

FILEFIX:
STREAMLINING RESEARCH. OPTIMIZING ORGANIZATION.



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FileFix x CUBE Innovators Competition Proposal

Version 1.1 [CONFIDENTIAL INFORMATION. FOR INTERNAL USE ONLY.]

OVERVIEW

The FileFix mission is to provide a comprehensive and uniform academic research tool that will organize and store sources in a user's web-browser and on their desktop/cloud. FileFix also aides in the development of academic research by providing personalized suggestions and notifications regarding a user's academic topic.

The Objective

Clear up clutter and streamline organization:

- Improve organization for academic researchers.
- Neatly organize sources for recordkeeping and editing.
- Rapid searching capabilities to ensure your writing isn't slowed down.

The Opportunity

Millions of students, journalists, and writers are impeded by inefficient record-keeping:

- Partner with educational institutions to unify source and data naming conventions.
- Pair records saved online and records saved offline.
- Streamline access to source and fact-checking.

THE PROBLEM?

Countless students, researchers, and professionals spend hundreds of hours a year combing through an endless amount of information now available at their fingertips. Although the digital landscape has rapidly advanced over the years—the ease by which these individuals can locate, analyze, and organize the amount of data has not kept up. The sheer volume of information available creates an indisputable problem requiring the need to come up with a solution that will allow every individual to seamlessly locate, analyze, and organize resources.

OUR PROPOSAL

FileFix is a research tool which provides seamless bookmarking and document storage. FileFix functions as a widget (or, “extension”) that provides synchronized webpage bookmarking and cloud PDF storage. As a user performs research, folders are created both on an available webpage and in a cloud storage system (e.g., DropBox, GoogleDocs); this provides for swift cataloging of research sources.ⁱ Once saved, FileFix auto-generates a Uniform Naming Convention for optimal organization and will auto-suggest folders as the user types just a few characters for easy filing.

As a user conducts further research, FileFix will suggest related articles, news stories, and other background research that may be useful (like Google Alerts or a pre-emption check).ⁱⁱ FileFix will also provide suggested citations in popular formats which can be easily copied and streamlined for efficient use by the user (e.g., Legal Bluebook, MLA, etc.).

Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

A beta version of FileFix is under development and will be tested and promoted through a small pool of select law students and journalists. After six-months of testing, soliciting user feedback, and improving the FileFix platform, the beta version will be released to friends and co-workers of the original pool of users. Six-months later a completed version of FileFix will be released as a widget for download on popular web-browsers such as Google Chrome and Mozilla Firefox as well as on popular research sites such as Westlaw, LexisNexis, and Bloomberg Law.

Omar Mustafa, President of FileFix, will manage strategic partnerships to grow FileFix usage and James Allen, CEO of FileFix, will work to advance the progress FileFix makes and develop a research tool best suited for our user's needs.

Technical/Project Approach

A widget (or, "extension") is downloaded to a user's computer as a desktop/cloud application as well as an extension in popular web-browsers.ⁱⁱⁱ As users come across sources useful in academic research they may choose to save a web-source and then direct where it should be saved - first to the general folder and then to a sub-folder (e.g., "Excessive Bail Law Note" → "Part III – Solutions").

Upon directing the document, FileFix will auto-generate a naming convention for the source^{iv} and save the document as a webpage as well as a PDF. If this is a newly generated research topic, FileFix will ask whether a user would like to set up alerts regarding the topic. In addition, FileFix will suggest articles based on a user's research development.^v FileFix will also auto-generate a Master Source List as research documents/web-pages are compiled/saved that users may print with one-click for editing and factchecking.^{vi}

Expected Results

We expect our proposed solution and common research requirements will provide the following results:

Financial Benefits

- Legal research fees: Law firms can cut down on the cost of research fees by expediting legal research recordkeeping and storage.
- Machine Learning: FileFix technology will use machine learning to provide users with related articles and research suggestions.
- Cut cost of administrative fees: Countless hours are spent organizing Master Source Lists and tabbing documents, FileFix will cut that time incrementally.

Technical Benefits

- Provides suggested articles and suggested citations.
- Delivers uniform naming conventions for optimal organization; provides optimized PDF conversion of webpage.
- Decreases open tabs in your web-browser and provides updates/notifications regarding ongoing research.

Target Demographic

FileFix has a function for academic research, journalism, general study, and casual reading ensuring a broad target audience:

- **Primary:** Law students and legal academics/scholars.
- **Secondary:** Anyone doing legal research (law firms, courts, municipalities, etc.).
- **Tertiary:** Other academics, college students, journalists, anyone writing a paper, or those seeking to be informed on the latest news.

In early stages, our primary target-market will be United States law students and legal academics/scholars. At an estimated market of 175,000 (with an additional 25,000 per annum), law students are interested in a problem FileFix can fix.

Within the first year of launch, we will also begin marketing to other legal practitioners. This outreach will be similar to the outreach we conduct to law students and scholars (i.e., strategic partnerships). Through partnerships during the pilot and beta phases, we will be able to monitor user experience and best develop the FileFix platform.

In the second year of FileFix's release, FileFix will begin to capture a broader demographic, broadening the depth of FileFix's use for other areas of academia, journalism, and research.

Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change.

Description	Start Date	End Date	Duration
Pilot version of the application developed	1/1/2018	2/1/2018	One month
Pilot version released (500 users)	2/2/2018	8/1/2018	Six months
Pilot version refined, limited release of Beta version to original users (3,000 users)	8/2/2018	2/2/2019	Six months
Release to public (6,000 users per month)	2/3/2019	N/A	N/A

Revenue Through Various Platforms

FileFix will be provided for free during the pilot and beta phases and through tiered service usership:

- **Free Service:** This would include standard functionality and access to core FileFix features.
- **Premium Service:** Additional widgets will be included with a subscription service. Additions will include extensions such as Quotation Recognition, Master Source List Creation, and Bluebook Generation.
- **Business Membership:** Business accounts will be subscription based and will include more collaborative tools to allow colleagues to share work product. These businesses will range from law firms to academic research institutions (e.g., Brookings Institute). Data encryption and security services will be top tier.
- **Data Analysis:** FileFix will also sell some of the available user data as provided for in our opt-in Privacy Policy. Provided data will include: research trends, popular legal topics, areas of practice, and more.

Marketing & Customer Acquisition

During the Pilot phase, FileFix will be available as a free download to New York City law schools. The Pilot download phase will be capped at 500-1000 users so as to allow for a manageable sample size of users. The release of the Pilot version will coincide with an intimate Customer Service experience where FileFix representatives will be accessible to users and will frequently solicit feedback from the Pilot program members.

After the success of the Pilot program, members of the Pilot program will then turn into marketing advocates for FileFix, spreading the resourcefulness through “word of mouth” promotion and specific targeting. During this phase, Pilot program members will have the ability to invite up to 5 other persons to download FileFix Beta.

During both the Pilot program and the Beta release, FileFix principals will focus on building strategic partnerships geared toward expanding the use of FileFix and also developing FileFix to integrate seamlessly into other service providers (e.g., Westlaw, Bloomberg Law, LexisNexis, etc.).

Examples of strategic partnerships:

- **Legal Research Databases** such as LexisNexis, Westlaw, and Bloomberg Law.
- **Law Schools and Firms** such as Brooklyn Law, Columbia, and Community.Lawyer.
- **Academic & Policy Institutions** such as the Brookings Institute, the Aspen Institute, and many others.

FileFix Feature Summary

Always backing you up

Users will be able to keep documents secured on a cloud based platform or have the option to save directly to their desktop. Regardless of download, all resources are saved in the same manner online.

Organization

By using methods such as Auto-Spelling Tags and customizable naming conventions, users will be able to prioritize and find resources more swiftly.

User Recommendations

Using Machine Learning, FileFix will analyze research the user is conducting and will recommend useful material through alerts. FileFix will also constantly scan for publication pre-emption if required.

Software System Integration

The FileFix platform works smoothly across web-platforms and document processing softwares such as Pages and Microsoft Word. Using integration, FileFix will ease the user's administrative workload through features such as Master Source List Automation and Automated Bluebooking.

Legal and Policy Trends

FileFix learns from collective user feedback and will analyze data to provide suggested legal industry trends as well as popular academic topics.

Dialogue

We are providing a service. That service is only going to improve by receiving feedback from the FileFix users. That feedback will be crucial in every stage of File Fix development.

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- i Like the function in Pocket, a user would be able to choose to save a web-source and then direct where it should be saved - first to the general folder and then to a sub-folder (e.g., "Constitutional Law Note" → "Part III – Solutions").
 - ii Machine learning by scanning sources used in the source itself (e.g., referenced in text/footnotes, index, etc.) (like HeinOnline).
 - iii Product works best when available in all areas of research (e.g., desktop browsers, an application on mobile browsers, Bloomberg Law, HeinOnline, LexisNexis, Westlaw, etc.).
 - iv Flexibility in naming convention may be important since users may be particular. May allow them to choose between different conventions (e.g., Bluebook citation; "Author, Title, Source, Pincite"; etc.).
 - v If user is researching one topic more than another, product will aggregate updates pertaining to both topics but will present user with updates from the more heavily researched topic.
 - vi This keeps a running list of all sources. Naming convention will be used and should be organized by folder/tab and sub-folder/sub-tab. Similar to Excel sheet/Google sheet. Consider source listing (e.g., "newspaper", "periodical table") for easier Bluebooking.