

# Introducing GCnow

On-Demand GCs and AGCs from the GCnow  
Community Deliver Advantages To  
Companies of All Sizes

**GCnow**



**In The House**

# The Rise of the General Counsel as an Indispensable Advisor

“The general counsel, not the senior partner in the law firm, is now often the go-to counselor for the CEO and the board on law, ethics, public policy, corporate citizenship, and country and geopolitical risk.”

*Harvard Business Review*

“Nearly 75 percent of work for legal departments is handled internally . . . . Keeping more work in-house has been the reality for in-house counsel for some time ... a trend that’s likely here to stay.”

*Corporate Counsel Magazine*

“The [general counsel] is uniquely positioned, as both a legal expert and a business strategist ... [in] a dramatically changing business climate.”

*Association of Corporate Counsel*

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# What is a General Counsel?

- Indispensable Trusted Legal Advisor to C-Suite
- Deep Knowledge of Your Business and Industry, Paired With Years of Legal Knowledge and Practical Expertise
- Expert Problem Solver and Project Manager Who Can Assess Risk, Give Actionable Advice and Operationalize the Solution

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# What is a GCnow General Counsel?

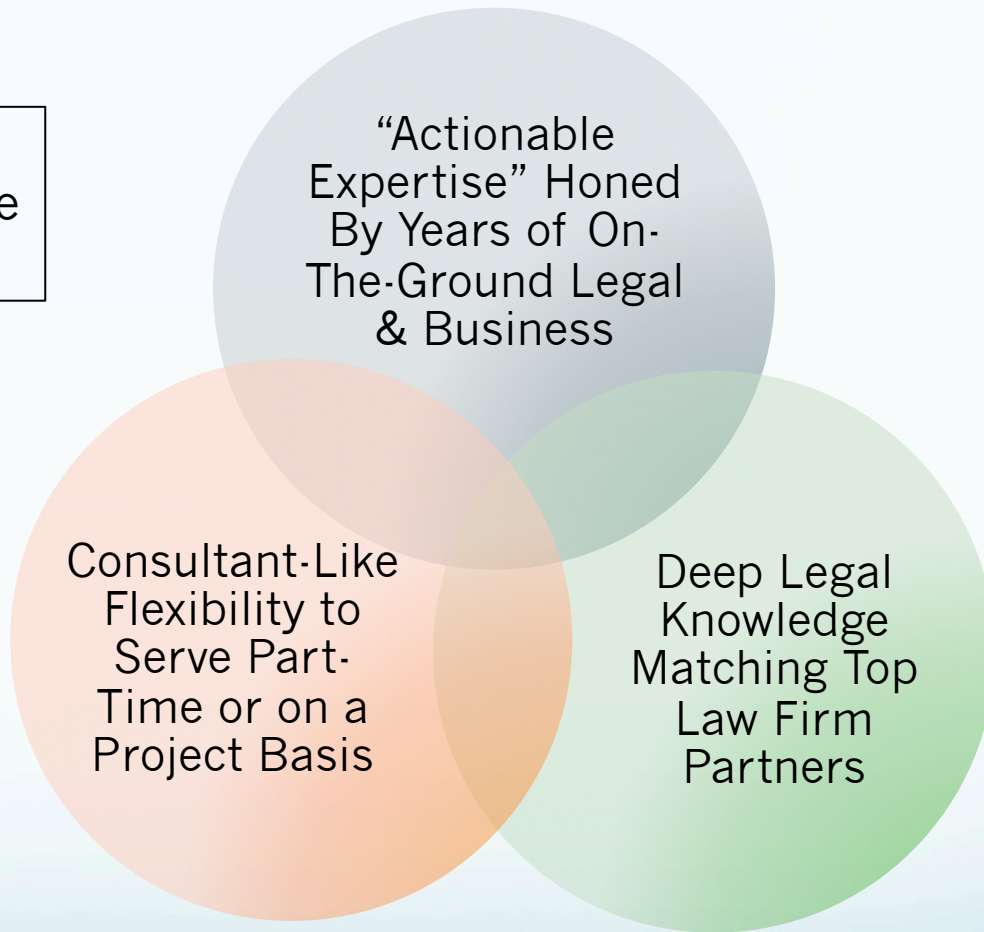
- A GC or AGC Who Works on a Part-Time or Outsourced Basis but *Functions* Exactly Like a Full-Time GC or AGC — at a Part-Time Price Point
- GCnow Attorneys Combine the *Legal Depth* of a Law Firm, the *Actionable Expertise* of an In-House Lawyer and the *Flexibility* of a Project-Based Consultant

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# Gcnow Attorneys Deliver a Unique Package of Benefits for Your Business

Other Legal Resources  
Cannot Deliver All Three  
Benefits Like GCnow



**GCnow**

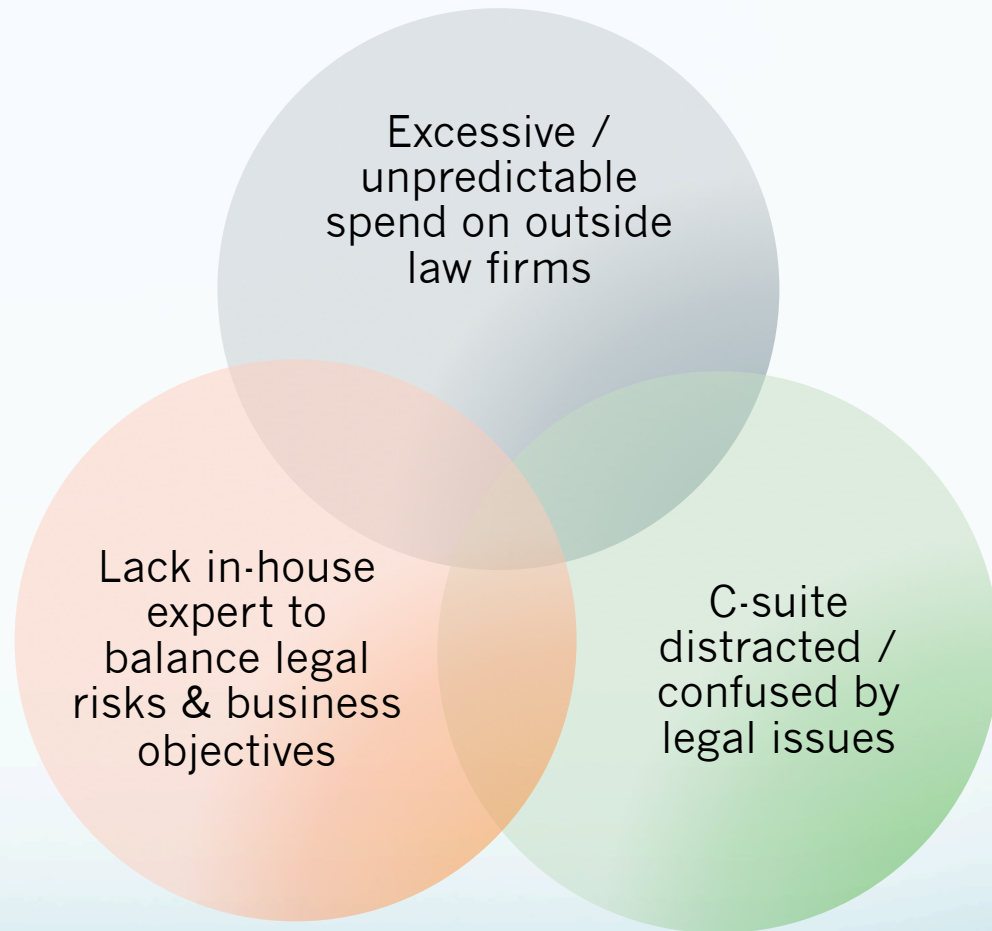


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# Who Should Hire a GCnow Attorney?

*Use Case 1: Company With No  
In-House Legal Department*

Is Your Company Facing  
One or More of These  
Challenges?



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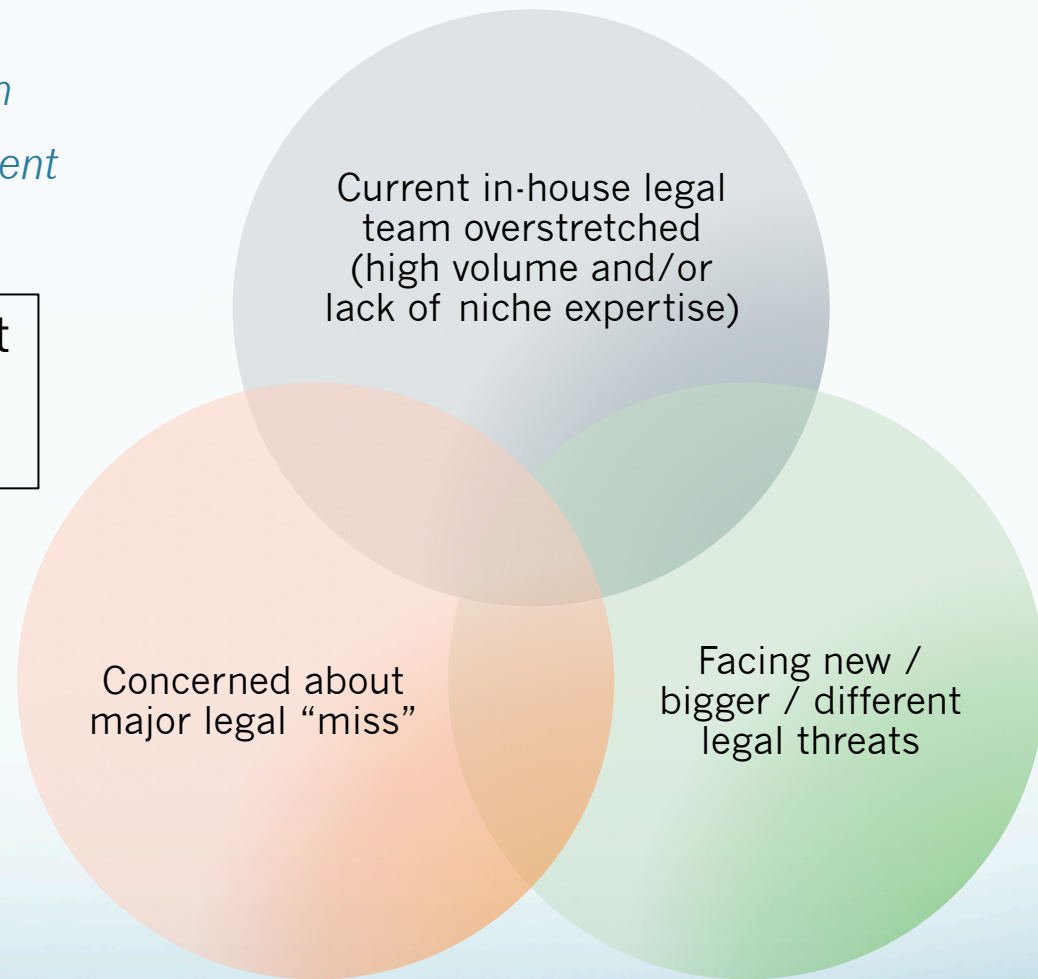


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# Who Should Hire a Gcnow Attorney?

*Use Case 2: Company With  
Overstretched Legal Department*

Is Your Legal Department  
Facing One or More of  
These Challenges?



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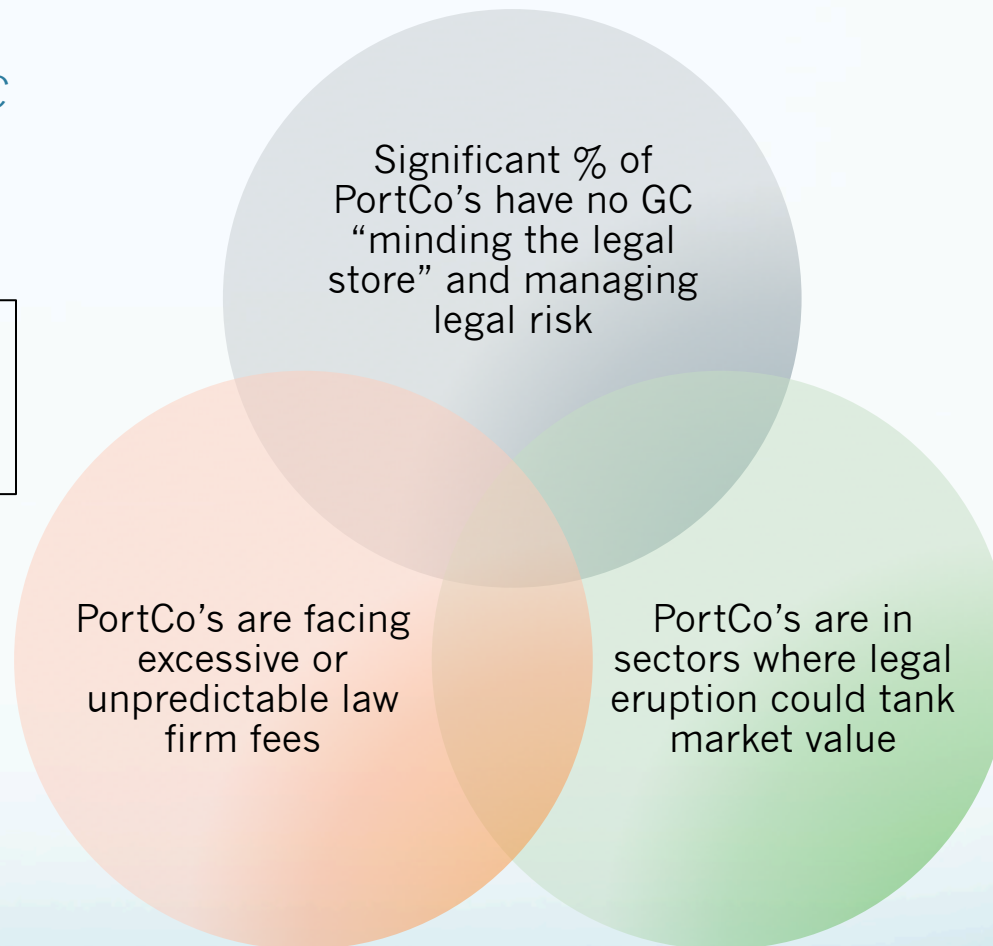
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# Who Needs a Gcnow Attorney?

Use Case 3: PE & VC

*Portfolio Companies*

Is your PE or VC Firm  
Facing One or More of  
These Challenges?





# Benefits of a GCnow Attorney

- An Experienced In-House Professional Who Is Trained and Incentivized to Always Put Your Business Objectives First
- Your GCnow Attorney Identifies, Prioritizes and Solves Legal Problems — Freeing Up Your C-Suite to Focus on Revenue Generation
- GCnow Attorneys Bring Vital *Bottom-Line* and *Business-Focused* Mindset Which is Very Difficult for Law Firms to Replicate — Because It Conflicts With Law Firm Incentives and Revenue Model



# Benefits of GCnow GC (cont'd)

- Your GCnow Attorney Performs a Vital Risk Management Function
  - GCnow Attorneys Help Avoid Legal Disasters — As Too Many Companies Without GCs Fail to do Until it is “Too Late”
  - GCnow Attorneys Free C-Suite from Latent Stress from Overseeing Legal Issues They Aren’t Interested in and Don’t Understand
  - GCs Specialize in “Stay Calm & Carry On” Risk Management — As Opposed to Treating Every Legal Issue Like a “5 Alarm Fire” as Law Firms Can Do — Often at Great Expense and Great Turmoil
- GCnow Attorneys Operate Behind the Scenes But Are Essential to Success
  - Your GCnow Attorney Handles the Legal Headaches and You Get All the Credit for a Well-Run Operation — What Could be Better?
  - Isn’t it Time You Had Your Own GC ... Now?

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# How Does GCnow Work?

- GCnow is a community of part-time GCs and AGCs who have committed to serving multiple clients just like full-time GCs serve their single client
- Exclusive Relationship with In The House, #1 Network For In-House Counsel, Reaching Over 26,000 Deeply Experienced In-House Lawyers
- Posting Part-Time GC and AGC Roles With GCnow is FREE — Clients Pay Only Upon Successful Placement
- Only Payment is Fixed Monthly Fee for 6-Month “Trial Period”
- After 6 Months, Attorney and Client Are Free to Continue Arrangements Under Mutually Agreeable Terms — No Additional Fees From GCnow
- The Ultimate, Low-Risk “Try-Buy” Option for Finding Your GC ... Now!



# GCnow Attorneys — World Class Education & Experience

**TEXTRON**



McKinsey  
&Company



Gen Re®

BerkeleyLaw  
UNIVERSITY OF CALIFORNIA



Skadden



MAYER • BROWN



CABLEVISION



# Questions?

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[www.gcnow.net](http://www.gcnow.net)

Thank You!

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