those particular firms.

David Friedman ([19:18](#)):

And then, would you actually perhaps click either on the law firms name? Or just specifically on the number of cases where they represent that party to get further insights of the type that you were describing? Is that a next step that you might take from a page like this?

Amy Wisinski ([19:35](#)):

Correct. Yeah. We spend a lot of time drilling down on those case lists, just to see what insights we can gather.

David Friedman ([19:45](#)):

And so just to wrap everything together, and then also we'll make sure we'll have some time. I think we do have some questions that have already been posed. I would ask both of you ,and I'll start with Doug, what are the top three insights that you would like to share with our audience today about creating a winning pitch deck?

Douglas Lancet ([20:03](#)):

Yeah. Oh, sorry about that. I spent half my life taking myself off mute these days. Taking a step back, I think before you even start putting together a pitch deck, take the time to do a needs assessment in an old sales [inaudible 00:20:17]. Find out what's important to the client and this particular litigation. Try to get a sense, also, who your competition is. So you can differentiate yourself and give them some reasons to hire you.

Douglas Lancet ([20:30](#)):

And once you have essentially what that competition might be, you can really dig into some of the analytics. As Amy just mentioned, call out some of the things that differentiate you as somebody competing for the business. Ask them, "How much risk do you think this litigation is going to carry?" What's their goal in resolving this litigation? What do they really want to achieve?

Douglas Lancet ([20:51](#)):

And second I'd say ... I can't reinforce this enough. Give your clients something to chew on. We talked about this a little bit earlier. But just give them a laundry list of your credentials and can marketing materials. That's over. Nobody wants that. Let's throw that away at this point. Again, we find there's a direct correlation between the extent to which we provide qualitative data and analysis and the success of our pitches. Bottom line is you just win more if you give them something more meaningful.

Douglas Lancet ([21:22](#)):

And the last thing is, number three, for me, we didn't mention this before, but I think we talked about here in terms of data and the internal knowledge you have combined can help to inform a pricing strategy. To show the client that you can get the problem resolved early and cost effectively. And we hear over and over again, "This is nothing new or rocket science."

Douglas Lancet ([21:46](#)):

Clients want pricing predictability. And inside counsel themselves get evaluated on their ability to contain costs. And that is their outside counsel relationships get the best value for the dollars that they spend. So try to give them something that speaks to that need. And all this data can really help to get you there.

David Friedman ([22:08](#)):

Yeah. And before I go to Amy, because I'm going to ask Amy the same question as well, but you mentioned an important point. And this was a specific judge that you mentioned, Judge Gardephe. And you mentioned that the clients need to know how much are litigation going to cost, how long is it going to take. So looking at this specific judge that you cited, when we clicked the timing analytics in Lex Machina, this shows ... On the app, we saw the comparison comparing this judge to the Southern District of New York. We can also look at a whole host of timing analytic for this judge in general.

David Friedman ([22:42](#)):

And would it be correct to say that this helps you explain to the client how long is it likely to take to get to a key milestone, permanent injunction, dismissal, summary judgment, trial. Whatever the situation might be. And then from that you can extrapolate out how much is this likely to cost. And that's going to inform your conversations. Both in pitch deck, but also then when you're actually in the litigation as well. Is that a correct assessment? And maybe you want to expound on that briefly and then we'll get the three key points from Amy as well.

Douglas Lancet ([23:13](#)):

Yeah. That's really on point. Again, the more you can drill down here and look at particular types of cases, you can get a sense for ... you could add on that additional layer of what law firms [inaudible 00:23:24]. You get a sense of what firms are willing to hire for particular types of litigation. All these things combined really help to inform that strategy and give the client a sense of security and comfort that they won't have unlimited exposure in terms of the legal costs.

David Friedman ([23:41](#)):

So it's not only useful to look at the timing for the reasons you described, but then that filtering process. And Amy mentioned that as well with the T-Mobile variety example. It's important to filter to patent in that instance. And so in this type of instance, you might filter it to one of these 16 case types. You might filter to different particular findings. You might filter to certain law firms.

David Friedman ([24:03](#)):

And again, you want to get that set of data that most closely resembles the kind of case that your client might be litigating. Or from the pitch deck situation, the kind of case that you would like to litigate for that client. To make sure that they believe that you're the best team for the job. Would that be an accurate assessment?

Douglas Lancet ([24:20](#)):

100%. Drill down as much as you can. And I think this interface, it really gives us some valuable opportunities to get as close as we can to create a compelling argument here.

David Friedman ([24:33](#)):

Great. And then we'll close with the same question to Amy. And then time permitting, we'll answer questions as well. And again, to that question, Amy, is what are the top three insights that you would like to share with this audience about creating a winning pitch deck?

Amy Wisinski ([24:48](#)):

Sure. So apologies for the repetition here, but I will cover some of Doug's points in maybe a slightly different way. But I'd start with know your stakeholders, your opponent, your opposing counsel, the judge, the venue. Anybody that's going to have an impact on how the litigation progresses.

Amy Wisinski ([25:09](#)):

Learn as much as you can about them and learn that from your quantitative and your qualitative data sources. Tell that story. So quantitative and qualitative is my point two.

Amy Wisinski ([25:21](#)):

And then number three, just dig deeper, never look at a number and say, "Oh, wow. That's really interesting," without trying to figure out what causes that to happen, what made that interesting, if it's a real stat, or something is skewing the data. Just keep digging to until your confident in the numbers.

Amy Wisinski ([25:42](#)):

And sometimes, and not the fault of Lex Machina or any of the other data platforms we use, there's there's bad data. An attorney checks the wrong box on a civil cover sheet so that a unemployment case gets listed as a patent case. Sometimes you have to sort through and pull out the bad information to make sure that what you're presenting to your client is the most interesting, accurate, and compelling story using that internal and external data.

David Friedman ([26:11](#)):

And then, also, to amplify that point, I would say, no set of data anywhere would be perfect. But also, not just a question of bad data, but also a question of refining the data and filtering the data. And Doug had mentioned that as well.

David Friedman ([26:28](#)):

So I think both of you are emphasizing the importance of the filtering. And you want to get to a case or a set of cases is similar to the kind of case that you are pitching or that you would be litigating as possible. So you don't want all of the cases in front of Judge Gardephe.

David Friedman ([26:45](#)):

You want patents. You don't want all of the cases involving Verizon and T-Mobile. You want patents, you want contracts, whatever the situation is. And that also helps the data to be as useful as possible for you as well. Would that be correct? And is there anything you'd like to add to that?

Amy Wisinski ([27:03](#)):

I think that says it all.

David Friedman ([27:05](#)):

Okay, great. And so we're nearing the end of the webcast. I definitely want to be respectful of everyone's time. I want to thank both panelists. I see one question in the Q&A box that I will read. And I'll answer it first and then if the panelists have something they want to add as well as being, I'd be happy to do that. But the question is, how can Lex Machina help us clarify statistics regarding judges, even if the case was originally signed to a judge, but later transferred?

David Friedman ([27:33](#)):

And so that's a little bit more of a Lex Machina question than a pitch deck question per se, but I'll give a brief answer to that. And the answer to that is, Lex Machina is going to track everything that has happened with that particular case. And so if Judge Smith was on the case and made a ruling, made a finding, granted or denied a motion, that's going to be in Lex Machina. And then if that case was transferred to a different judge, then the analytics for that judge are going to reflect whatever that judge did or did not do on the case.

David Friedman ([28:03](#)):

And I think that circled back to what both Doug and Amy have talked about, the proper filtering. And make sure that you're filtering to what you're trying to look for. Are you focusing on all cases of a certain type? Are you trying to find out when this particular judge ruled on certain kinds of motions? What is it that you're trying to find? What would be most useful to you? And then when you were applying the appropriate filters, you're going to get the dataset that is of interest to you. So I hope that answered the viewer's question. I don't know, Doug and Amy, real quickly, if you have anything from your experience that you wanted to add to that explanation.

Douglas Lancet ([28:37](#)):

Yeah. I think I just want to echo that it's a really important question. And I think you could really stumble, trip, and fall if you don't dig into this data, like we've been saying. A common theme throughout. So many times cases get transferred into an MDL and the judge had little or no involvement in the case at all. So you want to make sure that you take that additional layer of investigation on.

David Friedman ([29:02](#)):

Sure. And so, in other words, if you're trying to follow what happened at the case level, then that's one avenue to look at and that's one thing. But if you're trying to see how often has this judge handled this kind of case, you want to go in through the courts and judges, and you want to actually see has this judge ever ruled on this kind of case, what has the judge actually done?

David Friedman ([29:23](#)):

So there'll be a couple of different pathways to take depending on what you're trying to find out. So the data is there and it's a matter of refining what you're looking for. I see one more question that I'm going to answer real quickly here, and then we'll be able to conclude our webcast right around that 30 minute mark or get a minute or two past that.

David Friedman ([29:40](#)):

So the other question, this is a great question. Why does Lex Machina list timing in terms of meeting in days as opposed to average? And that's a great question and I can answer that very succinctly. And I'm not a statistical expert, but I know enough to be able to say median means half of those events occurred before that point in time and the other half occurred after. So it's a great way to know 50% are on one side of the ledger, 50% on the other.

David Friedman ([30:07](#)):

If you take average, look at summary judgment for what we have on the screen right now. We've got this one outlier case for Judge Gardephe that went 1669 days. If you're doing an average, you're adding up all 119 cases, all of the days, and dividing it by 119. And that average is going to be skewed by that outlier. And it's not going to give you the best indicator of what is the likely to occur. The median, which is telling you half of the cases that reached summary judgment in front of this judge, where some in 14 days or less. The other half, 714 or more, is a more reliable, more statistically significant indicator.

David Friedman ([30:42](#)):

So that was a great question. And hopefully that, was an answer that completely explained all of that. I want to thank both of the panelists today. I think you provided a lot of valuable information. And also want to emphasize anyone who's listening on this call who is interested, has additional questions, feel free to reach out to me or anybody on the customer success team. We'd be happy to answer those questions or to set up individual or group training sessions as well. So I thank all of the viewers for joining and I think both panelists for all the information that you presented today.

Douglas Lancet ([31:20](#)):

Well, thank you. Thanks everyone for joining us.

Amy Wisinski ([31:21](#)):

Thank you.

Douglas Lancet ([31:22](#)):

Appreciate it. Have a good day.

David Friedman ([31:24](#)):

Great. Thank you. Take care everyone.

Douglas Lancet ([31:27](#)):

Bye-bye.