

DocuSign helps On Second Thought get critical contracts signed quickly.

Contracts can be red-lined and customized efficiently to meet each unique transaction needs. DocuSign helps On Second Thought operate in a fully digital business landscape.

Summary

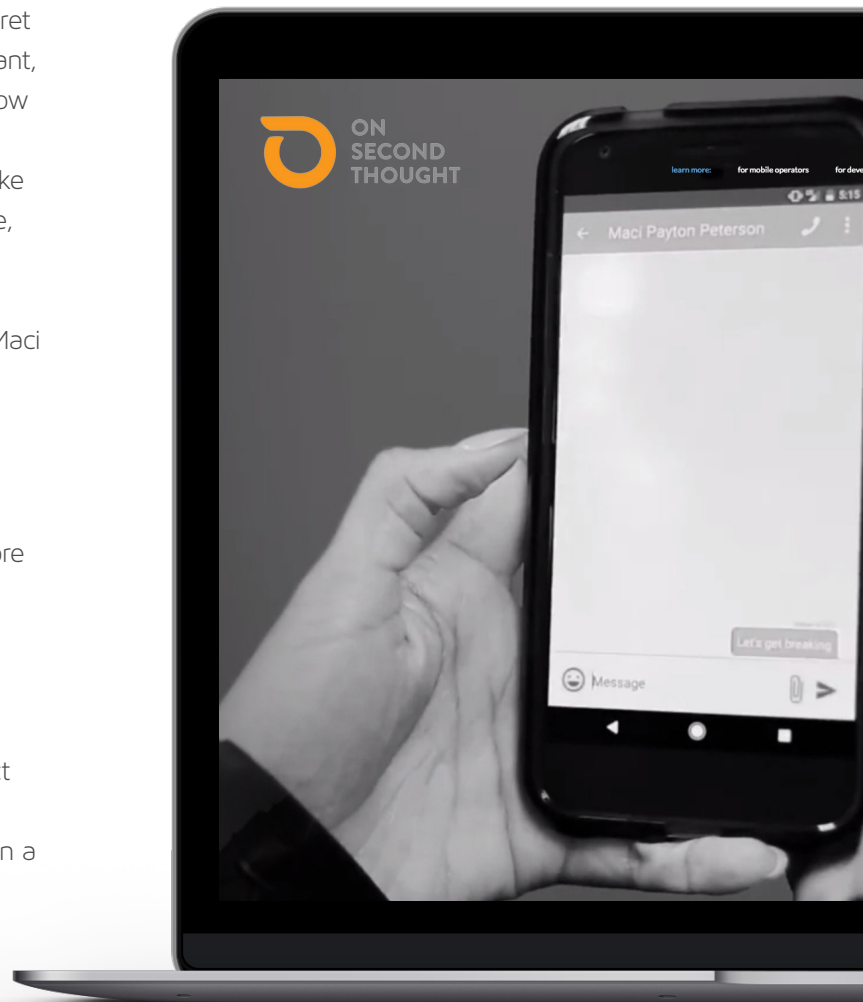
We've all been there. You send a text message, only to regret what you said, thought it didn't come out the way you meant, or that annoying auto-correct made unwanted changes. How do you get that text back? Well, there's an app for that.

On Second Thought is making it possible for anybody to take back an undesired digital message on just about any device, without the recipient ever seeing it. "We found that 71% of people sent messages that they wanted to take back, and 87% of people wish they had the ability to do it," explains Maci Peterson, Co-Founder and CEO of On Second Thought.

Challenge

On Second Thought is one of those innovative, fast paced, cutting-edge Silicon Valley companies that are providing a highly desired product that has never really been seen before in the general marketplace. But rapidly implementing new technology and outpacing potential competitors requires lightning fast decisions as well as agile and able digital business solutions.

On Second Thought needed a digital signature and contract solution that is reliable, flexible and fast. "I couldn't imagine having to run a business in a totally paper world - or even in a fax world," says Peterson.



Results Achieved

- ✓ Contracts can be completed and agreements made in as little as 15 minutes
- ✓ More flexibility to customize or change contracts as needed
- ✓ Speed and ease of use

Establishing a business model based in a traditional paper-laden process was never even in consideration. Perhaps one of the bigger issues was not the choice to go digital from the very beginning, but how to interface with business partners who still insisted or relied upon paper contracts, agreements and signatures. "We've had some older investors who don't like anything digital, so we have to FedEx to sign and then FedEx it back. It's such a pain in the butt," Peterson says.

Solution

On Second Thought chose DocuSign from the on-set. DocuSign is the industry leader, and besides, Peterson trusted it from personal experience. "Early in my career someone sent me something via DocuSign and I had to set up an account. It worked really easily and I've been using it ever since. I have been using DocuSign for about 8 years or so," she remarks.

Results

On Second Thought found the perfect partner in DocuSign. "DocuSign just makes it so easy to upload the documents, put in the indications for signing and send it off. We can cut the agreement process down to about 15 minutes if everyone is ready to do it," describes Peterson. She goes on to add, "There are a lot of ways we use DocuSign. One is for fundraising. We use DocuSign to send our agreements to investors. We've used it to send to our clients. We have started licensing our technology to other messaging apps - Telco's, document transfer platforms, social media platforms, etc. So, for all of our agreements we send them via DocuSign. We also send all of our employment agreements via DocuSign," she explains.

Not only is DocuSign fast and reliable, but contracts can be amended as needed with ease. "That's really helpful when we are discussing things with our attorneys and going through a lot of red lines with clients and investors," says Peterson. "DocuSign has been really great because we can even void contracts. The other day I sent someone a contract that needed to be updated. Rather than needing to

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- **Maci Peterson, Co-Founder and CEO, On Second Thought**

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void it or cancel it I could just swap the documents and the appropriate document was still in her email," she recalls.

On Second Thought is thrilled to be a DocuSign user, and looks forward to potential additional use cases and the newest solutions coming from DocuSign.



About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

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