

OC Startups Now

NEWS: Attorney Focused on Amicable Dispute Resolution Launches Startup That Provides Negotiation Strategies



Ellie Vilendrer, founder, Thrivir

NEWS: Attorney Focused on Amicable Dispute Resolution Launches Startup That Provides Negotiation Strategies

by Deirdre Newman October 23, 2018 Home, Innovation, News

An OC attorney launched a company that provides negotiation strategy to business leaders, lawyers and other professional negotiators.

Ellie Vilendrer, launched Thrivir. She's a business attorney who's licensed in California and Minnesota. It's her third startup.

Her new company is underpinned by the field of behavioral economics, which has captivated her for as long as she can remember. After spending 12 years as a practicing litigator and corporate attorney, she said she made a poignant observation.

“Business disputes are generally not resolved in an efficient manner,” she said. “And as a result, valuable relationships are often destroyed. Both in negotiating resolutions to disputes and in negotiating business deals, joint gains often go unrealized, so the best deal is not achieved.”

That observation catalyzed Thrivir, with HQ in Irvine. The startup makes money via its customized programs, and an online training video available to watch for a fee.

Relevance

85% of one’s financial success is due to skills in “human engineering,” Vilendrer said, noting research from the Carnegie Institute of Technology. Therefore, personality and the ability to communicate, negotiate and lead is critical, she added.

And, she noted the following from from “Creating a World-Class Negotiating Organization Built to WIN”: “Negotiation is such a potentially rich, and under-exploited, source of competitive advantage and an innovation domain. . . transformative for organizations beyond the realm of negotiations, honing strategy and identifying new sources of value in relationships with customers, suppliers, and partners.”

Ripe for Innovation

Plus, the field of law is ripe for innovation, according to Vilendrer, who’s a member of the ABA.

After spending part of her career working in litigation, she noticed how wasteful it can be. She decided she wanted to help parties obtain more valuable outcomes so she founded her first startup, Vilendrer Law PC, focusing on efficient dispute resolution.

Her practice serves a wide range of regional, national, and international businesses in the areas of IP, commercial dispute resolution and corporate law.

She brings a collaborative approach to business disputes, in a way that’s mainly only seen in family law.

Survey on Website

To help promote this approach, she’s conducting a national survey on dispute resolution.

The goal is to discover how lawyers can optimize the outcome of litigation, so that she can continue to share with her peers her findings of what she believes is best for the future of law.

No Stranger to Startups

She’s no stranger to startups, also having co-founded the tech startup, Hitsfu in 2014, with her brother. This company uses AI to help app developers make data-driven decisions to maximize ROI.