



Chief Knowledge and Innovation Officer Discusses the Rewards of Being an Early-Adopter

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In a byline article published in *Peer to Peer*, **Evan Shenkman** writes about the rewards of being an early adopter of technology offered by legal tech startups. Evan explains that “the rewards of forging those relationships early on far surpassed the risk and price of admission, providing exclusive benefits to my firms, to their clients, and to me personally.” He goes on to explain that the benefits of early adoption are exclusivity, customization of the tool in your favor, sweetheart pricing, BFF-status, and marketing buzz. And he believes that these potential benefits are often worth the risk of engaging with the startup and taking the chance to participate in a demo of their product.

To read the article visit [*Peer to Peer*](#) (ILTA’s Quarterly Magazine).

Related People



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