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This Firm Is Partnering With Law Students for New Business Ideas

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[William Gaus](#)

Will Gaus, Chief Innovation Officer of Troutman Pepper, was quoted in the *Reuters* article, [“This Firm Is Partnering With Law Students for New Business Ideas.”](#)

Will Gaus, chief innovation officer at Troutman Pepper, said in an interview this week that he was drawn to Richmond’s program because it’s a true collaboration between the firm and the law students, with about a dozen attorneys and staff participating on a weekly basis. The course will give Troutman Pepper a better sense of what’s important to the next generation of lawyers and potentially identify business improvements, while also giving law students an understanding of how firms work, he said.

“I want students to be exposed to the industry and a firm so that they can make the best choice for themselves moving forward, and help them guide their career path,” he said.

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“The real meat of it is going to be the legal design challenge,” Gaus said. “Through this interaction between the firm and students, the students will help us identify a number of areas that they think we need to solve — areas that the firm can improve on or move the needle on.”