Press Release

Theory and Principle and Sente Advisors Launch Map Engine
New app helps law firms and other organizations to easily and quickly
visualize multi-jurisdiction data.

New York, New York—APRIL 20, 2021—Theory and Principle, a legal technology product design and development agency, and Sente Advisors, a legaltech innovation consultancy, today announce the launch of Map Engine, a joint venture between the two companies.

Map Engine is a tool that allows users to easily upload a spreadsheet containing jurisdictional data and instantly generate a beautiful interactive map visualization. The user is provided both a link to a unique URL to share the map and a code snippet to embed the map in their websites, blog posts, or client portals. Maps can be secured with a passcode or made available publicly.
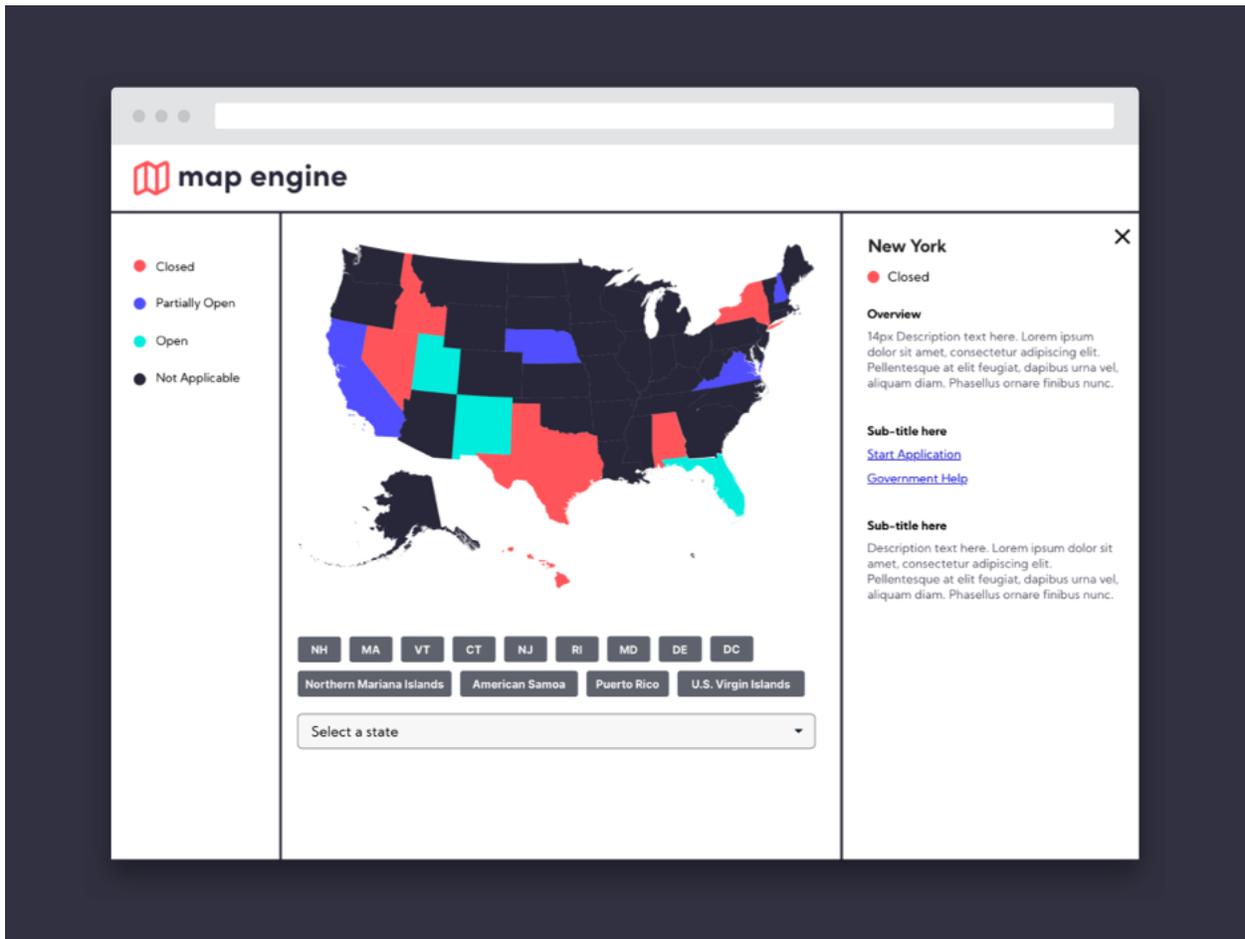
Ryan McClead, the CEO of Sente Advisors, explained: "A number of our law firm clients were looking for an easy way to generate maps from the voluminous state survey data they were collecting. The options on the market were either too expensive, unnecessarily complex, or ill-suited to their particular use cases. We saw an opportunity to fill a real market need, so we turned to Theory and Principle to help bring Map Engine to life."

"When Sente Advisors came to us with their idea, we set to building the simplest, most attractive map visualization tool on the market," noted Nicole Bradick, CEO of Theory and Principle. "Working with Sente and several prominent law firms, we took care to fully understand the firms' needs and use cases. Our first version of this application is designed and built to instantly provide value to firms delivering all kinds of 50 State Survey data."

Map Engine is currently available to visualize data related to the United States and its Territories. The product will soon include maps for Canadian Provinces and Territories, European Countries, and US Federal District Courts. Additional map templates for State Counties, Greater Municipal Areas, and other regions will be added over time, and as requested.

The product is sold on an annual subscription basis, which includes an unlimited number of maps from a single template (i.e., U.S. States and Territories). Each additional template will be a subscription add-on.

A preview of the application as well as a demo video can be viewed at www.map engine.io.

About Theory and Principle
Theory and Principle is the preeminent legal technology design and development agency. The company provides end-to-end product support for law firms, legal tech companies, legal aid organizations, and more. Focused heavily on user experience design, Theory and Principle's mission is to improve the legal experience for all through thoughtfully designed digital products.

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About Sente Advisors
Sente Advisors provides "Innovation as a Service" to law firm Knowledge Management and Innovation teams. With extensive experience working in law firms and legaltech companies, and access to a wide array of commonly licensed legaltech platforms, Sente is uniquely positioned to provide rapid prototype solutions, evaluate new tech purchases, and to advise teams on everything from "building a culture of innovation" to navigating internal firm politics.

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