

ADRhub.com

Bringing The Dispute Resolution Community Together

Cyberweek 2014

**David Puckett, Founder/CEO
ResolvNow Corporation (formely Rezoud Corporation)**



TeDR™ Cyber Week 2014 Agenda

Globally, business and government leaders are beginning to dramatically transform traditional business models into internet-based business models

John Chambers

1 Consumer Importance of Branding (\$100 bet x 3) and Company History

2 Our brands, products and services

✓ 3 Technology-enhanced Dispute Resolution (TeDR™)

4 What does it do for consumers and the industry

5 TeDR™ (e.DNA, eResolv, ResolvCommunity, ResolvTalk)

6 Settle-Now Product Demo

7 Questions & Answers



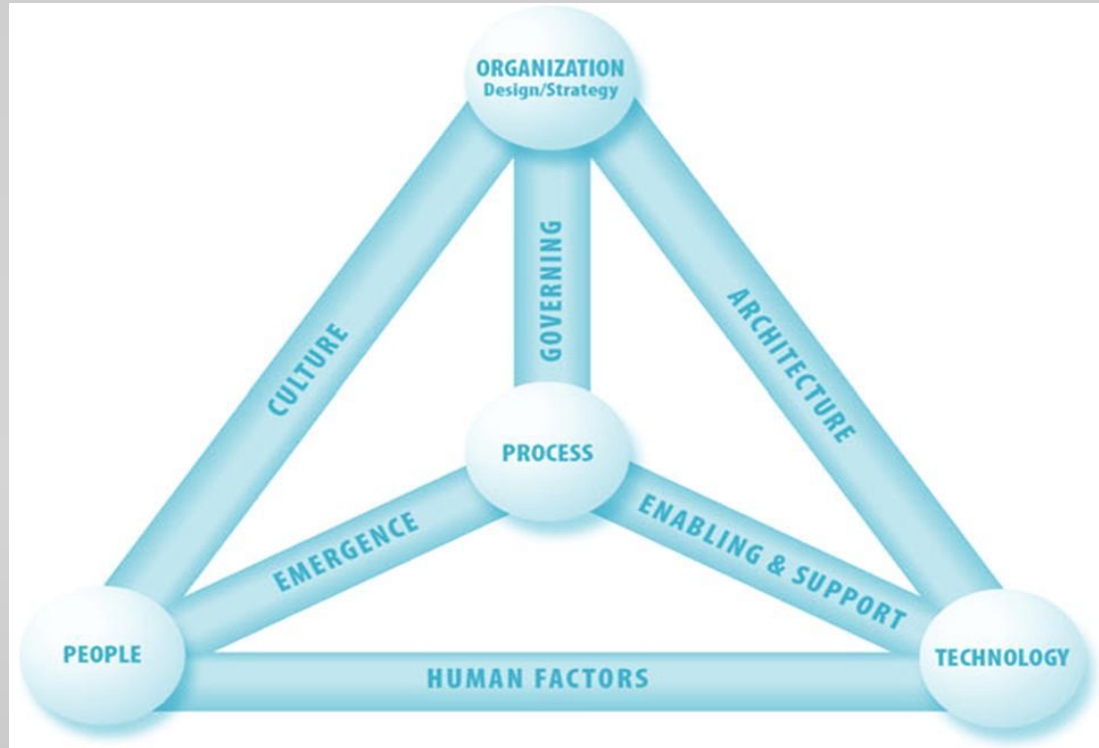
Company History

- David Puckett, CEO and Founder was trained in Mediation theory and process by Dr. Ted Becker, at the University of Hawaii (1988)
- Dr. Becker is a pioneer in the ADR industry and opened one of the 1st Community Mediation Centers as an outreach of the University of Hawaii.
- The company began as an academic think-tank by some of the top people in the ADR/ODR industry in late 2010 (QuadParto)
- Incorporated in Delaware as the Rezoud Corporation in March 2012
- Reincorporated in 2013, as a parent company Rezoud Corporation a Florida Corporation
- Leveraged over 30 graduate students from Creighton University, Salisbury University, Nova Southeastern University, Marquette College of Law and Stetson College of Law in various industry research projects (still seeks students)
- Published the TeDR methodology “open source” in April 2014
- Partnered with the University of South Florida – College of Business to be the 1st MBA program offering a specialization in Advance Conflict Resolution Processes (Fall 2014)
- Rebranded ResolvNow, Rezoud Academy and ResolvNow Europe
- Commercial Launch of Settle-Now.com on 10/31/14
- FamilySettle and FamilyTransitions in early 2015

Key Industry Questions

- 1 Why do we believe society, business and the legal system is ready for change? Disruptive Innovation is beyond a software equation or approach!
- 2 Most don't like change.....how do you change a monolithic industry like the legal industry?
- 3 What do the Legal and Education industries in the US share in common? (Actually several things, but they are no longer models for the world!)
- 4 Case Studies: Real Estate, Car and Boat sales business?
- 5 Case Study: Grape Nuts Cereal (Post Holdings, Inc.)
- 6 Can two disputing parties really resolve things themselves? Do we need a formal adversarial and procedural system? What is the magic Legal Secretaries and Paralegals provide?
- 7 Why have ADR methodologies not caught on with consumers? Do we really need Perry Mason or Matlock?

Dispute Transformation Model



The standard model of technology adoption has to start with changing Culture and Governance. 95+% of all business contracts have Mediation & Arbitration clauses, however the challenge remains, what actually happens internally when a conflict arises? Traditionally, it goes to the Legal Department or Attorneys

Basic Objectives and Tenants of TeDR™

- 1 Industry Uniting Methodology (Legal, ADR, ODR and other professionals including Facilitation & Negotiations)
- 2 Legal and ADR Industry complimentary and two levels of service to consumers
- 3 **Equal Blend of Business Processes, Technology and Professional Services (not a software sale)**
- 4 Better Services to Consumers to drive desire and understanding – via World Class Customer Service
- 5 Easy to use, available on any browser, device and a applet that does not require training
- 6 Best of Industry new processes, & technology that is scalable and secure
- 7 Differentiate from Online Dispute Resolution (ODR) providers, our software requires HUMAN TOUCH! All of our cases will have humans involved, we believe this is a human touch business!

Elements of TeDR™

1

Portal to entice consumers and vertical feeders/funnels (Morgan & Morgan - For-the-People 50/10 & FamilySettle examples)

2

Case Intake & Traditional Case Management - Traditional legal case management functions including contact management, time tracking and billing

3

Communication Echo System - Scheduling, email, instant messaging, video conferencing and recording of all communication related to the case (Skype, Webex & Go-to-Meeting)

4

Data & Case Information Repository - Contracts, Background of Parties, Discovery and all documentation related to the case (SELF PURGING SECURITY at end of case)

5

Business Intelligence - Optional Emotional Intelligence, eNegotiation, Interactive Settlement Statements (drag/drop), Advanced Settlement Algorithms, Settlement Suggestions based on previous like settlements

6

Neutral Selection – ResolvCommunity.com involving both parties and potentially their attorneys including geographic consideration and potentially other professionals?

7

Actual Mediation or Arbitration - Online via Video Conferencing or Traditional In-Person including case disposition and settlement recording/eFiling functionality (Industry Complimentary)

Differentiation Elements

- **ResolvCommunity™**
- **ResolvTalk™**
- **eDNA™ Emotional Intelligence** (2-levels)
- **File Purging Security**
- **Algorithms, Dispute Intelligence**
- **Dynamic Database**
- **Settlement Calculators & Statement**
- **Industry Feeders**
- **SaaS or PaaS deployment**
- **Secure Communication Echo System**
- **eNegotiation** (2-levels)
- **Skype, Webex or Go-to-Meeting**
- **Human Touch (World Class Customer Service)**
- **Industry Uniting**



Barriers: Consumers, Corporate & Legal

Consumers

- No Established Brands or Consumer Desires
- Lack of understanding of how to file and proceed, accept court required
- One or more parties wants the nice guy attorneys on billboards/TV to fight
- Legal System Complex, Costly & Time Consuming (many marginalized)

Legal

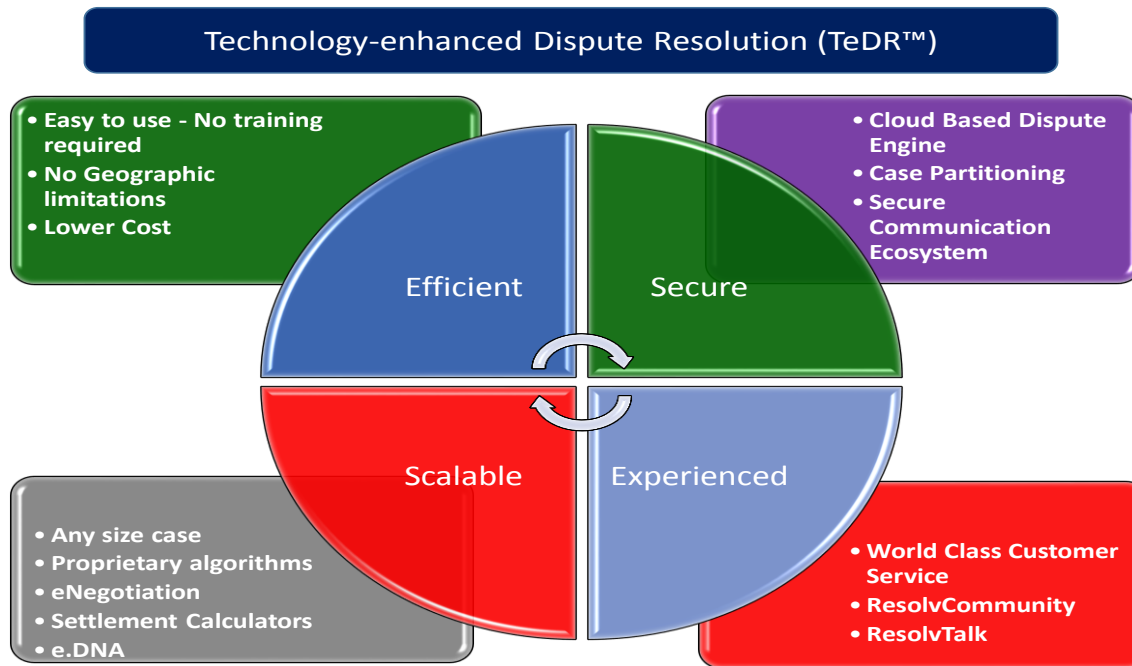
- Used to building court houses & offering traditional public service. Court fees pay small part of actual court costs
- This is how it has been done and has to be done
- Economics of the industry
- State geographic and jurisdictional boundaries

Corporate

- Mediation/Arbitration Clauses – however go to legal department
- No understanding of Dispute System Design or processes
- No leading Tier 1 – Technology or Consulting offerings (Top 10/Big 4)
- Overall lack of understanding similar to consumers

Effective Leaders help other understand the necessity for change and accept the common vision for the desired outcome John Kotter, Harvard Professor

Technology-enhanced Dispute Resolution (TeDR™)



Settle-Now.com (Demo)



A screenshot of the Settle-Now.com website displayed in a web browser window. The browser's address bar shows the URL <http://www.settle-now.com/>. The page features a navigation menu with links: Home, Our Value, How to Use, Pricing, TeDR, About Us, and Contact Us. A prominent banner on the left reads "Settle Disputes Quickly Efficiently Confidentially" over a background image of a handshake. To the right, a section titled "Select dispute type to begin..." offers a grid of buttons for various dispute categories: Divorce/FamilySettle™, Small Claims, Human Resource, Real Estate, Condo Association, Oil and Gas, Healthcare, Financial Services, and Other Disputes. Below the banner, a photo of a smiling man is shown next to the "ResolvCommunity™" logo and text describing it as a community of resolution professionals. The bottom of the browser window shows a Windows taskbar with various application icons and a system clock indicating 7:56 AM on 11/1/2014.

Question and Answers



Thanks to Creighton University for opportunity to present!

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