# Summary Meeting with Sebastien Pras – October 2016

Their protfolio of clients is mainly composed of companies. Their company is pretty well knowned on the international stage. They are working in close cooperations with other law firms which have the same profile.  
  
They are talking about what is happening in the law market, and they try to predict how the market will evolve.

**VIP**

* Intro  
    
  The big competitors globally are pooling their information about the companies, the decision makers and the specific events that could impact the market. Ex : the drop of te price per barrel of oil.  
    
  They are making connections between what each client is doing, and how a client’s problem could potentially affect another client. Even if they have to keep the information of a client private, tehy can draw meaningful conclusions about the amrket and its evolution. They can play a pro active role.

**-> They need a good tool to do that on a larger scale.**  
  
 Example of industries that are using such tools : investment banks.

* How to do that ?  
    
  1. Complete database : 2000-3000 decision makers between the CEO and the n-2. But this is chaotic and they want to leverage it. How to draw the relations between each actors ?  
  It is a way for example to intoduce you to a potential client, who is not in your network in the first place.  
    
  2. Linkedin : problem of the accuracy of the information, not updated, and not always true. But we can find other sources of information like emails. Just with the academic backgroug, we can draw netwrks that surmont human intelligence.  
    
  3. Targeted and smart networking : target events where people you need are participing. If you need to meet a specific person, it allows you to know who will be where.
* What features would be interesting ?  
    
  The ideal tool would be one that from a database :  
  - update interests of the lawyer everyday

- send updates concerning this interest to the lawyer, base on the database of clients

Currently have no tools : they scrap the internet manually and compute daily/weekly updates (merger market daily update).  
  
Ex  of requests from the lawyer :  
- I would like to be in touch with this specific person.  
- I would lie to have all the info about those 3 persons and how they are linked.

* What kind of info is the most valuable ? How would be used such a tool ?

- the updated job of a person

- all mandates updated

- the events that a person is part of

- centers of interest

- which one of my contacts is in contact with the person of interest

Ex where such a tool would be useful :  
- conflict of interest between persons, where an information has to stay between the clients and the lawyer, be sure that you will know before if one of these person has a link with the ooposition party.

* How much tehy are willing to pay for it ?  
    
  Subscription of an investment bank to such a tool : 2 Millions per year.

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| Concretely they want updates each 2 weeks and will give us 20 names to begin with. |

**Raid**

- Pre selection of relevant emails  
- Not just keywords because depends on the context  
  
Recently : the AMF has done a downraid on a client and they took the email inbox of the communication director, the financial director and the president. They found an insider offence.The lawyers knew that the AMF was looking for such info, and they consequently look for the same info in order to prepare their defense strategy. They made a research with key words such as : warning, revenue, degradation. But the problem was that they ended up with 150 emails with searching with these keywords out of the 80 000 emails. But they are not sure that the 79 850 others do not contain a critical information. They actually missed 3 emails that were very important. The AMF has already tools to do faster and smarter researchs, using machine learning.

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| The idea is to see if we could have more emails out of the 80 000 emails, with a smarter research. |