
AWS
re:Invent
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Diversity is key in building a market-competitive product

Julie Saltman

CEO
Standd

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How do you make data-driven decisions with empathy?

Standd

Case study: Pivoting from our MVP

Standd

79% of lawyers believe their tools will fail to handle the volume and complexity of the information they work with in the next 3 years.

Standd

Standd MVP V1

- Integrated in workflow
- Intuitive
- What customers asked for

Standd

Pilot data

- 30% didn’t ever open Standd
- 67% stopped using Standd after the first week

Standd

Preparing to pivot



Data

vs.



Intuition

Standd

The Standd team



Joell Stocchero CPO



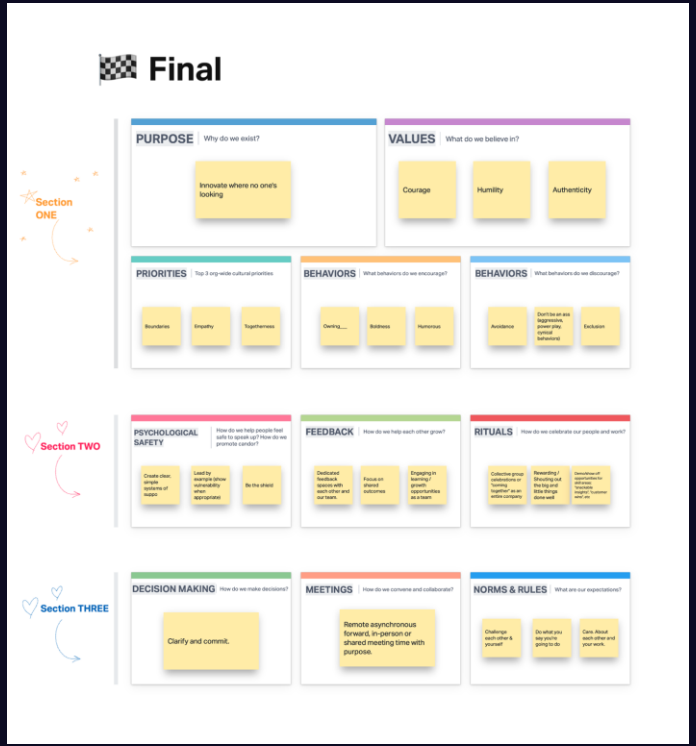
Julie Saltman CEO



Stephen Solka CTO

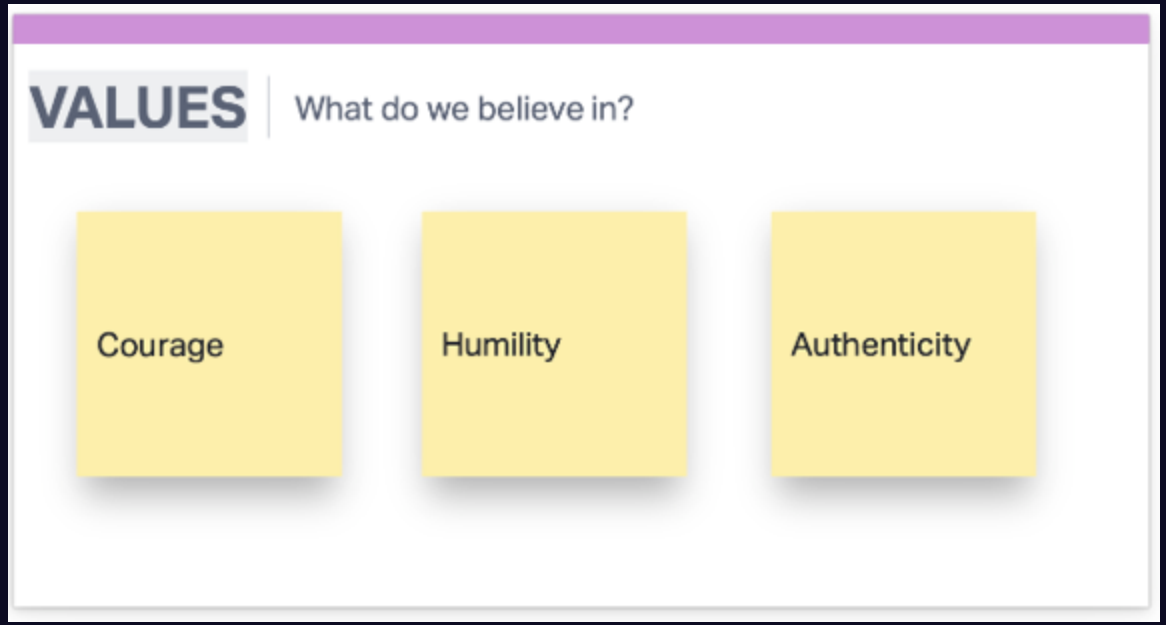
Standd

Standd mission, purpose, values



Standd

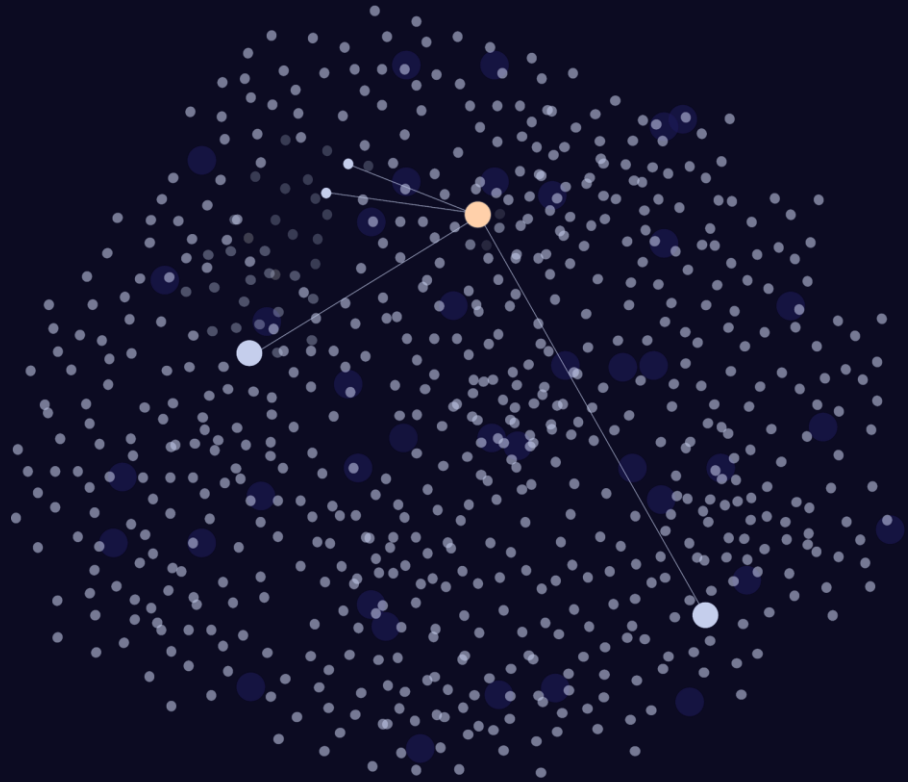
Values-driven decision-making



Standd

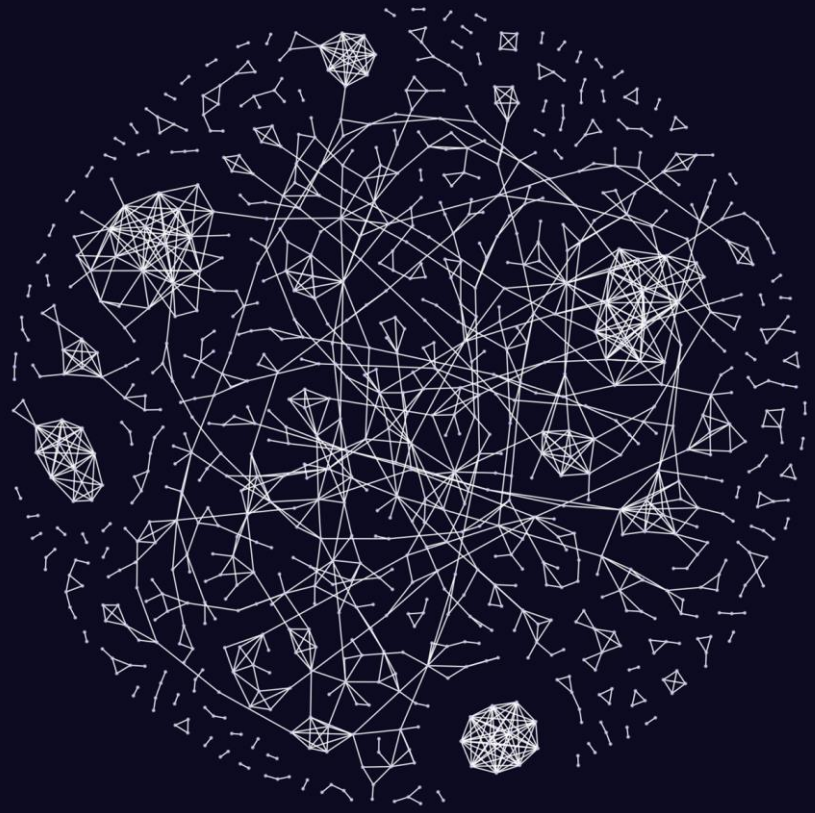
Standd

Making **all** stored knowledge accessible and insightful.



Standd

Bringing big data to law.



Standd

Early validation

Standd MVP V2 ready to launch with pilot partners

Sept. 2022
AWS Impact Accelerator for Women Founder

Oct. 2022
Techstars Seattle

3

Nov. 2022
Law firms interested in piloting Standd MVP V2

Standd

Thank you!

Contact us

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