

University of Padova, 4cLegal Legal Day

4cLegal: The innovation of the Legal Market 4.0

The constitution of 4cLegal

4cLegal was founded by **Alessandro Renna**, who graduated in 2003 with a mark of 110 cum laude at the University of Genoa, discussing a thesis on Company Law with Prof. Avv. Franco Bonelli as supervisor (conferred the dignity of printing). Former **lawyer** at Bonelli Erede, Dewey & LeBoeuf, Grimaldi, Gattai Minoli Agostinelli, after a secondment abroad (Chicago) and experiences as a consultant in Allianz SpA, in 2014 he founded 4cLegal, of which he is **CEO and Chairman of the Board of Directors**.

The founding principles

4cLegal has been founded in an attempt to innovate the legal market in a useful and concrete way, at the Italian level in the first place and internationally in the second place. 4cLegal's mission is to create a legal market whose founding principles are: **openness, transparency, competition, meritocracy, symmetry information**. This is possible thanks to the use of **technology** as an **enabling factor of change**.

The marketplace www.4clegal.com

The **first digital marketplace for corporate legal services in the world** was born in 2014 with 4cLegal: through the www.4clegal.com platform, companies can carry out comparative procedures (so-called "**digital beauty contest**") inviting specialized law firms to formulate professional assistance offers containing information about experiences, skills, organization of the law firm and costs of professional assistance. It is the company that chooses which law firms to invite to their digital beauty contests and to choose, among the participants, the one to be entrusted with an assistance assignment (often with personal meetings in-depth study). Each studio benefits from a dedicated space in the platform where it can present its own activities and distinctive aspects. **Several hundred companies and professional studios** are currently part of the marketplace www.4clegal.com.

Activity in the public sector

The digital beauty contest developed by 4cLegal realizes key principles for all organizations, such as **transparency, traceability, competition, impartiality**. These principles are binding for public operators, for which 4cLegal has developed customized platforms for the creation of lawyers' registers and beauty contests (eg Metropolitana Milanese S.p.A., ANAS, GSE, Umbra Acque, Friuli Venezia Giulia Strade, ISMEA).

The community in the legal market

In 2017, 4cLegal published a new website creating the **Talks** section (4cLegal Talks) and enhances its communication on **social networks** (especially LinkedIn, recently adding Facebook and Instagram). These operations led to the creation of a **vertical community** - interested in legal market issues - which grows from month to month and includes many tens of thousands of followers.

4cLegal Academy

4cLegal launched in 2018 the first Talent dedicated to the legal market. **Five young law graduates** faced **eight concrete cases** regarding four primary companies (Sorgenia, Magneti Marelli, ANAS, IBSA Institut Biochimique) and four leading professional firms (Deloitte Legal, Nctm Studio Legale, Carnelutti Studio Legale Associato and Puccio Giovannini - Penalisti Associati). The winner of the Talent has been awarded **Legal Talent of the Year**. The initiative - the web series is accessible at academy.4clegal.com - focuses on a new legal market in which a healthy competition on concrete cases lets bright and promising young people approach an **important** and **beautiful** market, represented in a **completely new narrative form**.

The first winner was **Silvia Bernardi**, graduated at the School of Law at the University of Padova.