

Onefourzero Disrupts M&A Advisory with Robin's Legal Solution

Find out how onefourzero transformed contract negotiations and standardised preferred positions across their business with the help of Robin.

onefourzero



About onefourzero

[Onefourzero](#) is an award-winning specialist in digital and commercial M&A consulting. They assist private equity firms, portfolio companies and brands using tech-enabled analytics tools combined with human judgement and deep sector insight.

The Challenge

Onefourzero recognised the need for a better approach to negotiating their legal documents like engagement letters. Besides finding them time-consuming, leadership also had limited visibility of positions, with some agreements ending up with non-preferred terms.

The Solution

Onefourzero was searching for an intermediary, like Robin, to assist with demanding negotiations. They were seeking a solution that would help their teams formalise decision making and standardise terms across the business.

[Robin](#) onboarded onefourzero quickly and created a playbook of their preferred terms and positions. Once this was set up, Robin's lawyers led onefourzero's negotiations with M&A counterparties to ensure the most favourable outcomes were reached.

"The process of onboarding with Robin allowed us to reflect upon our own review process."

- Fleur Hicks, CEO onefourzero

Onefourzero benefitted from the prompt communication and responsiveness of Robin's lawyers by having a legal team available and ready to respond within 24 hours.



"The Robin team made it feel like we had a full in-house team, rather than external support."

- Fleur Hicks, CEO onefourzero

The Results

The playbook created by Robin was important for onefourzero's internal needs. The codification of acceptable terms and a structured approval process was invaluable. The playbook now holds every team member to account within the company.

If your organisation is experiencing painful contract inefficiencies and inconsistencies with NDAs, engagement letters, service agreements or ISDAs, [get in touch](#) with our team to see how Robin can help ease points of friction.