

# NEXT.LAW:

## LEGAL WEEK’S STARTUP LAW FIRM OF THE YEAR 2021

### FACTS IN NUMBERS

1

Year  
with Kula

116

Total leads

12

New clients  
engaged

### WHY DID THEY BUY?

NEXT.Law is the future of startup law, and Legal Week’s Startup Law Firm of the Year 2021. The firm is based in Washington DC. NEXT.Law bought Kula to grow their base of European startup clients moving to the USA to raise capital.

### WHAT WERE THE RESULTS?

NEXT.Law is now a go-to law firm for European startups moving to the USA. NEXT.Law generated 30 meetings with such startups, and 12 engaged NEXT.Law as counsel. NEXT.Law also received 40 warm replies from European startups who plan to move to the USA in future.

NEXT.Law built partnerships with 46 European Venture Capital investors using Kula. These investors refer portfolio startups to NEXT.Law when they move to the USA.

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“Kula has introduced several strong client relationships in new networks, which is a great fit for our commercial strategy. I was surprised when Kula’s communications cut through the noise and generated results, because I get so many messages and ignore them.”

**LISA FRIEDLANDER, Chief Revenue Officer at NEXT.Law**

