

NIXEDONIA

Definition: **Nixedonia** - [ni.khe.'dθʊ.ni.θ.] - Eng. (noun.)
"the joyful condition of anticipated success."

Определение: **Nixedonia** - [Нихедония] - (сущ.)
"радостное состояние ожидаемого успеха."

Pitching - 4

54 Example UVPs



Success does not come overnight. It takes more than inspiration but also planning, hard work, and, importantly for easily-distracted lawyers: perseverance. If we do not regularly schedule Business Development into our hectic schedules each week, it most likely won't ever happen. You will always be too busy. You will always have other work to do. We can make a thousand justifications to not do something-especially if we don't want to do it nor are certain how to do it. But remember that billable hours are only our income for today: Business Development hours are our income for tomorrow and all the future days then after. And so, otherwise, the years will pass, and like a leaf upon a stream, snuggled safe within our comfort zone, we will drift along wherever the currents of fate might take us. Unfortunately, it may well not take us where we would like to go! Even if we are fortunate and no rapids or waterfalls dash us and sink our dreams, this passivity is a grave mistake. This comfort in inaction is an illusion. One day we might find that we are stuck in some stagnant backwater, and the way ahead seems lost. Our career journey doesn't have to be like this. Not at all. While the rivers ahead won't always be calm, and we'll definitely be drawn back more than once, we must sail onwards. Yet, we can still enjoy the flow, and control our route. As in the N of the Nixedonia logo, the graph of our progress will nevertheless, despite the inevitable setbacks and disappointments, show a positive trend. We must not be afraid to fail. By learning to swim, we are less likely to go under; we are more likely to reach our destination. We will certainly fail. Again and again. And that is OK. We will learn from that, and try harder. We will sail, not drift. We will succeed in our personal growth, in our wealth, and in our freedom. And finally, along this great journey, we will attain Nixedonia and thereafter reach any shore that we desire. Anywhere...

Almaty
Athens
Bangkok
Barcelona
Belgrade

Bratislava
Bucharest
Budapest
Cairo
Chisinau

Copenhagen
Dublin
Edinburgh
Frankfurt
Geneva

Helsinki
Hanoi
Istanbul
Kiev
Kuala Lumpur

Lisbon
Ljubljana
Lusaka
Madrid
Milan

Minsk
Moscow
Podgorica
Prague
Reykjavik

Riga
Sarajevo
Seoul
Singapore
Skopje

Sofia
St. Petersburg
Tallinn
Tel Aviv
Tirana

Valetta
Vienna
Vilnius
Warsaw
Zagreb

"Try to be a rainbow in someone's cloud."

- Maya Angelou

54 Example UVPs

A great problem for many lawyers, in not being **Plain Vanilla**, is to think up what can be their **UVPs** – whether **Niche UVPs**, **Synergy UVPs**, or **Business Model UVPs** for themselves, for their practices, and indeed for their law-firms.

To assist lawyers in thinking up **UVPs**, below please find three examples of each kind, for 18 different practices (thus, there are 54 **UVPs** here in total). Each is also named. By reading through these, you might be able to copy-paste them, and use them, even for different practices, or find that they stimulate some inspiration for your own **UVP**. Could any of these prove to be **Killer UVPs** for you, I wonder?

If you have any comments, questions, or suggestions on these **UVPs**, then contact me at any time on John@nixedonia.com.

1. Preparation for GDPR

NICHE - The Unlawful Profiling UVP: Some clients are not aware that they are profiling clients, against the client's knowledge or agreement, and this, in Europe, can even be seen as a violation of human rights – with the consequent hefty punitive fines then associates for such violation of up to 4% of global turnover. We help clients comply with non-profiling regulations.

SYNERGY - The Labour & GDPR Synergy UVP: Working together, our labour specialists, and those from GDPR compliance, allow clients to rest assured that their often-extensive employee records are not in breach of employee rights.

BUSINESS MODEL - The Learning Lawyers UVP: Our HR Department includes a personal development specialist, who helps our staff to keep developing their skills on handling the new and innovative issues in GDPR compliance on a low budget. Thus, our specialists in this ever more restrictive and complex area stay ahead of the knowledge-curve for GDPR compliance.

2. Mergers & Acquisitions

NICHE - The Banking M&A Niche UVP: The fact that we worked successfully on many of the recent banking M&A transactions will guarantee you that all those numerous intricacies and difficulties, which will inevitably arise in such complex area, will be timely and properly dealt with.

SYNERGY - The Time Is Money UVP: Our M&A team, together with our corporate and regulatory colleagues help our clients to save weeks on negotiating M&A transactions by tackling the legal areas in parallel. As we all know, time is money. Thus, we are not just advising on legal matters – we are saving money for our clients by getting the deal done fast.

BUSINESS MODEL - The M&A Crash Protection UVP: We have protected our clients from potential liability and losses in M&A transactions, which could have otherwise reached millions of euros.

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3. Corporate Law

NICHE - The 10 Minute Company UVP: We can draft a full set of documents to incorporate an LLC in under 10 minutes. We are quick. What some law firms spend hours or days on we can often do in minutes.

SYNERGY - The Corporate & Tax Synergy UVP: By working hand in hand, our corporate and tax lawyers can find you the most optimal structures for your business needs with the very bare minimum of legal tax exposure.

BUSINESS MODEL - The Contract Enforceability UVP: On forwarding your draft contract to your client, you should do a legal review to check clause effectiveness, thus you can be sure as to your ability to enforce all contract content.

4. Securities

NICHE - The Bonds Niche UVP: We have unique and rare leading expertise in various kinds of bonds issuance allowing our clients to enjoy this alternative for raising corporate funds.

SYNERGY - The Finance & Securities Synergy UVP: Our securities and finance teams work together and have extensive expertise in all types of financing and securities transactions in the market (e.g. loan finance, export and trade finance, project finance, non-bank lending, structured finance and securitizations, bonds issuance, asset finance).

BUSINESS MODEL - The 24/7 UVP: We know how uncomfortable it is for a client to live in the state of anxiety or uncertainty. That is why our securities lawyers act quickly and are available even outside of working hours and weekends.

5. Banking & Finance

NICHE - The Capital Market UVP: Our firm is at the top of the field for capital market work and our lawyers have unique experience of working on almost all international capital markets transactions in our jurisdiction.

SYNERGY - The Banking Leader UVP: Being the undeniable leader in banking and finance and thanks to a very specific long-standing experience in financial antitrust, we know how to connect everything together in every particular situation and provide our clients with the most innovative reliable advice in the shortest possible timeframe.

BUSINESS MODEL - The NPL UVP: Our banking and finance team has unique experience of advising on NPL sales transactions, which are trending on the market, and have contributed to shaping currency control regulations affecting NPLs. This practical hands-on approach, and inside view, allows us to succeed where other law firms can only tentatively advise.

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6. Competition Law & State Aid

NICHE - The State Aid Niche UVP: We have highly qualified and experienced specialists working in the State Aid area and thus can allow our clients access to both local and European state aid that they would otherwise not be able to easily access.

SYNERGY - The Competition & Crisis Planning Synergy UVP: Dawn raids do happen, and sometimes not only computers are taken, but key personnel and management. We show clients how to prevent such crises from happening, and how to resolve them quickly if they do occur.

BUSINESS MODEL - The Joint Pool Business Model UVP: Our "joint pool" business model encourages proper work allocation among our many competition law and state aid specialists. This contrasts with a common "eat what you kill" model, which obviously discourages proper work-sharing.

7. Public Contracts

NICHE - The Backstage Understanding UVP: Our experience of working for clients dealing with public contracts gives us insight to backstage processes needed to understand better chances of winning contracts.

SYNERGY - The State Work Understanding UVP: Our dispute resolution specialists, with our public contracts experts, have participated in many proceedings involving states, state authorities and state enterprises. Thus, we know in detail all peculiarities of work with the state clients and public contracts, or disputing them, including all formalities and paperwork. Clients can rest assured they will not lose time in bureaucracy and navigating this maze.

BUSINESS MODEL - The No-Unpleasant Surprises UVP: By being experienced in the complex and time-consuming procedures for complying with public contracts bids and tenders, we know how to do the work to budget, and on time, allowing our clients confidence they will face no unpleasant surprises with invoicing, nor disqualification for non-compliance.

8. Energy

NICHE - The Renewables Niche UVP: With years of experience in renewables energy, and the unique and complex legal issues associated with that, our clients can be certain they have premium and highly specialized legal advice unique on the market.

SYNERGY - The Energy-Tax Synergy UVP: By coordinating your Energy projects from the very beginning with our tax specialists, we can show how to get tax rebates of significant volume on such energy projects.

BUSINESS MODEL - The Lawyer-Partner Ratio UVP: The ratio between Energy law partners and associates is intentionally very low, resulting in high partner attention to matters giving high efficiency and providing the client a senior contact.

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9. Investment Projects

NICHE - The Corporate Finance from A to Z UVP: By engaging us you will get a reliable and experienced counsel, who will support you during the whole range of various corporate finance transactions: from raising money, to investing, to settling any post-investment disputes, to selling the investment asset.

SYNERGY - The Corporate-Investment Synergy UVP: Our corporate specialists can assist in all investment projects to make sure that you have the best corporate structures to not only easily get into projects, but then also to get out when the time is right.

BUSINESS MODEL - The Investment Knowledge Breakfasts UVP: Attend our frequent investment knowledge breakfasts, to keep informed about new legal developments, so you can be assured that you are always up to date on the legal aspects relating to investment.

10. Real Estate & Development

NICHE - The Real Estate Foreign Law Protection UVP: We know how to give you foreign law protection instruments on local real estate

SYNERGY - The Real Estate / Due Diligence Synergy UVP: Our real estate practice colleagues, in doing a due diligence, can help influence the property purchase price by plus/minus 10% before the deal.

BUSINESS MODEL - The Knowledge Management Templates UVP: We use unique document-generating software, which allows us to produce real estate and development documents quicker and of more consistent quality than many of our competitors.

11. Labour Law

NICHE - The At-Will Niche UVP: Despite the restrictive labour laws of our jurisdiction, we can show you how to create "at-will" equivalent labour contracts.

SYNERGY - The Labour & Corporate Synergy UVP: By applying different labour and corporate law approaches, we can show you how to decrease lengthy and troublesome labour disputes while also increasing staff retention and moral.

BUSINESS MODEL - The In-House Labour Training UVP: Have our lawyers give an in-house labour law seminar at your company, for training of your HR team on topics that matter to you, assuring you that they have the legal knowledge and skills for their day-to-day tasks.

12. Technology, Media, and Telecommunication (TMT)

NICHE - The TMT Cease & Desist UVP: We advise you to first serve a C&D letter for unjust technological use, which shall provide you the chance to solve the matter amicably and preferably than from bearing high costs of litigation.

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SYNERGY - The IP-IT Synergy UVP: Our IP specialists, together with those in TMT, can co-operate to bullet proof your technology, know-how, and work secret protection from abuse, or loss.

BUSINESS MODEL - The Single Client Relationship Manager UVP: Each of our TMT specialists focuses on their own sphere of specialism. Therefore, if you have a complex deal or need to resolve a multifaceted dispute, you will still have one partner-level Relationship Manager instead of many different partners supervising separate areas of your matter.

13. Intellectual Property Law

NICHE - The IP Monetization UVP: We can show you how to monetize your IP assets through franchises, royalties, licensing and other approaches.

SYNERGY - The IP Dispute Resolution Synergy UVP: Due to a combination of our IP and dispute resolution capabilities, we are well placed to handle IP disputes such as in trademarks or patents. We are especially strong here, as we already know all the ins and outs of the IP and its protection. The client will not pay for the lawyer's education.

BUSINESS MODEL - The Holistic IP Approach UVP: We provide IP services in all fields. By the evaluation of each case within this aspect, you can always see the "Big Picture" and will not miss the chance to protect your intellectual property. The result is no need to worry for the IP rights.

14. Regulation

NICHE - The Compliance Risk Assessment UVP: Consider our full-service Compliance Risk Assessment, to assure your risk mitigation processes are state of the art, giving you a competitive argument to competitors.

SYNERGY - The Pyrrhic Victory UVP: We are a firm inspired by Western standards of the legal profession. In particular, we do all that we can to secure a positive result for the client but we always act to the highest ethical standards in regulatory compliance. This, in its turn, reassures our clients that they will not subsequently face much more severe consequences, which may completely cancel out the earlier positive effect from the dubious success in retroactively annulled compliance.

BUSINESS MODEL - The Joint Procurement Protection UVP: Establishing a joint procurement department with your business partners carries with it some antitrust risks, including the risk of being qualified as a prohibited agreement; we can advise you in this process and put in place appropriate legal instruments to address such risks.

15. Environmental Law & Waste Disposal

NICHE - The Waste Processing UVP: With a clever knowledge of the legal environment, we know how to help waste processing become not just an expense but also a potential revenue stream for companies.

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SYNERGY - The Environment and Real Estate Synergy UVP: By working together, our real estate and environment law specialists can assist clients in the modification of land use types, or changing of types, with significant economic impact on potential utilization.

BUSINESS MODEL - The No Fixed Billable Targets UVP: Unlike at some other law firms, our environmental law specialists have no strict targets for billable hours: this gives our clients comfort that their lawyers will not be artificially increasing billing hoping for a higher bonus at the end of the year and the lengthy extension of environmental cases for months or years. You can rest assured that we want to get the job done as efficiently as possible.

16. Disputes & Dispute Resolution

NICHE - The Litigation Language UVP: In court action against your firm you should mandate an attorney experienced in litigation to be able to sound your arguments which addresses the court more effectively with the result that you have a significantly higher chance to win the court action.

SYNERGY - The Transactional-Dispute Resolution Synergy UVP: Thanks to valuable input from the firm's transactional practices, our dispute resolution team is able to resolve disputes arising out of the most complex deals often worth tens of millions of euros.

BUSINESS MODEL - The Network UVP: Your disputes can be resolved cross-jurisdictionally with our network of offices. We offer different legal advice from countries are 100 % aligned in order to match all client cases in the best way.

17. Insolvency

NICHE - The Corporate Veil UVP: Know how to avoid detention of senior management in unexpected police raids linked to insolvency and potential application of personal or criminal liability of management themselves.

SYNERGY - The One-Stop Shop Beyond Legal UVP: Thanks to our previous significant experience of handling complex bankruptcies, we have established contacts with local managers, PR agencies, media, appraisers, investigators, notaries, private bailiffs, and bankruptcy trustees. Therefore, we can quickly bring on board a relevant subcontractor whenever its services become necessary. This liberates the client from the need to coordinate contractors: we will handle that.

BUSINESS MODEL - The Education UVP: Our insolvency specialists have broad educations, not only legal, including with post-graduate business studies, which enables them to apply a broader view in insolvency, ensuring adequate coverage of the interface between the business side and the legal side.



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18. Trust Funds & Client's Personal Affairs

NICHE - The Reputational Understanding UVP: Our CPA colleagues have assisted clients in sensitive matters and keep an eye onto reputational exposure. We, therefore, perfectly understand what high-profile clients anticipate from their lawyers. This, in its turn, gives confidence to our clients that – when acting before the court – we will not just comply with law but also avoid causing sensitive risks to the client's reputation.

SYNERGY - The Wealth Protection Synergy UVP: Our tax colleagues, in collaboration with those from Clients Personal Affairs, can show you how to protect assets and wealth for years, if not decades ahead, in trust funds and other instruments.

BUSINESS MODEL - The Bilingualism UVP: Work with our English-speaking lawyers, who can draft any document bilingually, allowing you to skip costly external translation costs and avoid any personal family matters becoming known to third parties.

If you have any questions regarding **UVPs (Unique Value Propositions)**, or would like help in converting these **UVPs** into **Killer UVPs** for your practice, then contact me at any time – john@nixedonia.com

Almaty	Bratislava	Copenhagen	Helsinki	Lisbon	Minsk	Riga	Sofia	Valetta
Athens	Bucharest	Dublin	Hanoi	Ljubljana	Moscow	Sarajevo	St. Petersburg	Vienna
Bangkok	Budapest	Edinburgh	Istanbul	Lusaka	Podgorica	Seoul	Tallinn	Vilnius
Barcelona	Cairo	Frankfurt	Kiev	Madrid	Prague	Singapore	Tel Aviv	Warsaw
Belgrade	Chisinau	Geneva	Kuala Lumpur	Milan	Reykjavik	Skopje	Tirana	Zagreb

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Bangkok	Budapest	Edinburgh	Istanbul	Lusaka	Podgorica	Seoul	Tallinn	Vilnius
Barcelona	Cairo	Frankfurt	Kiev	Madrid	Prague	Singapore	Tel Aviv	Warsaw
Belgrade	Chisinau	Geneva	Kuala Lumpur	Milan	Reykjavik	Skopje	Tirana	Zagreb