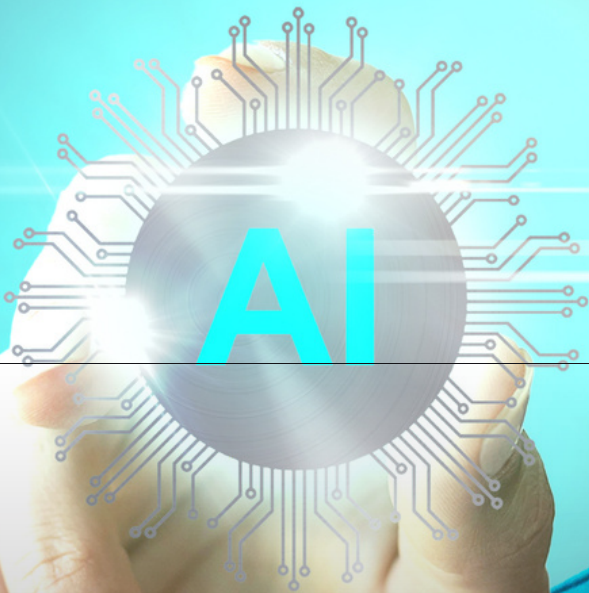


THE DEFINITIVE GUIDE TO LEGALTECH STARTUPS

2023 EDITION

Artificial
Intelligence
Did You Think
It Would Be
Easy?



Resources for
LegalTech
Buyers
Enthusiasts
Investors

44 COMPANIES
YOU SHOULD
KNOW

Product-Led Growth | Automating the Law Firm | Pivoting in Legal

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August 2023

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**The Definitive
Guide to
LegalTech
Startups**



From the Editor

Dear Readers,

A warm welcome to The Definitive Guide to LegalTech Startups 2023! I'm thrilled to have you join us on this exciting journey.

In an era where technology is radically transforming legal practice, we find ourselves amid an innovation explosion. New startups are emerging, existing ones are growing, and together they're redefining the way we think about the future of legal.

Our goal with this guide is simple – to shine a light on the work of these incredible companies. While some startups grab headlines, there are many others quietly changing the game. Startups are the hard-working engine that keeps the global economy growing. This guide is our tribute to these unsung heroes.

Over the past months, we've conducted extensive outreach across LinkedIn, email, WhatsApp groups, affinity groups, and more, inviting startups to be part of this publication.

We adopted an 'opt-in' approach to ensure accuracy and respect for the companies' privacy. No lists or databases were scraped – every piece of information comes straight from the source.

I must acknowledge that despite our best efforts, we certainly haven't captured every LegalTech startup in this issue. However, our omission of any such startups is not an oversight, but a reflection of the challenge of encapsulating the full breadth of this dynamic industry.



We hope that The Definitive Guide to LegalTech Startups 2023 serves as a valuable resource for entrepreneurs, investors, legal professionals, and technology enthusiasts alike.

We believe in the power of these innovators and are committed to giving them the recognition they deserve.

In closing, I'd like to extend my heartfelt thanks to the thought leaders who contributed their unique perspectives via original articles, and to the companies and leaders who took time from their busy schedules to be a part of this inaugural initiative.

I look forward to exploring this ever-evolving world of legaltech with you.

Warm Regards,

A handwritten signature in blue ink that reads "CWGriffin". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Cheryl Wilson Griffin
CEO, Legal Tech Consultants

Product-Led Growth and Legal

Why Can't We Be Friends?

words

by Cheryl Wilson Griffin



In the bustling world of startups, navigating the path to success is akin to threading a needle in a digital hurricane. Everyone's hunting for the magic strategy to skyrocket growth, and lately, there's been quite a chatter about "product-led growth" (PLG).

For those unfamiliar with the terminology, PLG is about letting the product be the hero. If you've ever subscribed to a product after a free trial or signed up for a freemium account, you've experienced a product-led growth strategy.

Instead of traditional sales teams going door-to-door with rehearsed pitches, the product itself becomes the main magnet, pulling users in with its inherent value and undeniable charm. It's like inviting someone to test-drive a luxury car; once they feel the leather seats and experience the smooth ride, they're halfway sold.

But, the rise of PLG isn't a fad dreamt up by our friends in Silicon Valley. Instead, it's about delivering a product that the people who do the work love. In its purest form, it's product democracy. And it's not going away.

So, is it possible? Can PLG companies and legal learn to love one another?

It depends.

Law Firms: What's In it for You?

If the last year has taught us anything, it's that the pace of change in legal is only going to heat up. As firms consider what strategic changes will best prepare them for the future of legal practice, maybe it's time to consider how we select the technology our lawyers will use.

Twenty years ago, almost every single technology a law firm used was licensed and deployed enterprise wide. WordPerfect, the Microsoft Suite, timekeeping – these are tools that provide utility universally across your user population. Today, tools are not only practice-specific, but also job-specific within the practice, creating additional complexity using top-down evaluation methods for deciding which tools are right for your firm. Even where a firm does have an experienced lawyer leading a firm's innovation initiatives, a recent study by the Thomson Reuters Institute found that 1 in 7 of those leaders self-identified as a 'laggard' in relation to technology.

While the top-down selection methods do have their merits, there's a compelling argument to start integrating more user-selected products into the law firm tech stack. Just think about it: attorneys and their teams are on the ground every day, dealing with the nitty-gritty of cases and client interactions. They're uniquely

positioned to identify which products would be most beneficial in streamlining their work. And, when users have a say in the tech they utilize, they're naturally more engaged and invested in maximizing its potential. It's like letting chefs pick their own knives or artists their brushes. When you let lawyers and paralegals, who are closest to the work, evaluate and select the tools they use in their day-to-day, you get... wait for it... adoption!

As the pace of change continues to quicken (AI anyone?), firms can't afford to be unprepared. The good news? With a few strategic tweaks, law firms can gear up to harness maximum technological flexibility, setting themselves up to not only embrace PLG products but also any other groundbreaking tech that's just around the corner. Think of it as future-proofing your firm. By making these changes, law firms ensure they're not just reacting to tech advancements but actively integrating them, leading the charge in the modern legal landscape.

After spending more than a dozen years in BigLaw and about the same as a vendor, I've had a chance to see both technologically progressive and stagnant firms. Firms that struggle to deliver even well-established technology to their lawyers tend to have one thing in common – a maniacal commitment to outdated security principles. If you want to be prepared for new technologies, here's where to start.

Ditch the castle and moat security model.

Let's have a real chat about that classic "castle and moat" security approach. While it might sound all medieval and majestic, it's kind of like relying on a horse and carriage in the age of electric cars. Here's the deal: the old strategy of just building massive digital walls and moats around the four walls of your firm doesn't cut it anymore. In today's dynamic digital landscape, attackers have drones, metaphorically speaking. They can fly over those walls and find a tiny chink in the armor. What's more, this rigid approach actually makes it trickier for you to adopt and secure all your products and services, especially those in the cloud. What you need is a



more agile, responsive defense strategy that evolves with the threats. And guess what? This change not only beefs up your defenses but also makes tech integrations smoother.

Stop using SOC2 and ISO27001 certifications as a proxy for security.

More real talk. Demanding ISO and SOC certifications is not making your firm any safer. I've worked at both manufacturing and tech companies who've earned these certifications and I've worked at companies who've never even thought about it. The difference? IMHO, almost nothing. The same foolishness goes on whether certified or not. I doubt the type of security you're looking for is the kind that is fulfilled via a checklist, but that's what your policies and protocols drive your vendors to focus upon.

In years past, companies might wait 5+ years to seek out a SOC2 or ISO27001 certification. This was a valuable measure of a company's practices because they would be tested at full scale with all the products, offices, employees, and systems of a mature company. But because of the belief that these certifications are a free pass into BigLaw, it's commonplace for a startup with 2 or 3 employees and no customers to get certified.

Security risk is always relative to the product or service, the data involved, the systems it connects to, and your firm's risk tolerance. A generic certification cannot appropriately weight or mitigate risk.



Startups: Let's Get Serious

If you're contemplating a PLG strategy for your legaltech offering, you're poised to venture into largely uncharted territory. As of now, there's no shining beacon of a company that's struck gold using PLG in a complex and highly regulated sector like legal.

This doesn't necessarily mean it's an insurmountable task, but it certainly demands a blend of vision, perseverance, and strategic agility from any company bold enough to tread this path. Proceed with extreme consideration and caution.

The success of any PLG strategy is inherently tied to the ability of a potential customer to find the value of your product quickly and without the help of your company's people. The entire experience must be self-serve. In legal, this necessarily means that your core value proposition cannot rely on integrations with firm systems. Your enterprise plans can, of course, generate additional value for users by removing friction between your product and document management, time and billing, and other core firm systems. But, if your legal users only experience the 'aha' moment with your product when they connect it to firm systems, consider whether PLG is the right strategy for this market.

It's also worth noting that even if you do adopt a PLG strategy, you will need a sales team at some point. Breaking into the big leagues, like BigLaw, isn't just about having a shiny product. Think of it like trying to join an exclusive club; you can't just show up and expect to be let in, no matter how snazzy your outfit is. You need the right connections, the handshake, and someone vouching for you. That's where top-notch sales and customer success teams come into play.

Look at Slack, for instance. Sure, everyone loves the app, but when they want to charm the big corporations, they don't just rely on their cool features. They've got a squad that steps in, speaks the corporate language, and makes sure everything's a perfect fit. It's all about blending that killer product with a personal touch to make the big players feel at home.

One last thing to consider before you set off on this journey. Adopting a PLG strategy is not less expensive than a traditional sales-led growth strategy. One more time for the people in the back.

A PLG strategy is NOT less expensive than a traditional sales-led growth strategy.

Yes, in theory, you will be acquiring customers at a lower cost if you're successful. But, if you're choosing PLG because you're under the impression it will keep your costs low or that it will raise the multiple your company is ultimately valued at, you may be barking up the wrong tree. Where there is data available, most analysts agree that PLG companies spend more on sales and marketing and on research and development as a percentage of revenue. And, according to a recent analysis by venture advisor Raj Sarkar, valuation multiples are effectively the same for PLG and SLG companies. If your motive isn't spurred by market dynamics, it's worth questioning the rationale.

Startups: How can you make your PLG product more “legal-friendly”?



Don't be cute. Law firms behave much (much!) differently than other enterprises. While it's definitely a positive sign, having a pack of subscribers in a firm does not guarantee they'll upgrade to enterprise. Why? Because lawyers often pay for these subscriptions out of their own pockets and don't seek reimbursement. If you handle your individual subscriptions poorly, try to strong-arm the IT organization into an enterprise license, or otherwise behave smugly, you will lose. I have absolutely been at firms that have used technological means to block users from accessing certain websites and tools. *Pro Tip: Make it easy to 'scoop' individual subscribers, all their data, and usage history into an Enterprise plan when they do upgrade.*

Plan for personnel changes. With attrition rates hovering around 20% in legal, expect that many of your individual subscribers at any given firm will leave. Where users are subscribing with a business email, especially as members of a law firm, recognize that you're creating risk for that firm. The firm will want to get access to the departed user's account to retrieve client and firm materials and to ensure the user cannot access firm resources. If you sell a team-level subscription, make it easy for departing users to re-assign ownership to another member of the team or add a backup administrator. *Pro tip: Consider defaulting ownership of individual business accounts (those secured with a*

work email) to the business after a subscriber departs by including such language in your EULA.

Get out of Google. I'm sorry, I know. Though it's widely accepted outside legal, legal is incredibly suspicious of any Google product. The root of this distrust? Google policies allowing them to leverage virtually every piece of information introduced to its systems for its own purposes. In an industry handling some of the most confidential data in the world, Google is simply a non-starter. If you want to drive growth using a product-led strategy in legal, your best bet is to host in Microsoft Azure.

Pro tip: Integrate with Microsoft's Single Sign-On to simplify the user management experience for your firms.

Start out secure. Adopt Secure by Design and Secure by Default principles which mandate security be a foundational element of your product, not a nice-to-have. Features like multi-factor authentication and detailed logging should be built-in for all user types, and not an upgrade only available to premier users. It's a mistake to hold security hostage to force upgrades when you're selling to legal. Freely publish non-confidential information about your approach to security and privacy where anyone, not only paying subscribers or those willing to provide their email address, can access it. Have the material available in easily-consumable,

user-friendly language that a regular person can read and understand. And publish a separate, technical security document that will answer the more sophisticated questions likely to arise during an early-stage review by information security or IT professionals at the firm. It helps build trust at all levels.

Pro tip: Make the technical security documentation downloadable and make sure to date the document.

Let's Be Friends

Product-Led Growth is reshaping industries, and there's no reason the legal world should be left out of the party. There's enormous potential for law firms who make room for user-driven tools in their tech stacks, but it requires a two-way street of understanding. Companies adopting a PLG strategy must ensure they're developing an intimate understanding of legal, ensuring they're crafting features that genuinely resonate with the needs of legal professionals and align with the broader responsibilities of the law firm. After all, if both sides put in the effort, it's a win-win. The ultimate goal? A seamless fusion of PLG and legal that drives adoption, innovation, and client satisfaction.



Cheryl is an outcome-focused executive with over two decades of comprehensive experience pioneering new capabilities and products within the startup and legal ecosystems. She's the CEO of Legal Tech Consultants where she lends her unique blend of legal, technology, and business expertise to legal professionals and startups, focusing on transforming the legal sector through technology.

Join the Fabric of Confidentiality™

BeyondNDA has established the world's first business enablement network designed to allow you to exchange confidential information with member companies without needing to sign individual, one-to-one NDAs.

Founded by Chief Legal Officer, Ilan Hornstein, the goal is simple -- to finally eliminate useless NDAs! BeyondNDA is completely free to all participants.

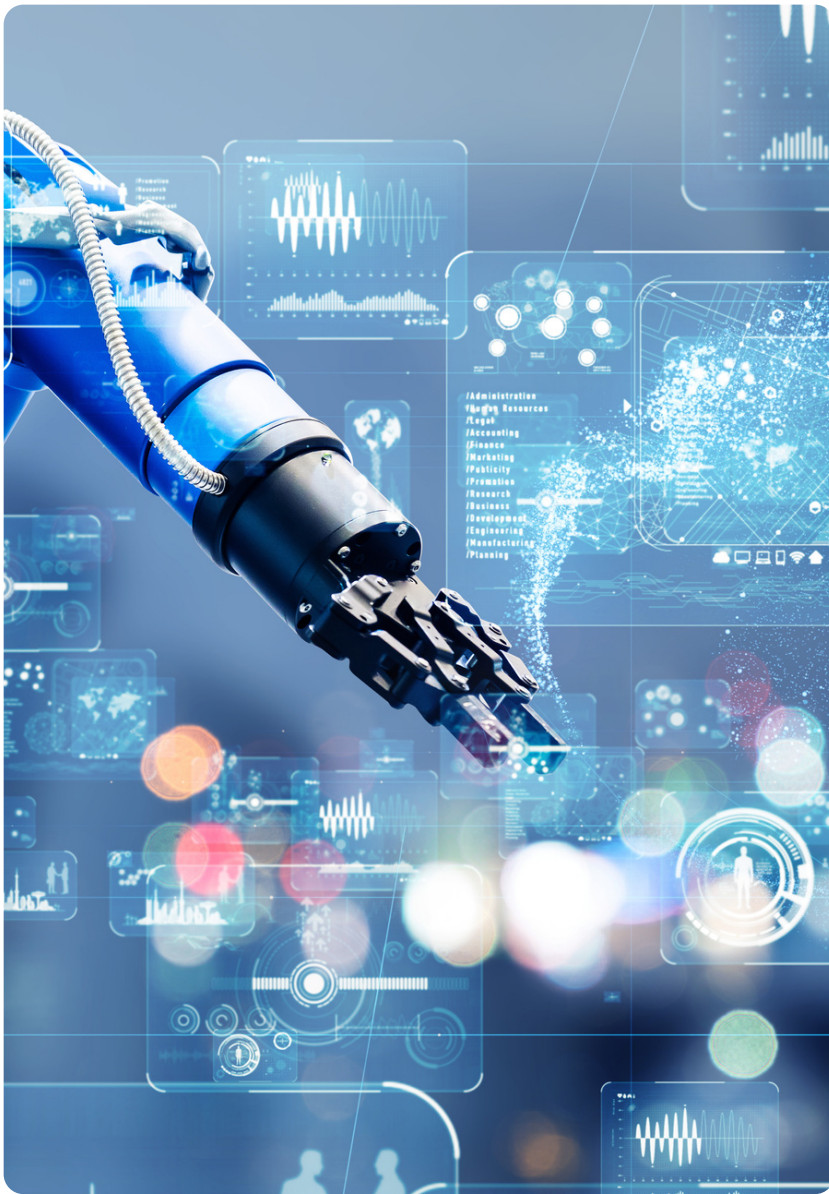
How It Works

Each company signs an identical pledge to protect the other member's confidential information, collectively creating a mutual non-disclosure arrangement. Unlike the agreements you encounter today, it does not favor the discloser or the recipient.

BeyondNDA secures each company's Pledge in a blockchain ledger. The blockchain is cryptographically secure and provides for an immutable ledger. The members-only area of BeyondNDA provides members a real-time view of the current membership state of all members. The promises can be enforced the old-fashioned way as an express third-party beneficiary. In short, it is as if each member had an NDA with every other member, without needing to sign individual NDAs between members.

For highly sensitive data like source code, formulas, and high-value trade secrets, BeyondNDA is designed to defer to any important NDAs that businesses elect to put in place. If you agree to stronger protections than those offered through BeyondNDA, those stronger protections control.

Learn more: BeyondNDA.com



Automating the Law Firm: Start Small

The rise of automation and AI will change how firms deliver and price their services, but it will take years to be factored into pre-existing tech stacks and business models. So what we can practically accomplish now?

by Bill Pierznik

The legal industry is witnessing tremendous growth in innovation. The rise of automation and AI represents a step change for how we will work in the future. This will be a slow evolution as new advancements must be factored into pre-existing tech stacks and business models. Eventually, though, these progressions will be adopted and will change how firms deliver and price their services. It will take years – but it will happen.

And that begs the question as to what we can practically accomplish now. Every day brings the release of a new practice-specific solution that touts “AI” (e.g., contract redlining, IP analysis and registration, entity formation, regulatory monitoring, and due diligence, just to name a few examples in the world of corporate law).

While these technologies are promising, there may be a gap between the current functionality and the point when they can be fully implemented in a manner that fulfills the promise and earns the full trust of the attorneys and paraprofessionals that make use of them. Considering this need for further development along with the hesitation of the industry to adopt new technologies, firms should start with a smaller and more practical approach.

In the short term the focus should be on automating

mundane and repetitive tasks in areas that do not directly and immediately generate revenue (i.e., administration and operations). Remove lawyers and paraprofessionals from manual workflows and enable them to complete substantive work more efficiently.

This may not be the awe-inspiring vision of an AI-powered solution that completes the most complex projects with ease, but it is very doable today and can dramatically improve speed and profitability. This approach also enables the firm to begin experimenting with innovation in areas where a misstep is not likely to have a profound negative impact. Additionally, automating the operational components of a firm creates a foundation that will continue to add value as practice-specific technologies are adopted and implemented over time.

But where to start? Within the legal industry the proverbial low hanging fruit for improvement is everywhere. First assume that not every aspect of the legal practice (including administrative tasks) can or should be automated. There is (and always will be) a need for human involvement in areas such as client relations. Those areas should be out of scope for initial automation efforts.

Next ask: Where do the most expensive resources (i.e., humans) spend a material



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amount of time on tasks that do not generate revenue? Every firm and practice is unique and presents its own challenges, opportunities and answers to this question. But no doubt that today we all perform tasks that can be automated.

We launched Macro just 3 months ago and we have already compiled (and continually update) a list of workflows and tasks where we believe automation holds promise. We have hired an integration specialist to advise us on what is possible and help prioritize our efforts. Our list is long, and the job will never be complete. But to provide a flavor for our approach, I outline below two of our top priority areas.

First, we attacked initial engagement and onboarding – our clients' first impression of us. Most firms follow relatively the same process

for every new client. We pitch the client, they inform us that they want to move forward, we collect some information about them, draft and send an engagement letter to be signed, receive the engagement letter, input the customer profile information into multiple internal systems, set up a call/video/meeting to discuss the client's business and the specific matter in more detail, collect the information from that meeting and then start to work on the matter.

This process includes at least 8 tasks (with several sub-tasks included) and none directly produces revenue. Additionally, all information gathered during this process is stored and processed in disparate locations (including, in some instances, in an individual's brain) which is hard to find later as we scale the team.

Why not automate the creation of a single digital source of truth (i.e., playbook) that captures all of the relevant client information, identifies the relevant points-of-contact, denotes where they sit on the risk vs. speed spectrum, includes product demos and describes how they approach legal decisions?

This can be done today with out-of-the-box technologies wired together to ensure that the client on boarding experience is seamless and data capture is comprehensive. The value is created not by buying more systems, but rather integrating those that are currently implemented.

Next consider how work is received and assigned. A large component of project management within firms still lives in segregated areas such as individual task lists, email and/or the head of the responsible attorney. This approach has not changed much over the past 20+ years and leads to inefficiencies, uneven assignment of work, and missed deadlines.

However, here too there exists the opportunity to combine together current solutions to address these concerns. In a different context, software

support and engineering teams have elegantly solved these problems by utilizing ticketing systems and tools such as Kanban boards to assist with prioritization and production.

At its core, a request made by a client to a law firm can be managed much the same as a request for a bug fix submitted to an engineering team. We should mimic their best practices and build an integrated workflow that automates work intake (via email, slack or form submission), populates the requested task onto a dashboard, alerts the responsible attorney that a project request has been received and then notifies the client when the work has been assigned and commenced. Again, all of this is possible with today's technologies and integration capabilities. It just takes the willingness to do it.

I am excited about the innovation in the legal space – so much so that we launched a law firm with technology and automation as our backbone.

It will take time and there will be hurdles, failures, and learnings but we do not need to wait. The administrative inefficiencies that exist within

all law firms today present an immediate and lucrative opportunity. The successful law firm of the future will take advantage of integrated solutions to not only improve the substance of the work product produced but also how the work is performed.

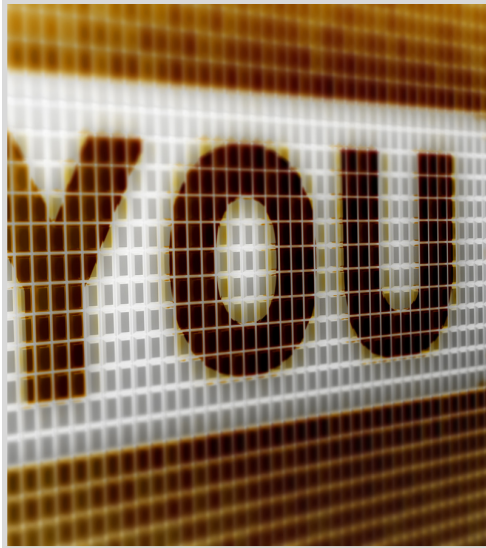
Start small with known operational pain points and existing technologies and build from there. There will be plenty of time to boil the ocean.



Bill Pierznik is the cofounder of Macro Law Group, a tech-enabled law firm. Over the past two decades Bill has held numerous positions both as outside and as in-house counsel working with companies pre-revenue through IPO. Additionally, he has held C-level business roles including COO and CEO of various start-ups.

Start small with known operational pain points and existing technologies and build from there. There will be plenty of time to boil the ocean.





The Power of Personal Branding

Fueling Early Growth for Startup Leaders and Co-founders

by Sameena Safdar

In the saturated legal technology industry, a startup's success hinges not only on a groundbreaking innovation (everyone is "changing the game") but also on the ability of its leaders to effectively communicate their vision and expertise. In this era of digital connectivity and fierce competition, leaders' personal brands can be crucial resources for driving early growth for their startups.

What is Personal Branding?

Before delving into the significance of personal branding, it is essential to understand what a personal brand is. Personal branding goes beyond a mere logo or catchy tagline, and it doesn't mean being an "influencer."

Instead, personal branding is the art of crafting a compelling and authentic narrative around who you are and the distinctive value you bring to the table. It includes what you're known for, your values, skills, accomplishments, and your superpowers (or "special sauce") that colleagues and clients love about you.

Personal branding showcases your expertise in the legal and technology domains while highlighting your passion for solving real-world problems, and it's a valuable asset anytime you're trying to sell people on a new legaltech solution or service. But founders must be especially tuned in to their personal

Founders' personalities often become the most well-recognized element of their company's identity.

brands because of how closely their personal stories, motivations, and beliefs are intertwined with the mission and purpose of their new company.

Founders' personalities often become the most well-recognized element of their company's identity until it's more established.

It's understandable that this happens - founders are inherently risk-takers, many of whom have left a stable career or invested their own funds to create something new, solve problems, and disrupt the status quo. The fearless and adventurous spirit associated with founders creates intrigue and admiration among us all. And, because successful founders like Steve Jobs and Elon Musk have become symbols of entrepreneurship and innovation in the public eye, media coverage tends to hyperfocus on founders, making your personal brand the best way to get the word out about your company. The benefits of honing and sharing your brand are endless.

Building Trust & Credibility

People trust people, not unknown companies. Personal branding is crucial

for early growth because it's critical to building your company's credibility. In the legal tech industry, where innovation is rapidly transforming the way legal work gets done, clients and investors want reassurance that they are dealing with capable and reliable leaders. Beyond that, attorneys have been trained to examine immediately any new opportunity for risks it may pose to their client and to skeptically kick the tires until assured it is safe.

An established personal brand can communicate professionalism, reliability, and expertise, a much better footing when attempting to win over potential customers, investors, and partners. If that is not convincing enough, know that research shows that consumers are 82% more likely to trust a company when their senior leaders consistently share their personal brands on social media.

Attracting Investors & Partners

A strong personal brand can be a significant differentiator for a legal tech startup looking to secure funding or forge partnerships. Investors and potential partners are more

likely to align with leaders who have a clear and authentic personal brand.

A well-crafted personal brand can help convey the startup's vision, growth potential, and the commitment of its leaders, thus making it easier to attract critical financial support and partnerships that fuel early growth. In a Stanford University working paper titled, "How Do Venture Capitalists Make Decisions?" researchers found that the abilities of a founder (and management team) were the most important



decision-making factor for investors. To catch the eye of investors, they suggest, "Founders and management teams doing the rounds in pursuit of investment... could give their chances a considerable boost by placing additional emphasis on their personal capabilities, passion, experience, and relationships..." Beyond that, people just want to work with people they know, trust, and like.

Relationship-Based Selling

As a founder, you will be tasked with selling to your early customers. In the fast-paced world of legal technology, building effective relationships is a key driver of success. A powerful personal brand enables startup leaders to connect with their target audience more deeply. By sharing their personal stories and experiences, leaders can create an emotional bond with clients, demonstrating that they understand their pain points and offering tailored solutions.

As legal tech startups often aim to disrupt traditional legal practices, building strong connections through personal branding is indispensable. Growing research supports this – sales representatives who use social selling to share their brands authentically outperform their peers by more than 23%.

Thought Leadership

In an industry driven by innovation and change, thought leadership can significantly impact your startup's trajectory. By honing and sharing your personal brand, you can position yourself as an industry expert and thought leader. And you can establish the talking points and issues that are relevant to your product or service. You can achieve this by writing articles, speaking at conferences, and posting summaries on social media. Merely curating and sharing

others' content on social media and engaging in discussions can help build and reinforce your personal brand. You'll enjoy the two-fold effect of showcasing how vital these issues are to you and highlighting how your company is approaching a solution. Such visibility not only elevates your company's reputation but also can open the doors to new opportunities, partnerships, and media coverage.

Attracting Top Talent & Building Loyalty

In the fast-paced world of startups, attracting and retaining top talent is key to success, and a founder's personal brand can prove to be a powerful magnet in this pursuit. One of a founder's key roles in the startup's early stages is bringing in people who will remain committed through the ups and downs. By authentically sharing their brand, founders put the right energy into the world, becoming a source of inspiration and connection for potential employees. In fact, 77% of executives surveyed recognize that a strong CEO reputation is a key driver to attracting top talent. When a founder displays their expertise, passion, and vision, they attract skilled individuals who believe in their mission.

Top leaders sharing their personal brands also fosters a sense of purpose and loyalty that drives employees to stay dedicated and aligned with

the startup's goals. A strong CEO reputation helps increase employee retention - helpful when budgets are tight, and you can't always offer salaries at the top of the pay scale or pay out hefty bonuses. Startups thrive on the passion and dedication of their team members. When leaders invest in personal branding, they lead by example, showing their co-founders and employees it's okay to be a full person.

A shared commitment to personal branding fosters a culture of transparency, accountability, and authenticity.

According to research conducted by Stanford University, founders seeking investment can improve their chances by highlighting their skills, passion, experience, and relationships.

Conclusion

Personal branding is fundamental to driving early growth for legal technology startups and their founders. In this digital age where human connection and reputation are

paramount, startup leaders who understand the power of personal branding can pave the way for enduring growth and impact in the legal technology industry.



Sameena Safdar is an innovation evangelist and digital media strategist who is the CEO and founder of Amplify Your Voice LLC. A former practicing lawyer, she spent years working in sales and marketing in large and small legal technology companies. She now helps companies and individuals define and hone their brands.



It's Not You. It's Them: Setting a Strong Foundation for Your LegalTech Marketing Playbook

by Minoo Razavi

"Yesterday!" That's my response when entrepreneurs ask me when they should start marketing. Whether you realized it or not, your marketing efforts started the minute you thought about your new venture. Your company name, your web address, your service, products, and features – they all feed off your marketing strategy. Or rather, your marketing strategy feeds into them.

The symbiotic relationship between a successful startup and its marketing strategy builds on two deceptively simple concepts:

- 1) knowing your audience, and
- 2) speaking to what concerns them.

Know Your Audience

Whether you're looking for funding, purchasing paid ads, or adding new capabilities to your product, your audience is at the center of everything you do. Painting your audience with too broad a brush and you'll not only waste time and money, but you'll also lose valuable opportunities to competitors who know your audience better. I can visualize a founder reading this right now and rolling their eyes, "Duh! I know who I'm selling to. Let's skip to the next step." Take a pause and hear me out!

Identifying your target audience may seem easy enough but the devil is in the

Target Audience: A group of consumers characterized by behavior and specific demographics.

Buyer Persona: A representative overview of a business's ideal customer drawn from data that makes up a target audience.

Segmentation: The grouping of customers with shared characteristics like age, industry, gender, etc. that allow a business to easily personalize its marketing, service, and sales efforts.

Value Proposition: The core of your competitive advantage. It clearly articulates why someone would want to buy from your company instead of a competitor.

details. As a founder, you may have a general idea of your target audience, but can you speak in detail about audience demographics, roles and titles, and decision-making dependencies? Or, if you do know your audience well, have you taken the time to articulate, document, and share these detailed buyer personas with your team? While it may seem like unnecessary administrative work if you're in the first steps of your newly established company, that couldn't be further from the truth.

As you get to know your target audience, you might find varieties in your target audience that make it hard to generalize it into a single definition. Good! The differences you identify allow you to segment your audience into groups that drive your sales and marketing strategy. You'll decide who will receive what messages and when based on this segmentation. As you work through this process, you'll quickly realize that not everyone can be treated with the same message or the same tactic.

It's difficult to overstate the value of codifying your target audience and buyer personas. And now that you've done it once, you'll be comfortable revisiting and refreshing it (at least) once a year.

It's Not About You

When developing your messaging, remember that it's not about you; it's about them.

Simply listing your product's features and how you do what you do won't turn potential customers into buyers. How your product benefits your audience, how it will make their day to day easier, or how it will alleviate a difficult pain point will make your audience take notice. That is your value proposition.

Your value proposition should articulate the benefits of your product or solution in audience-centric language. Let's look at this statement as an example: "Our cloud infrastructure expands to support an influx of data volume automatically." Notice that it focuses solely on the feature and not on how it benefits, or delivers value, to the customer.

The benefits-focused value proposition could be: "The size (data volume) variability of matters does not affect speed or performance of our data discovery suite. You can expect consistent performance as the volume waxes and wanes." That is the value this feature delivers to the customer.

If you're struggling to find the audience-centric language for your value proposition, here's a trick. Try practicing your elevator pitch without using the pronouns "I," "we," or "us." Watch how your message changes once you take the focus off yourself and are forced to articulate your value based on the customer's perspective. Nailing your

value proposition is the best way to convert prospective customers to buyers!

Conclusion

Even if you aren't ready to hire your first marketer or salesperson, setting a strong marketing foundation puts your business on a much more efficient and effective footing from day one. In sum, know your audience well. Put yourself in their shoes and pay attention to the details.

Stay focused on the customer and their problems and needs, and use customer segmentation to ensure you deliver the right message to the right prospect at the right time.



Minoo is a serial founding digital marketer who thrives at the intersection of technology, communication, & culture. With strategic vision, she engineers marketing infrastructure to effect and sustain growth through accelerated change in B2B SaaS companies. Whether at a start-up, or a company in a growth surge, Minoo fosters intersectional collaboration enabling Product, Marketing and Sales to grow market share and break into new audience segments.

The Art of the Pivot

The founder of tech startup Dashboard Legal talks about how principled vision led him to make big changes in his career and at his company.

by Mat Rotenberg

In the last half-decade, I have undertaken two substantial professional pivots. Initially, I transitioned from a corporate M&A lawyer to a LegalTech founder four years ago. Then, more recently, I undertook another pivot with my company, Dashboard Legal. Both ventures were risky and intense. However, they were indispensable catalysts for growth, success, and personal fulfillment.

As suggested by the title of this piece, pivoting leans more towards art than science. Bolstered by a potent vision, the flexibility to adapt, and the prudent leverage of prior experience, pivoting can prove instrumental in unlocking groundbreaking success.



History is rife with luminaries such as Albert Einstein, Martha Stewart, Jeff Bezos, Julia Child, and Arnold Schwarzenegger, who used pivotal moments to catapult them to stratospheric heights. Similarly, companies like IBM, Apple, and General Motors owe their prolonged success to strategic pivots.

Every triumphant individual or company can trace their journey back to a pivotal decision that triggered their significant breakthrough. Generally, the successful implementation of a pivot hinges on three themes:

- 1) Articulating a vision for principled goals
- 2) Leveraging past experience and expertise
- 3) Remaining flexible to identify and seize opportunities in adjacent areas.

I'm certainly not comparing myself to these titans. I just used the same principles on my journey. I took key knowledge (not of the law but of the process), key learnings (a client showing me Asana for the first time) and used these tools to create something I believed in my gut was valuable. Something that would help lawyers and make their lives better. That continues to be our guiding principle at Dashboard Legal today.

Vision

Stephen Covey, in his book

"7 Habits of Highly Effective People," introduced the concept of 'Begin with the End in Mind.' This principle promotes proactive and deliberate alignment with a principled goal, rather than merely reacting to unfolding events. By envisioning your desired destination, you can forge a path towards it in an organized and efficient manner. This principle emphasizes the importance of concentrating on values and vision to forge a clear sense of purpose and direction. The crux of this principle is not mere success or wealth accumulation; it implores individuals and organizations to contemplate their ultimate goals and legacy, aligning all actions, behaviors, and decisions to this end. How do you want to add value to the world? To change something meaningful?

As an illustrative example, consider railroad companies of the 20th century: If Union Pacific had the principled goal of transporting people, instead of building faster trains, they might own the airlines today. This can apply to everything you do, not just a major career change or company maneuver.

I remember finishing a major M&A deal and looked around the metaphorical table and said, "Who got value from what we just did?" I honestly had no idea. It was the accumulation of many moments like this that led me

to realign my career around a more principled vision.

Done correctly, this makes decisions easy. Does it align with my values? With my direction? Yes? Go for it. No? Don't. Stay strong and stay on the path. You may not know the exact steps to get there, but by beginning with the end in mind, you can be intentional about your ultimate goals.

Leveraging Prior Experience

Drawing on my seven years of legal practice, I understood the inefficiencies and monotony embedded in modern legal processes. I employed this knowledge to create something innovative. And you can do it too. What do you enjoy? What do you know really well?

Consider the life stories of Ray Kroc, Martha Stewart, and Julia Child. Kroc transformed from a milkshake machine salesperson in his 50s to the owner of the first McDonald's restaurant, ultimately making it a globally recognized franchise. Stewart parlayed her catering hobby into a successful lifestyle empire, and Child pivoted from her job in media and secret intelligence during World War II to become a renowned chef and cookbook author.

Flexibility

No matter how potent your vision or how unique your insight, unforeseen challenges will arise. Your market fit is

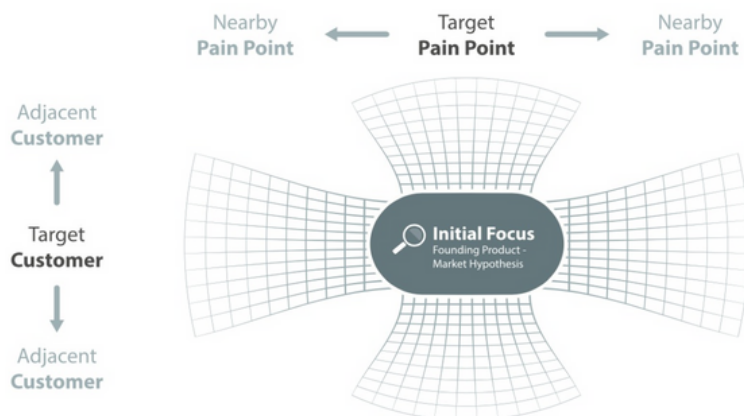
determined by your customers, not by your desire to succeed. While principled vision is crucial, it's equally important to recognize where your product can provide the most value, identify related opportunities, and adjust your trajectory accordingly.

At Dashboard Legal, we've termed this process "customer discovery." We consistently strive to understand who can make the best use of what we're building, and tailor our product to meet the demands of that specific audience. Embracing humility and curiosity is essential, even when it means redefining the path for your existing company, product, or team.

Our Pivot at Dashboard Legal

Dashboard Legal initially emerged as an email tool. Despite an enthusiastic reception, we discovered that overhauling lawyers' current email client and adding project management, internal chat, and a new document access method was simply too overwhelming.

By refocusing on our core strength, project management for lawyers, we gained significant traction with associates. This makes sense because we only updated one key process (checklisting) with an obvious and easy upgrade. Benefits then accumulate as lawyers use more and more of our solution. This was a turning point that we've capitalized on over the past 12 months.



Jee, B., & Mok, T. (2018). Survival to Thrival: Building the Enterprise Startup - Change or be Changed.

We built on this momentum by building new solutions for partners, who weren't getting into the nitty gritty project management features.

So, we asked them. Lots of them. How could we be most helpful? Universally, they said a version of partner snapshots – "who's doing what, and where do things stand with specific matters. Oh, and I have 30 seconds to get up to speed."

Over the past 3 months we've been building this partner solution, and after a successful beta with a few customers, we released it to market earlier this month.

The nature of a pivot can vary greatly. While some might be as drastic as Slack's transition from a gaming company to business communications, most pivots tend to be more subtle. They capitalize on the learnings from initial assumptions, then use that knowledge to craft something superior. Mastering the art of the pivot could be the key to

your success story, both personally and professionally. With courage, curiosity, and humility you can achieve anything; indeed, most successes have been built on these foundations.



Mat Rotenberg is the CEO and co-founder of Dashboard Legal, a workflow and collaboration platform for attorneys. Mat spent 7 years in NYC BigLaw before launching Dashboard Legal. He is passionate about harnessing technology to make lawyers' lives easier and their interactions more rewarding. Mat is also a music producer (check out his album on Spotify), loves skiing, live music, and triathlons.



The Definitive Guide to LegalTech Startups

Dive into this comprehensive resource tailored especially for our dynamic legal sector. It's fascinating to note that many of these innovative founders and Startup Leaders are, in fact, our former colleagues and peers from the legal fraternity. Their intimate understanding of the challenges you face and the tasks at hand is unparalleled. Whether they're fresh off the drawing board or already commercially established with a roster of satisfied clients, these startups have something for everyone. Their diverse range of products and services cater to both mammoth law firms and individual practitioners. Whether you're seeking assistance with marketing, drafting, workflow automation, or anything in between, you're in the right place. Embrace the future of legal work right here!

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JUST THE FACTS

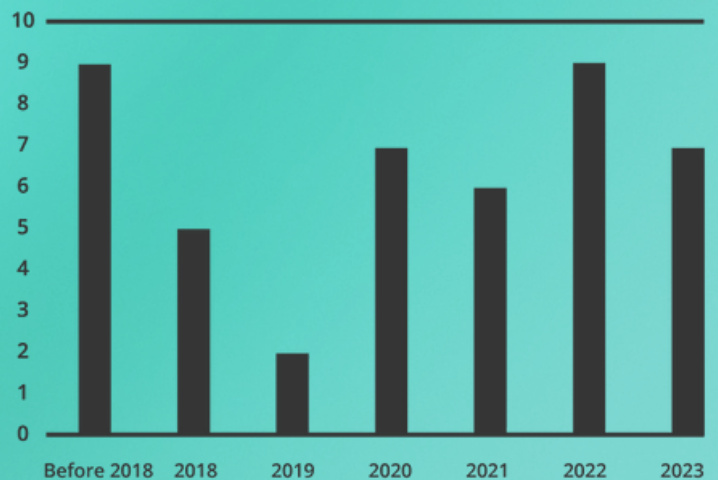
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FEATURED STARTUPS

COMPANIES BY STAGE



COMPANIES BY YEAR FOUNDED





AllDrafts

alldrafts.com

Founded: 2022

Stage: Not Applicable

Target Audience: Solo and small law firm lawyers

Commercial State: Beta

Pricing: \$84/mo intro, \$167/mo

Competitors: Outlaw, Spellbook

About: AllDrafts helps you draft better contracts, faster. When it's easier to draft, to edit, to collaborate, to analyze, and to sign, it's done faster. Faster means less friction. Less friction means clients are more likely to use a contract than to skip it, more likely to get the contract terms they need, and more likely to understand it. AllDrafts takes over the tedious mechanics of contract drafting – indents, formatting, copying and pasting, revision tracking, comments, document sharing, etc. – so you can focus on the content.

Learn More: alldrafts.com

altaclaro

AltaClaro

altaclaro.com

Founded: 2017

Stage: Seed

Target Audience: Law firms

Commercial State: Available

Pricing: By Request

Competitors: Primarily internal training programs

About: AltaClaro is an experiential training platform for lawyers, following a learn-by-doing and feedback model. All of our courses are designed by practitioners, for practitioners, with one goal in mind; to get associates practice ready and augment internal training programs that already exist within firms. All of our instructors have practiced for 10 or more years in AmLaw 100 firms or are still practicing. AltaClaro's faculty is committed to teaching with the highest level of quality and standards.

Learn More: altaclaro.com

Amplifi Ops

Amplifi Ops

amplifiops.com

Founded: 2023

Stage: Pre-Seed

Target Audience: Legal operations leaders

Commercial State: In development

Pricing: By Request

Competitors: Wrike

About: Amplifi Ops is the next generation of program management software, designed for Legal Operations leaders. Using AI and proprietary solutions, Amplifi Ops helps legal operations professionals ensure their tech implementations are successful by bringing together internal and external stakeholders and ensuring the team has the data required to track progress toward goals. Whether it's generating roadmaps, auditing tasks, scheduling calls, tracking user onboarding milestones, or generating executive presentations, we help you show the positive impact of your technology implementations.

Learn More: marie@amplifiops.com



BeyondNDA

beyondnda.com

Founded: 2023

Stage: Not Applicable

Target Audience: Anyone securing NDAs

Commercial State: Available

Pricing: Free for all

Competitors: N/A

About: BeyondNDA is pioneering the Fabric of Confidentiality™, the world's first business-enablement network to streamline inter-company interactions. Challenging the traditional approach of signing countless NDAs, BeyondNDA promotes a baseline of trust and fairness, without needing lawyers or negotiations. Especially aimed at pre-sales conversations and regular confidential information exchanges, this innovative platform minimizes the time and money wasted on redundant NDAs, establishing a more efficient and sensible way for companies to collaborate.

Learn More: beyondnda.com/contact-us/

Briefpoint

Briefpoint

briefpoint.ai

Founded: 2021

Stage: Pre-Seed

Target Audience: Civil litigators

Commercial State: Available

Pricing: Starting at \$45 per document

Competitors: LegalMation, Esquiretek

About: Briefpoint leverages its network of AI systems to draft your discovery response documents, allowing you to respond to discovery in minutes – not hours. Simply upload your opposing counsel's discovery request and download completed responses within minutes, shifting focus from low-value tasks to high-value, case-winning activities. As the first and most accurate platform to utilize large language models in drafting litigation documents, Briefpoint provides a user-friendly solution for busy litigators.

Learn More: calendly.com/briefpointceo/demo



Cedar

cedarchief.com

Founded: 2022

Stage: Not Applicable

Target Audience: C-suite, Executives,
Managing Partners

Commercial State: Available

Pricing: By Request

Competitors: Executive search firms

About: At Cedar, our mission is to help top executives unlock their highest level of performance. We help leaders reach hyperspeed through our proprietary assessments, offsites, advisory retainers & structured programs. First, we assess C-suite speed. Then, we design, hire, onboard & develop your C-suite support team. Finally, we optimize the entire support team for C-suite velocity. Stop slowing yourself down with administrative tasks & low-priority meetings. Start making faster decisions & taking bold action to quickly grow your business.

Learn More: mackenzie@cedarchief.com

Clearbrief

Clearbrief

clearbrief.ai

Founded: 2020

Stage: Seed

Target Audience: Law firms, Judiciary

Commercial State: Available

Pricing: Starting at \$125 per user per month

Competitors: N/A

About: Clearbrief AI is transforming legal writing by instantly surfacing the facts that best support each sentence, scoring how well the source relates, and displaying legal sources cited. Our AI saves hours on the day of filing by generating the user's Table of Authorities and Exhibits, and instantly creating a hyperlinked version for filing. With our Word Add-In and our patented "Add Fact Cite" button, lawyers and judges back up their writing with references to the strongest evidence.

Learn More: meetings.hubspot.com/team-clearbrief/demo



Composure

composure.law

Founded: 2022

Stage: Pre-Seed

Target Audience: GCs, Legal Ops, Legal Affairs

Commercial State: Available

Pricing: By request

Competitors: Streamline.ai, Xakia

About: Composure is an AI-powered workflow and intake platform designed for legal departments. It automates routine tasks and intelligently organizes workflows, enabling legal teams to prioritize essential activities. The platform facilitates secure collaboration on projects, allowing for streamlined communication with team members, clients, and external counsel. With features like request intake, project assignment, secure file sharing, and comprehensive performance dashboard, Composure simplifies reporting and helps legal professionals focus on what truly matters.

Learn More: composure.law



Contract Sent

contractsent.com

Founded: 2022

Stage: Pre-Seed

Target Audience: B2B SaaS startups

Commercial State: Public beta

Pricing: Starting at \$1,500 per year

Competitors: Juro, IronClad, ConcordNow

About: Contract Sent helps SaaS founders and leaders work with their legal and sales team to speed up the contracting process, understand what they are signing in customer contracts, and build out their B2B SaaS deal desk. Contract Sent allows you to easily create and track contract negotiations, compare and share legal documents, manage progress and expectations via a legal dashboard, enhance SaaS sales cycles, and improve deal desk functions.

Learn More: scott@contractsent.com



Dashboard Legal

dashboardlegal.com

Founded: 2020

Stage: Pre-Seed

Target Audience: Law firms of all sizes and practice groups

Commercial State: Available

Pricing: Per user per month

Competitors: MS Teams and Lupl

About: Dashboard Legal is a transformative tool for lawyers, offering tailored workspaces to streamline collaboration and organization. It serves as an upgrade to traditional task management, replacing outdated MS Word and Email processes with modern project management tools. By providing visibility and control over the many moving parts of legal practice, Dashboard Legal ensures that lawyers have an organizational tool that aligns with their meticulous attention to detail.

Learn More: mat@dashboardlegal.com

Due

Due

doitwithdue.com

Founded: 2020

Stage: Pre-Seed

Target Audience: Law firms (small and mid)

Commercial State: Available

Pricing: Starting at \$149 per user per month

Competitors: Microsoft Word, Kira, HighQ

About: Due is an AI-powered end-to-end solution designed to streamline document review and automate due diligence reporting. Upload and securely store the documents for review in the data room and employ our AI-based templates for consistent review and real-time client communication. The platform identifies red flags and offers actionable recommendations, with customizable report templates that align with a firm's branding and client needs. It minimizes back-and-forth communication, making reports more valuable and decision-making more efficient.

Learn More: julia@doitwithdue.com

ECFX

ECFX

goecfx.com

Founded: 2019

Stage: Series A

Target Audience: Law firms and corporate legal professionals handling litigation

Commercial State: Available

Pricing: Usage and user-based subscriptions

Competitors: PacerPro, Docketbird, CourtAlert

About: ECFX develops innovative software that addresses unmet automation needs in the legal industry. Our first product, ECFX Notice, streamlines the handling of court documents in Federal and State courts by automating their downloading, profiling, storing, and distribution. Documents are accessible in preferred formats, and email notifications are sent to all relevant legal personnel. Administrators can monitor electronic court filing activities using a robust Analytics Dashboard, enhancing efficiency and collaboration within legal teams.

Learn More: sales@goecfx.com

exigent

Exigent

[exigent-group.com](https://www.exigent-group.com)

Founded: 2023

Stage: Not Applicable

Target Audience: Corporate legal, law firms

Commercial State: Available

Pricing: By request

Competitors: N/A

About: Exigent offers technology, strategy, and consulting services for legal departments. We help forward-thinking CEOs, CFOs, and GCs to realize the potential of data locked in contracts and legal documents. We do this through a combination of contract management technology, business acumen and legal expertise. Our team of business attorneys, analysts, software developers and multi-skilled business professionals push the boundaries of legal innovation to create value, not just cost savings, for the whole organization.

Learn More: cmeier@exigent-group.com

Harrier Search

Harrier Search

[harriersearch.com](https://www.harriersearch.com)

Founded: 2018

Stage: Pre-Seed

Target Audience: Legal professionals in an expanding list of countries worldwide

Commercial State: Available

Pricing: Free to join; 11% commission on hired candidates

Competitors: Traditional recruitment agencies

About: HarrierCandidates.com is an anonymized talent platform for LegalTech and LegalOps. Candidates can benchmark salaries and skills, while employers gain market intelligence and to approach talent about live vacancies. The platform enhances industry transparency and mitigates unconscious bias, and reduces hiring time and costs for employers through a streamlined approach. It serves as a valuable tool for both job seekers and hiring professionals in the legal technology field.

Learn More: henry@harriercandidates.com



Henchman

[henchman.io](https://www.henchman.io)

Founded: 2020

Stage: Series A

Target Audience: Any legal team that drafts complex contracts

Commercial State: Available

Pricing: By request

Competitors: DraftWise

About: Henchman automatically centralizes your previously written clauses and definitions into a dynamic knowledge base, significantly streamlining contract drafting and negotiation for legal professionals. By integrating past legal content directly into Microsoft Word or Outlook, Henchman eliminates the need to spend valuable time searching through old contracts or consulting with colleagues. This innovative solution allows lawyers to focus more on their expertise and value-add, enhancing efficiency and effectiveness in their work.

Learn More: info@henchman.io



Intelllex

intelllex.com

Founded: 2015

Stage: Series A

Target Audience: Litigators

Commercial State: Available

Pricing: \$120 per account per month

Competitors: N/A

About: Intelllex SCOTT is your litigation research assistant, responding to legal queries in natural language and recommending relevant cases with annotations. Using a top-down approach, SCOTT Q&A recommends cases with relevant annotations and covers broad legal principles before focusing on specifics, while SCOTT Search helps find similar cases based on facts or legal arguments, surfacing the most pertinent paragraphs. SCOTT is continually trained on INTELLEX's proprietary data and annotations accumulated over the past 7 years since 2016.

Learn More: changzq@intelllex.com



Kerri A. Salata

kerriasalata.com

Founded: 2022

Stage: Pre-Seed

Target Audience: Anyone registered with a securities regulator

Commercial State: In development

Pricing: By request

Competitors: Canadian Securities Institute

About: At Kerri A. Salata, we combine legal experience with design to deliver understandable and interesting learning content to the securities industry. The reputational risks, regulatory findings, and litigation your company faces are real, but compliance education is boring, takes a long time to finish, and no one wants to do it. That's why we use visual design principles to develop policies, procedures, and other engaging education and training resources that reduce risk and improve outcomes for you and your clients.

Learn More: kerri@kerriasalata.com

lawbrokr.

Lawbrokr

lawbrokr.com

Founded: 2021

Stage: Pre-Seed

Target Audience: Small law firms

Commercial State: Available

Pricing: Starting at \$1,200 per year

Competitors: Alternative pre-qualification tools

About: Lawbrokr is a pre-screening software designed to help law firms qualify new leads efficiently. By integrating a unique link into a firm's website or other platforms, potential clients are guided through a set of qualifying questions. This process not only educates consumers about the services offered but also provides the firm with valuable insights into case details, enabling them to focus their time and resources on prospects that are an appropriate fit.

Learn More: calendly.com/dslbkr/lawbrokr-demo

Lawformer

Lawformer

lawformer.com

Founded: 2022

Stage: Seed

Target Audience: Transactional lawyers

Commercial State: Available

Pricing: Subscription with free option

Competitors: Law Insider, ClauseBase

About: Lawformer is a digital library that simplifies contract drafting for lawyers with template clauses, document building tools, and extensive variations of legal terms and clauses. It offers over 100 variations for each draft clause, verified by leading law firms. Users can browse and find draft legal clauses, build and modify legal documents through online tools, and explore or request summaries of relevant court rulings. It streamlines legal document creation with a few simple steps.

Learn More: m.chaduneli@lawfomer.com



Legal Intake Pros

legalintakepros.com

Founded: 2023

Stage: Pre-Seed

Target Audience: Law firms

Commercial State: Available

Pricing: Starting at \$4,000 per month

Competitors: Intake Accelerator, Ettinger Tech LLC, Docket Launch, Vinetegrate, Vineskills

About: Legal Intake Pros helps law firms achieve sustainable growth and long-term success by unlocking the true potential of their teams and revitalizing their intake processes. Our services are designed to remove the friction in the client acquisition process by leveraging technology, people, processes, and marketing best practices to optimize results. We develop empowered intake teams through training, CRM setup, process development, and quality control to streamline and manage client acquisition systems.

Learn More: info@legalintakepros.com



Legal Tech Consultants LLC

legaltechconsultants.com

Founded: 2020

Stage: Pre-Seed

Target Audience: Legal tech companies, law firms, and in-house legal teams

Commercial State: Available

Pricing: By request

Competitors: N/A

About: At Legal Tech Consultants, we help smart people get cool stuff done. Legal Tech Consultants delivers a unique blend of legal, technology, and business expertise, focusing on transforming the legal sector through technology. Our team, with backgrounds in law firms, corporate legal, and legal tech startups, has firsthand experience in scaling businesses from inception to success. We prioritize your business needs, identifying and implementing tech-driven solutions that enhance operations and increase revenue.

Learn More: info@legaltechconsultants.com



Legal.io

Legal.io

Founded: 2011

Stage: Series A

Target Audience: Legal professionals and enterprises hiring top legal talent

Commercial State: Available

Pricing: By request

Competitors: Axiom, Priori, Fenwick Flex

About: Legal.io is an enterprise marketplace designed to revolutionize the way companies hire legal talent. The platform serves as an interface between top legal professionals and some of the world's most forward-thinking companies. Enterprises like Medallia, Nextdoor, and Zoom Video Communications have trusted us to connect them with the right legal talent for both temporary and permanent roles. Beyond mere talent acquisition, Legal.io also offers a thriving community where legal professionals can network, access resources, and propel their careers forward.

Learn More: brian.bell@legal.io



Legaü

legau.co

Founded: 2021

Stage: Not Applicable

Target Audience: Mid-sized and large law firms

Commercial State: Available

Pricing: By request

Competitors: LexisNexis, Thomson Reuters

About: Legaü enables lawyers to draft legal documents and easily access internal and external legal knowledge without leaving Word! This system accelerates processes, increases the quality of delivery while decreasing errors, and boosts productivity and motivation by making legal knowledge easily actionable. The integration streamlines the legal drafting process and enhance efficiency. Our AI Assistant uses the power of LLMs to help attorneys with tasks such as legal drafting and reviewing, summarization, translation, court decisions processing, and more.

Learn More: sales@legau.co



Litify

litify.com

Founded: 2016

Stage: Series A

Target Audience: Law firms, in-house legal departments, government

Commercial State: Available

Pricing: Per license

Competitors: Legacy, on-premise systems, point solutions

About: Litify is a powerful legal operating platform that helps high-volume law firms and in-house legal departments achieve better outcomes. Litify's solutions are built on Salesforce, bringing the flexibility and security of the #1 cloud-based technology to the legal industry. With Salesforce as our base, we're able to take the features we've built for legal and tailor them to the unique needs of this industry.

Learn More: litify.com/request-demo



Macro

macro.com

Founded: 2020

Stage: Seed

Target Audience: Legal, Finance,
General Business

Commercial State: Available

Pricing: Starting at \$49 per user per month

Competitors: Microsoft Word, Acrobat,
comparison tools

About: Macro is a groundbreaking all-in-one productivity suite designed for complex legal, finance, and business workflows. With compatibility for existing PDF and docx files, it enhances productivity through features like auto-generated navigation tools, sophisticated comparison options, and a fast, clean interface. Macro's capabilities also include editing, automation, error detection, e-sign and DMS integrations, offering a comprehensive solution. It rethinks document handling, making work simpler and faster.

Learn More: macro.com/contact



Malbek

malbek.io

Founded: 2017

Stage: Series A

Target Audience: Legal, Sales, Procurement

Commercial State: Available

Pricing: Small platform fee & user-based
pricing

Competitors: Ironclad, Lexion, Linksquares

About: Malbek is today's most modern, cutting-edge CLM solution with a proprietary AI core that empowers the enterprise to do more with less. By supporting the growing contracting demands of your entire organization, including Legal, Sales, Finance, Procurement, and other critical business units, Malbek's CLM solution delights every user. Malbek provides end-to-end contract management with out-of-the-box integration to popular business applications, like Salesforce, Workday, Slack, Office 365, and others, allowing your contract data to flow seamlessly while dramatically reducing cycle times. That's contracts reimaged!

Learn More: info@malbek.io



Manupatra

manupatrafast.com

Founded: 2000

Stage: Public

Target Audience: Lawyers, Law firms,
Corporate Legal

Commercial State: Available

Pricing: Visit website

Competitors: SCC Online

About: Manupatra pioneered online legal research in India with our legal research platform built over the most exhaustive legal and business information database containing all the cases in India going back to the 1800s. A perfect blend of law & technology, the intuitive platform helps users navigate the law faster and improve their decision-making. Manupatra continues to design and develop technology products that streamline the operations of lawyers, law firms and legal departments.

Learn More: manupatrafast.com



ModeOne Technologies

modeone.io

Founded: 2018

Stage: Seed

Target Audience: In-house teams, law firms, legal service providers, and forensics teams

Commercial State: Available

Pricing: Transactional, flat fee per device

Competitors: Cellebrite, Oxygen

About: ModeOne's patented SaaS framework offers the first and only truly remote solution for same-day collection of targeted data from Apple iOS and Android mobile devices for evidentiary, compliance, and investigation purposes. You'll save time and money by collecting only the application data you need and protect custodian privacy by excluding personal data such as photos, notes, and emails. Collected data is available within hours, not weeks, and flat-fee and volume-based pricing ensures budget transparency.

Learn More: [ModeOne.io](https://modeone.io)



Naya Software

nayasoftware.com

Founded: 2018

Stage: Seed

Target Audience: Transactional lawyers

Commercial State: Available

Pricing: Per transaction license fee

Competitors: Litera Transaction, Closing Folders, Legatics, Deal Closer, Hot Docs, Contract Express

About: Naya's transaction management platform is an enterprise solution that enables parties to store transaction information in a secure cloud-based database and then work seamlessly with outside counsel to automate and generate internal documents, closing checklists, transaction documents and closing binders. Our turnkey document automation and enterprise solution for lending transactions includes centralized data entry, real-time collaborative checklists, one-click document generation, secure cloud-based management, quick closing binder creation, and efficient batch comparisons of transaction documents.

Learn More: nayasoftware.com/meeting-basile



Overture

overture.law

Founded: 2023

Stage: Not applicable

Target Audience: Solo and small firm lawyers

Commercial State: Available

Pricing: Free to join; fees paid on successful referrals

Competitors: Networking groups

About: Overture is the first private attorney-to-attorney network designed for members to refer matters and ethically share in fees. Overture allows the country's best independent attorneys to expand the reach of their practices and open up new revenue streams. Powered by an exclusive network of client-driven attorneys, each member is internally researched, interviewed, and voted on by our membership committee ensuring a world class community for exceptional independent attorneys.

Learn More: overture.law



Patented.ai

patented.ai

Founded: 2023

Stage: Pre-Seed

Target Audience: Any company that owns or has clients they owns patents

Commercial State: Private beta

Pricing: By request

Competitors: Manual infringement monitoring, research, and defense

About: Patented's litigation tool suite gives you the tools you need to help win patent disputes. Our Infringements product automatically alerts you when it has found a product that infringes on one of your patents, giving you or your clients more patent licensing revenue. The suite also includes our Invalidate product, which gives you a powerful defense tool should you or your clients get a demand letter or are a defendant in a patent case.

Learn More: contact@patented.ai



Platform9

platform9.com

Founded: 2022

Stage: Seed

Target Audience: Legal professionals

Commercial State: In development

Pricing: Subscriptions start at €5 per month; law students are free

Competitors: Legal-centric podcasts, webinars, networks

About: Platform9 is a digital platform exclusively designed for legal professionals, fostering continuous learning and networking in today's fast-paced environment. The platform provides expert-curated forums, smart AI-generated session summaries, recorded session playback for maximizing learning, and facilitates interaction with verified legal professionals. It also allows one-on-one conversations for in-depth discussions, referrals, or casual interaction, creating a community for legal professionals to stay abreast of trends, insights, and expert perspectives.

Learn More: p.gannon@platform9.com



preDiscovered

prediscovered.com

Founded: 2023

Stage: Pre-Seed

Target Audience: In-house legal teams and law firms

Commercial State: In development

Pricing: Based on number of matters

Competitors: N/A

About: preDiscovered is a first-of-its-kind discovery tool that captures work product across all practice areas and applications and delivers it into a single pane of glass. It creates a new form of business intelligence for in-house legal teams, allowing them reduce data duplication across multiple matters, review platforms, and law firms for the first time ever. Visibility into past legal work means legal teams can leverage previous insights for future matters saving significant time and money.

Learn More: kyle@prediscovered.com

recital

Recital

recital.software

Founded: 2021

Stage: Pre-Seed

Target Audience: In-house legal teams who routinely negotiate commercial contracts

About: Recital is a contract negotiation software product that works where you work: Word and email. It brings together document comparisons, version histories, clause suggestions, contract playbooks and analytics, all accessible from your existing tools. Designed for in-house counsel and legal departments, it learns your company's contract negotiation style and offers alternative clause suggestions based on previous contracts. Easy to adopt, Recital enhances efficiency, creating increasing value as you use it, all within the familiar environments where legal professionals work.

Learn More: martin@recital.software



SimpliContract

simplicontract.com

Founded: 2020

Stage: Seed

Target Audience: Legal, Sales, and Procurement

About: SimpliContract is an AI-powered end-to-end enterprise-grade Contract Lifecycle Management platform. The new-generation CLM platform's cutting-edge features enable all teams involved in the contract lifecycle to effectively manage contracts with internal and external stakeholders. Crafted by lawyers, technologists, and contract managers, the platform has proven value in increasing revenue, accelerating contracting times, and improving compliance. From authoring to obligation management, the platform serves as a comprehensive solution for users across in-house Legal, Sales, Finance, HR & Procurement teams.

Learn More: hello@simplicontract.com

snowfig

Snowfig

snowfig.com

Founded: 2021

Stage: Pre-Seed

Target Audience: Law firms

Commercial State: Not applicable

Pricing: By request

Competitors: Clio, MyCase, Rocket Matter, Practice League

About: Snowfig develops bespoke legal tech solutions. We design reliable and secure solutions to automate tedious tasks through technology and innovation. We empower professionals to optimize their resources and shift the focus back to their core business activities. We are a team of highly motivated professionals who understand you and your business. We create customized solutions to streamline domain specific workflows so that professionals can achieve their potential and maximize their profits.

Learn More: calendly.com/arpit-z



Standard Draft
standarddraft.com
Founded: 2022
Stage: Pre-Seed
Target Audience: In-house legal teams

Commercial State: Private beta
Pricing: By request
Competitors: Ontra, OneNDA, Common Paper, Bonterms

About: Standard Draft accelerates the process of reaching agreement by combining configurable contract forms with a two-sided platform for drafting and negotiation. Standard Draft creates flexible standard contracts that start from a neutral baseline. Users can easily include specific clauses with the click of a button, rather than writing it from scratch, streamlining the process and saving time. Parties transparently negotiate within the platform, easily viewing and responding to each party's changes until the sides are satisfied with the contract and sign it.

Learn More: ryan@standarddraft.com



Streamline
streamline.ai
Founded: 2022
Stage: Seed
Target Audience: In-house legal teams

Commercial State: Available
Pricing: By request
Competitors: Jira, Lawvu, Checkbox AI

About: Streamline AI is an intelligent intake, workflow automation, and matter management platform purpose-built for in-house legal teams. With Streamline you can: collect and organize all legal requests via configurable intake forms, email, Slack, and Salesforce; automate assignment, approvals, and workflows for each type of legal request; provide real-time visibility and collaboration for all stakeholders around each request; and track key to demonstrate the legal team's value and justify new hires over time.

Learn More: sales@streamline.ai



Summize
summize.com
Founded: 2018
Stage: Series B
Target Audience: In-house legal teams

Commercial State: Available
Pricing: By request
Competitors: CLM solutions like Ironclad, Juro, etc.

About: Summize is a game-changer for businesses that work with contracts. It seamlessly integrates with familiar tools such as Teams, Slack and Microsoft Word for a frictionless user experience. At the heart of the solution, the Summize Contract Analysis Engine combines the best of humans and AI-powered technology to digitalise legal processes, instantly producing contextual summaries with actionable tasks. Simplify and accelerate the entire contract lifecycle, without replacing your existing ways of working. It's digital contracting, done differently.

Learn More: summize.com



Syntheia

syntheia.io

Founded: 2018

Stage: Seed

Target Audience: Transactional lawyers

Commercial State: Available

Pricing: By request (per seat)

Competitors: Draftwise, Henschman, DeepJudge

About: Syntheia offers knowledge management, search, and analytics software. Our applications help lawyers produce better outcomes for their clients by giving them seamless access to relevant and useful information from their contracts. Using our software, firms unlock the institutional knowledge trapped in their static and unstructured files using the extracted data to help lawyers and staff do their work in less time and with greater consistency. Syntheia offers several applications, including: "Smart Drafter", "Super Comparer", and "Rapid Repository."

Learn More: hello@syntheia.io

UNICORNFORMS

UnicornForms

unicornforms.com

Founded: 2021

Stage: Pre-Seed

Target Audience: Legal, Education, General Business

Commercial State: Available

Pricing: Starting at \$19 per user per month

Competitors: Formstack, Conveyor

About: UnicornForms is a next generation data company that happens to work with documents. By focusing our no code solution on workflows where PDFs, DOCx, or web forms are the primary source of data, we transform static content into structured, reusable datasets. We make it easy to create and share beautiful mobile-friendly forms, and allow you to send, sign, and approve applications, registration, and enrollments via a single app. UnicornForms brings paperwork into the modern era through proprietary technology so seamless it feels like magic.

Learn More: patrick@unicornforms.com



UniCourt

unicourt.com

Founded: 2014

Stage: Privately funded

Target Audience: Large law firms and organizations integrating APIs into infrastructure

Commercial State: Available

Pricing: By request

Competitors: LexisNexis, Thomson Reuters, Docket Alarm, Bloomberg, Trellis

About: UniCourt is the original Legal Data as a Service (LDaaS) company, providing real-time court data and legal analytics you can trust powered by the only API-first platform in LegalTech. UniCourt's mission is to make legal data more organized, accessible, and useful for Am Law firms and Fortune 500 companies. The UniCourt Enterprise API is the gold standard in legal data, enabling rapid API integration, delivering real-time updates, and enabling optimal litigation outcomes.

Learn More: unicourt.com/contact/api



CiteRight

citeright.net

Founded: 2017

Stage: Seed

Target Audience: Litigation professionals

Commercial State: Available (Canada),
In development (US)

Pricing: \$99 per user per month

Competitors: Thomson Reuters Drafting
Assistant, Lexis for Microsoft Office

About: CiteRight is a collaboration platform for litigation teams that makes it easy to create a library of reusable legal research, while effortlessly generating court submission materials in just seconds. With CiteRight, users can easily download, view, and cite legal cases directly inside Microsoft Word, so that everyone on a litigation team—including lawyers, articling students, and practice support staff—has simple access to the documents they need to get their jobs done.

Learn More: citeright.net



Lexion

lexion.ai

Founded: 2019

Stage: Series B

Target Audience: In-house legal and
operations teams

Commercial State: Available

Pricing: Based on Admin seats and contract
volume

Competitors: N/A

About: Lexion is an AI-powered contract management and operations workflow platform that helps every team do contracts faster, by streamlining and centralizing the contracting process in a system that works the way you do. Manage all deals from one intuitive platform, get quick adoption with incredibly easy intake, gain insight with an AI-powered repository, and easily automate approvals with no-code workflows. Lexion is the fastest way to get contracts done right.

Learn More: lexion.ai

we help
smart people
get cool things done

legaltechconsultants.com



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