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Entrepreneurial Lead - Ramya Akula
Ph.D. Student in Computer Science,
Complex Adaptive Systems Lab,
University of Central Florida

Technical Lead - Ivan Garibay
Director of Complex Adaptive Systems Lab,
University of Central Florida

Mentor - Robin Phelps
Director of Client Services,
UCF Venture Accelerator Lab,
University of Central Florida

Who : ***Corporate - Litigation Lawyers & In-house Counsels, and EDiscovery Service Providers***

What : ***Smart Automation Tool with Artificial Social Intelligence***

Why : ***Improves Quality by 5X and Reduces Costs by 10x, securing Firm's reputation.***

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	Interview Count			
NEW	4	4	0	0
TOTAL	116	95	20	1

Total Interview = 116

Direct Buyers/Decision Makers = 72

Corporate Litigation Attorneys, Corporate Counsel, CEOs of Service Providers

Influencers = 37

Litigation Support Staff, Executive Staff of Service providers, Judges, Profs, other Legal Tech Executives, sales, Tech Columnists

Misc = 7

Other Non Litigation Attorneys

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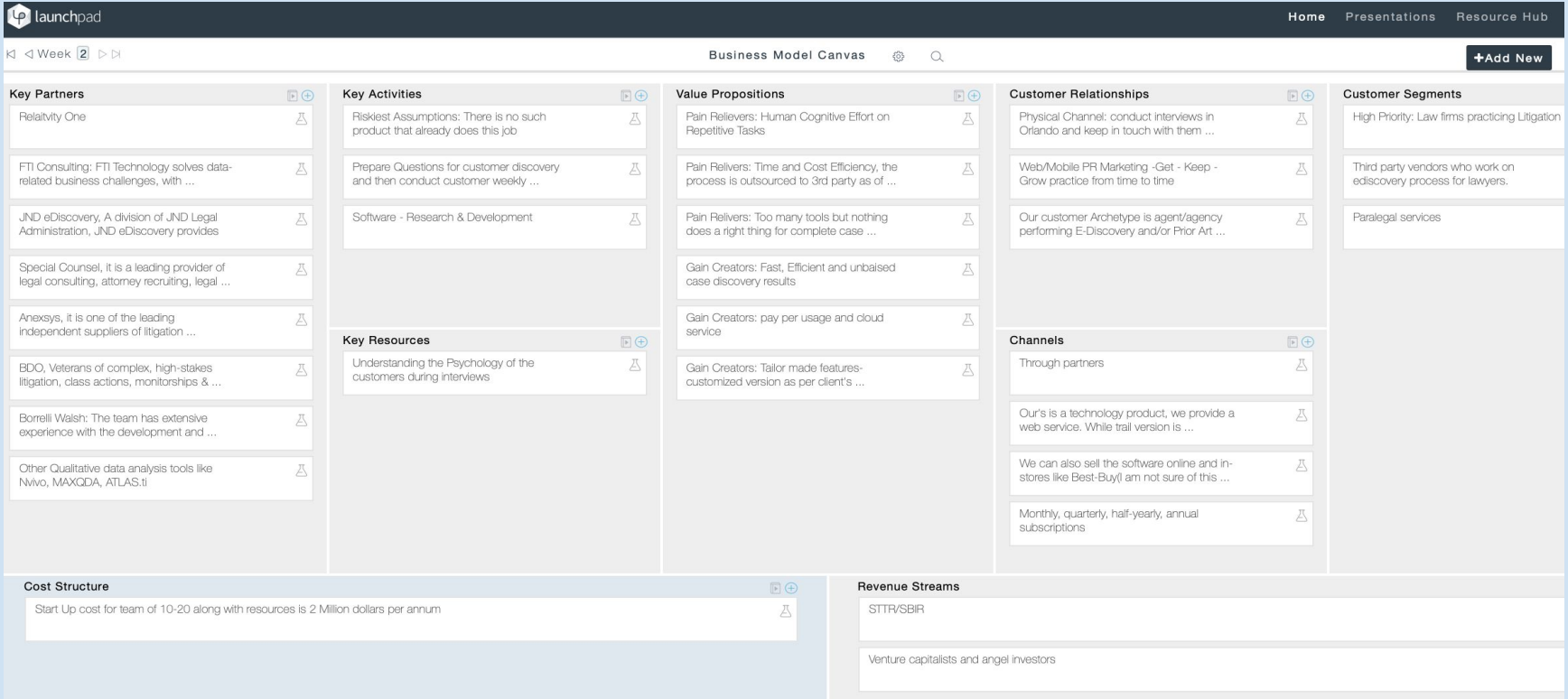
Business Canvas Model - Week 1



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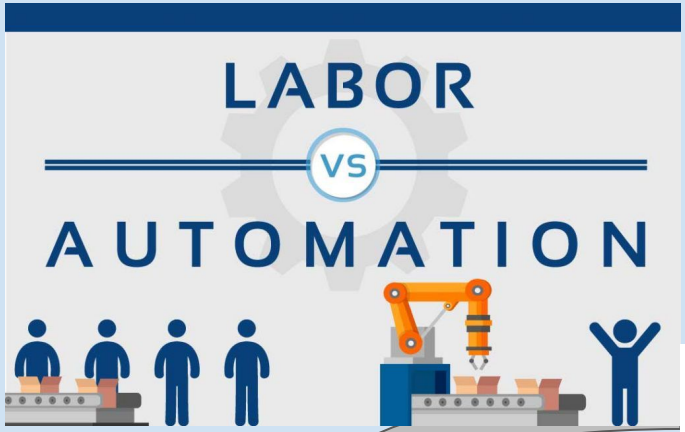
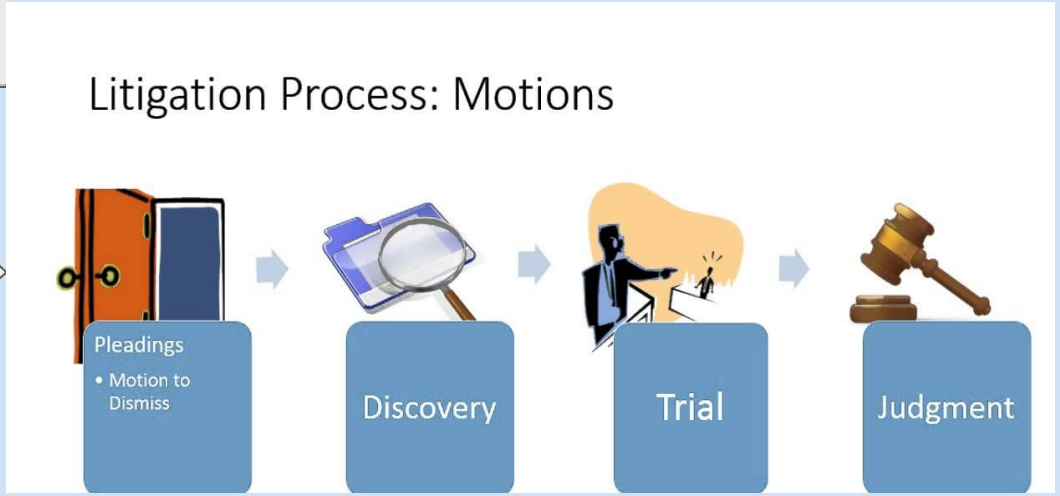


What we thought initially….



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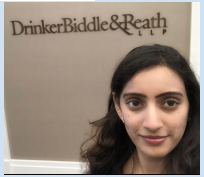
Brillbot
Convolution 2 Cordial

E-Discovery Service Providers

Brainspace
DISCO
Relativity
opentext™
+ Catalyst
ORACLE
IBM WATSON
Microsoft Government
Office 365
Advanced eDiscovery
NexLP
LIGHTSPEED
everlaw
Lighthouse eDiscovery™
amazon web services | Partner Network
ADVANCED TECHNOLOGY PARTNER

Law Firms

K&L GATES
WILMERHALE
SPECIAL COUNSEL
Freshfields Bruckhaus Deringer
Greenberg Traurig
LATHAM
LATHAM&WATKINS
Drinker Biddle & Reath LLP



Events

ILTACON 2019
AUGUST 18-22, 2019
ORLANDO, FL

AMERICAN BAR ASSOCIATION
2019 ANNUAL MEETING
SAN FRANCISCO / AUGUST 8–13
ABA

WOMEN IN eDISCOVERY™
WOMEN EMPOWERING WOMEN

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DISCOVERY TOUR
CANADA
MEXICO
1 Washington D.C.
2 Chicago
3 San Francisco
4 Seattle
5 Orlando
6 Des Moines
7 Cedar Rapids
8 Miami

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A Day in the Life of a Litigation Attorney

- Initial case assessment and investigation
- Draft pleadings
- Discovery process
- Pre-trial tasks
- Trial
- Possibility of settlement
- Appeal

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LAW FIRM CLIENTS: SIX TYPES

Type No. 1	Type No. 2	Type No. 3	Type No. 4	Type No. 5	Type No. 6			
INDIVIDUALS	BUSINESS OWNER	BUSINESS OWNERS	COMPANY MANAGEMENT	COMPANY MANAGEMENT	COMPANY MANAGEMENT			
		GENERAL COUNSEL	GENERAL COUNSEL	GENERAL COUNSEL	GENERAL COUNSEL			
			IN-HOUSE STAFF	SR. IN-HOUSE LAWYERS	DEPUTY GC VERTICAL 1	DEPUTY GC VERTICAL 2	DEPUTY GC M&A	DIRECTOR OF LEGAL OPS
				LINE CORPORATE COUNSEL	LINE CORPORATE COUNSEL	LINE CORPORATE COUNSEL	LINE CORPORATE COUNSEL	LEGAL OPS MANAGERS
					PROCUREMENT / SOURCING SPECIALISTS			

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Reality is….

Process is complex

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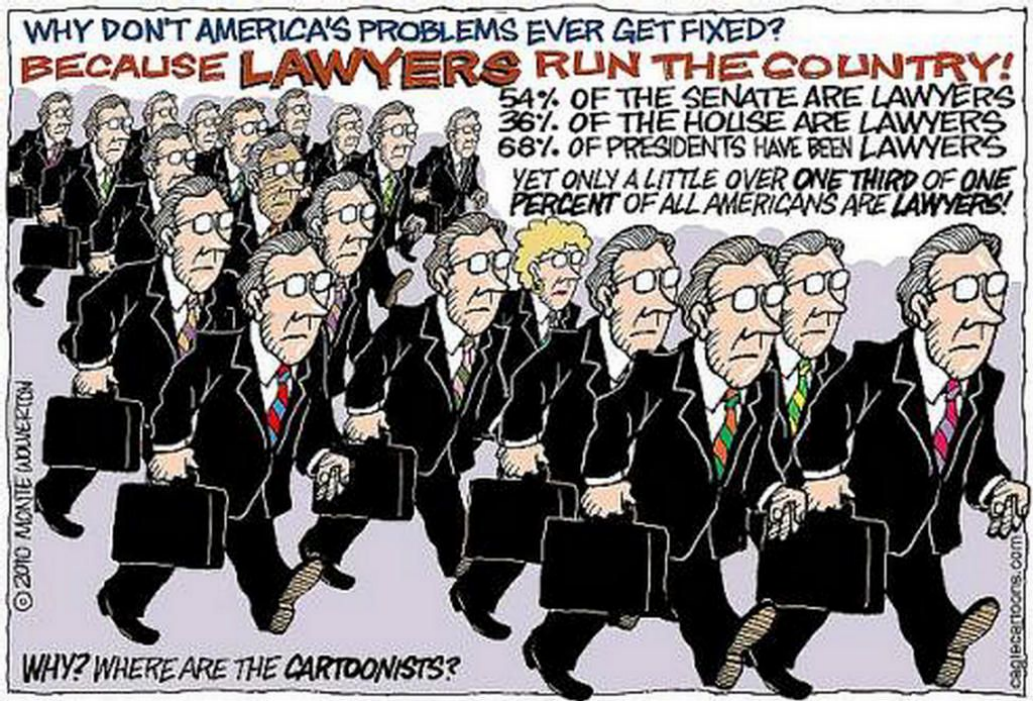
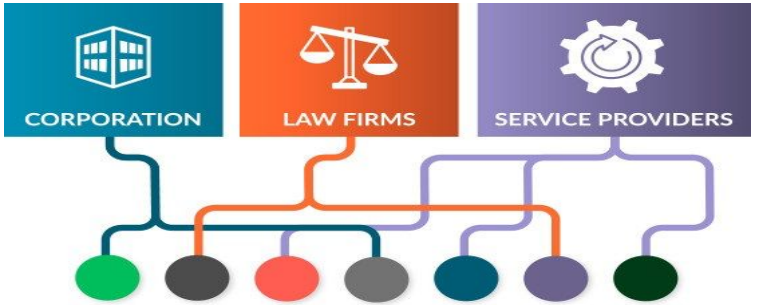
Involve many people making the process even more complex…….





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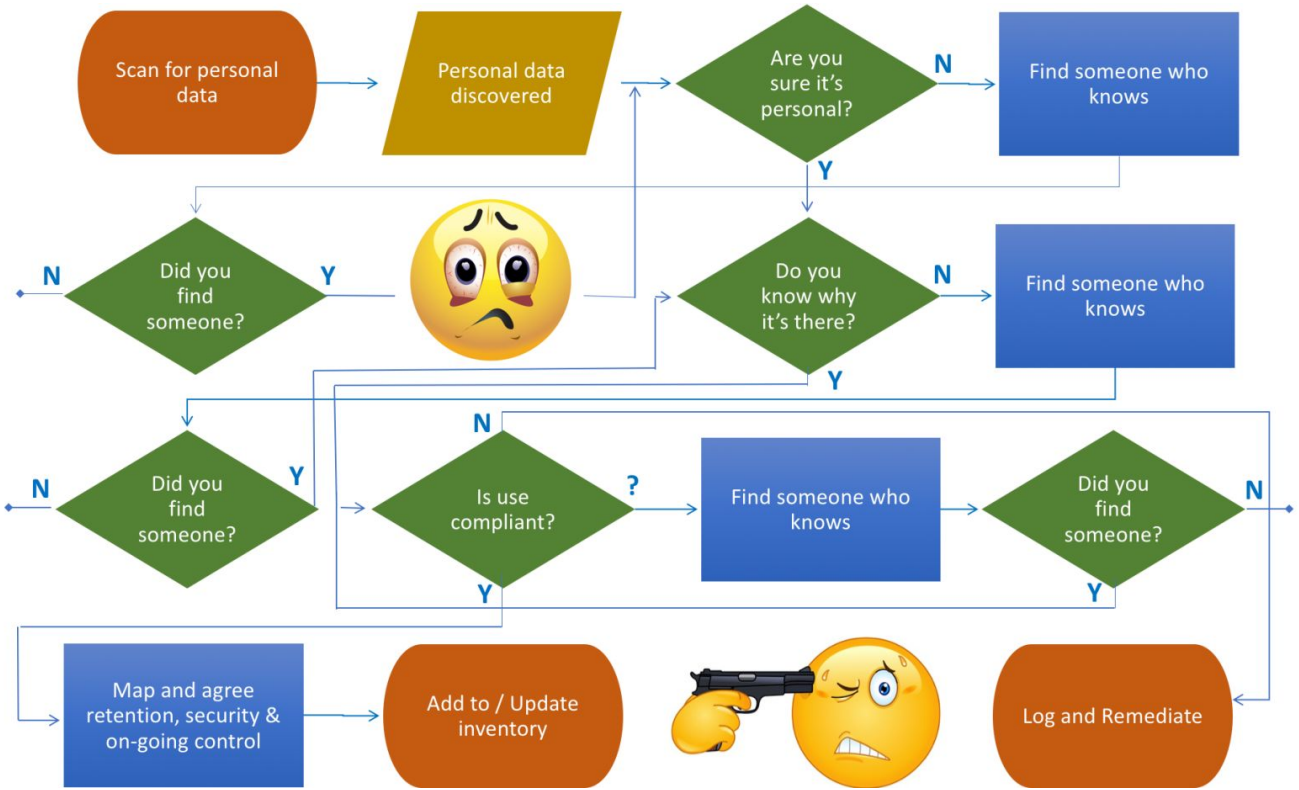

GDPR and HIPAA adds another level of complexity

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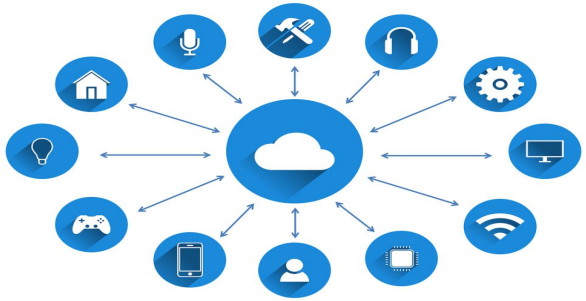
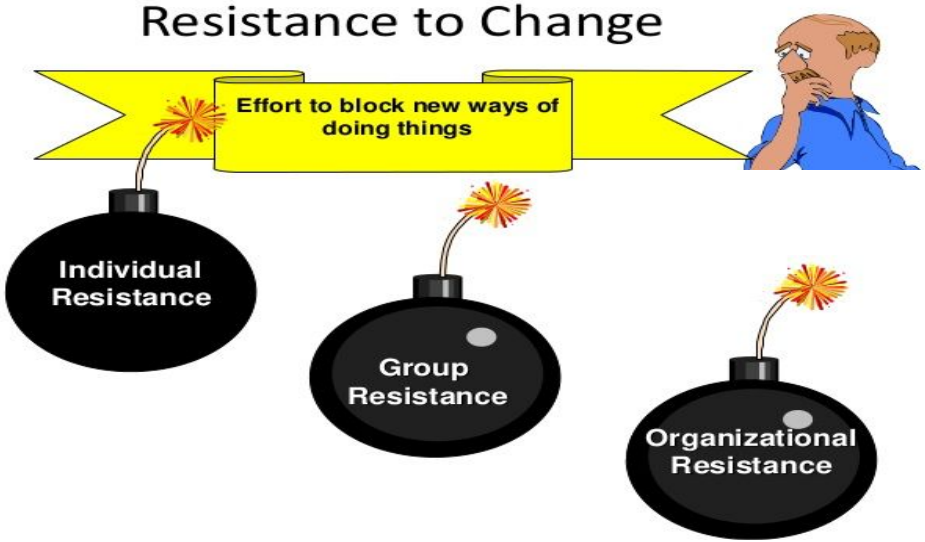
Cloud computing ~

Transitional Hatred……





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Buzzwords to get

More Clients……

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Dorian Daley
Executive Vice President & General counsel, Oracle Corporation

J.Michelle Childs
Judge, District Court of South Carolina

William F. Robertson
Discovery Solutions Firm wide Manager, WilmerHale LLP

Shawnna Hoffman
Global Cognitive Legal Leader, IBM Corporation

Jason R. Baron
Of Counsel, Drinker Biddle & Reath LLP

Dev Stahlkopf
Corporate Vice President & General Counsel, Microsoft Corporation

Market Problem	AI Solution	Lawyer Impact	Examples
The volume costs of lawyer effort	Machine-learning programs perform lawyer tasks faster and therefore much less expensively.	Law firms can no longer sell lawyer hours spent on these tasks, reducing inventory.	E-discovery, contract analysis, legal research
The scarcity costs of lawyer expertise	Expert systems tap into legal knowledge databases to answer questions and forecast outcomes.	Lawyers' expertise becomes less exclusive, increasing supply and lowering price.	Expert applications, outcome prediction

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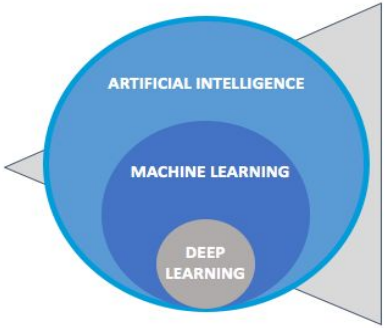
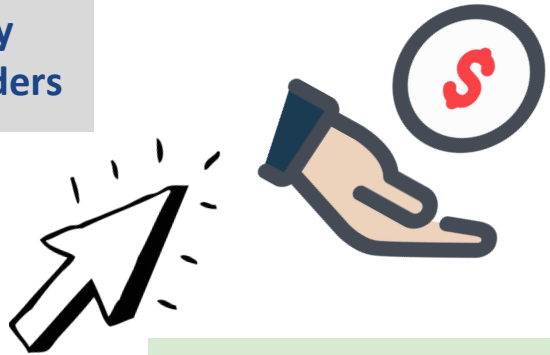
Why We iterated our process…….?

Corporations

E-Discovery Tech Vendors



E-Discovery Service Providers



Relationships
Innovation
Translation

Law Firms

Thomson Reuters Competition Offers Chance to Gain $250,000 + Partnership To RegTech/LegalTech Startups

14th August 2019 artificiallawyer RegTech 0

THOMSON REUTERS™

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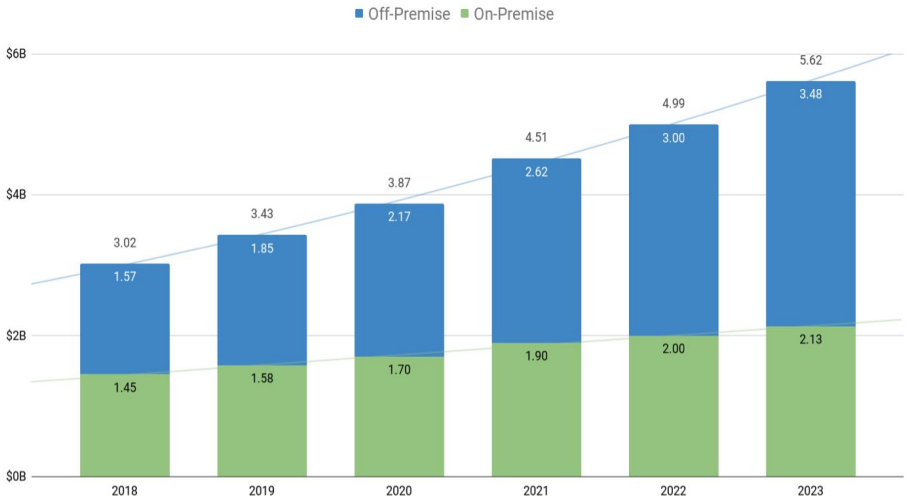
Brillbot
Convolution 2 Cordial

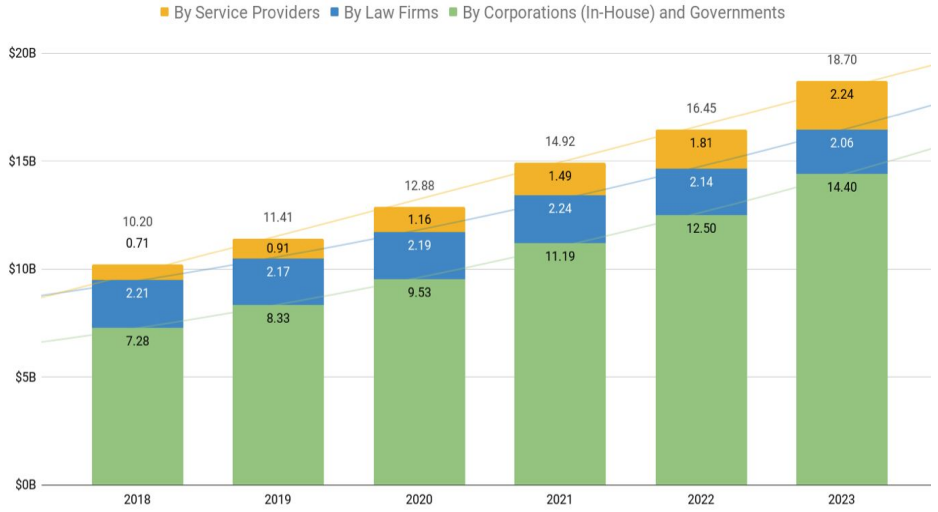
Market Scope - Compound Annual Growth Rate

eDiscovery Software Market (2018-2023)



Total Worldwide Market for eDiscovery Software (Estimated 13.23% CAGR)

eDiscovery Market By Direct Delivery Approach (2018-2023)



Total Worldwide Market for eDiscovery by Delivery Approach (Estimated 13.09% CAGR)

Link to the eDiscovery Market Size Mashup

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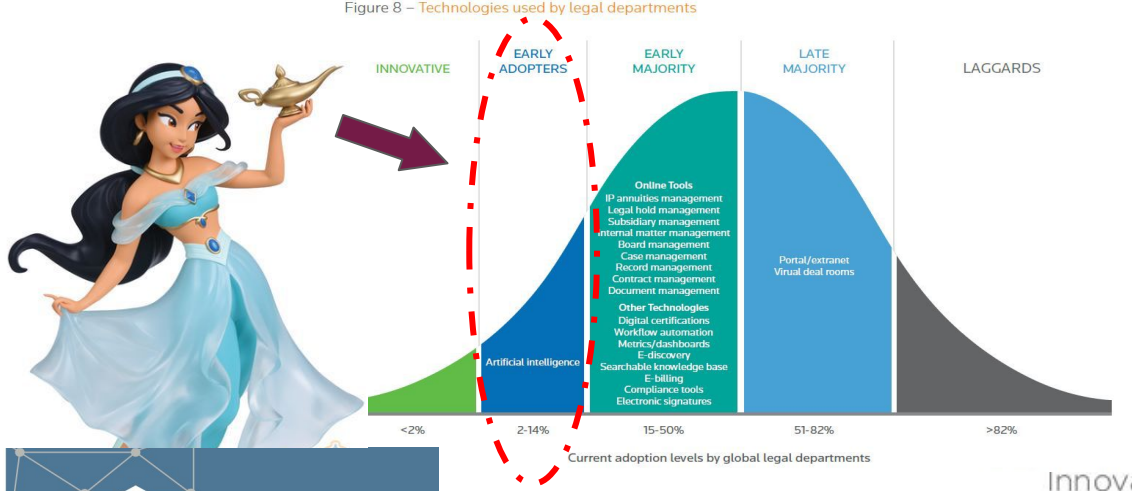
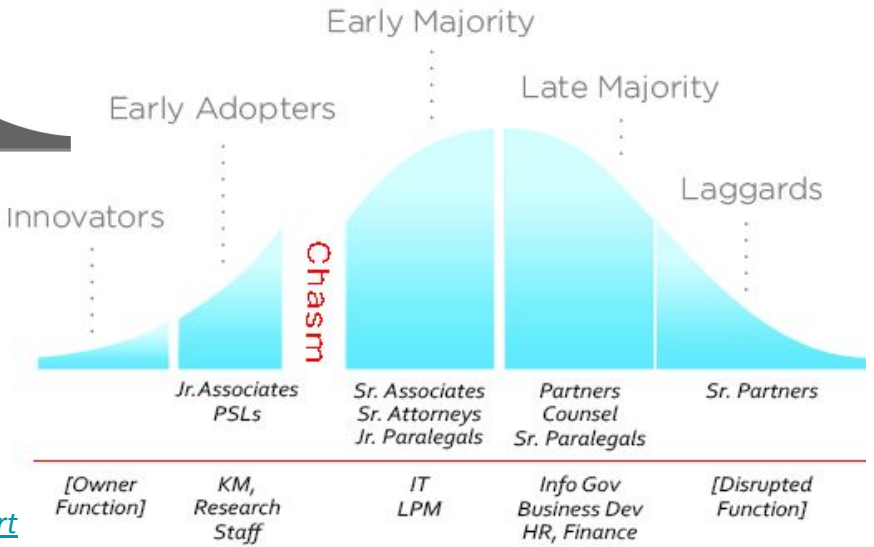
Figure 8 – Technologies used by legal departments





[Link to Innovation and the 2019 State of the Corporate Law Departments Report]

[Link to Crossing the Chasm of Innovation Adoption in BigLaw]

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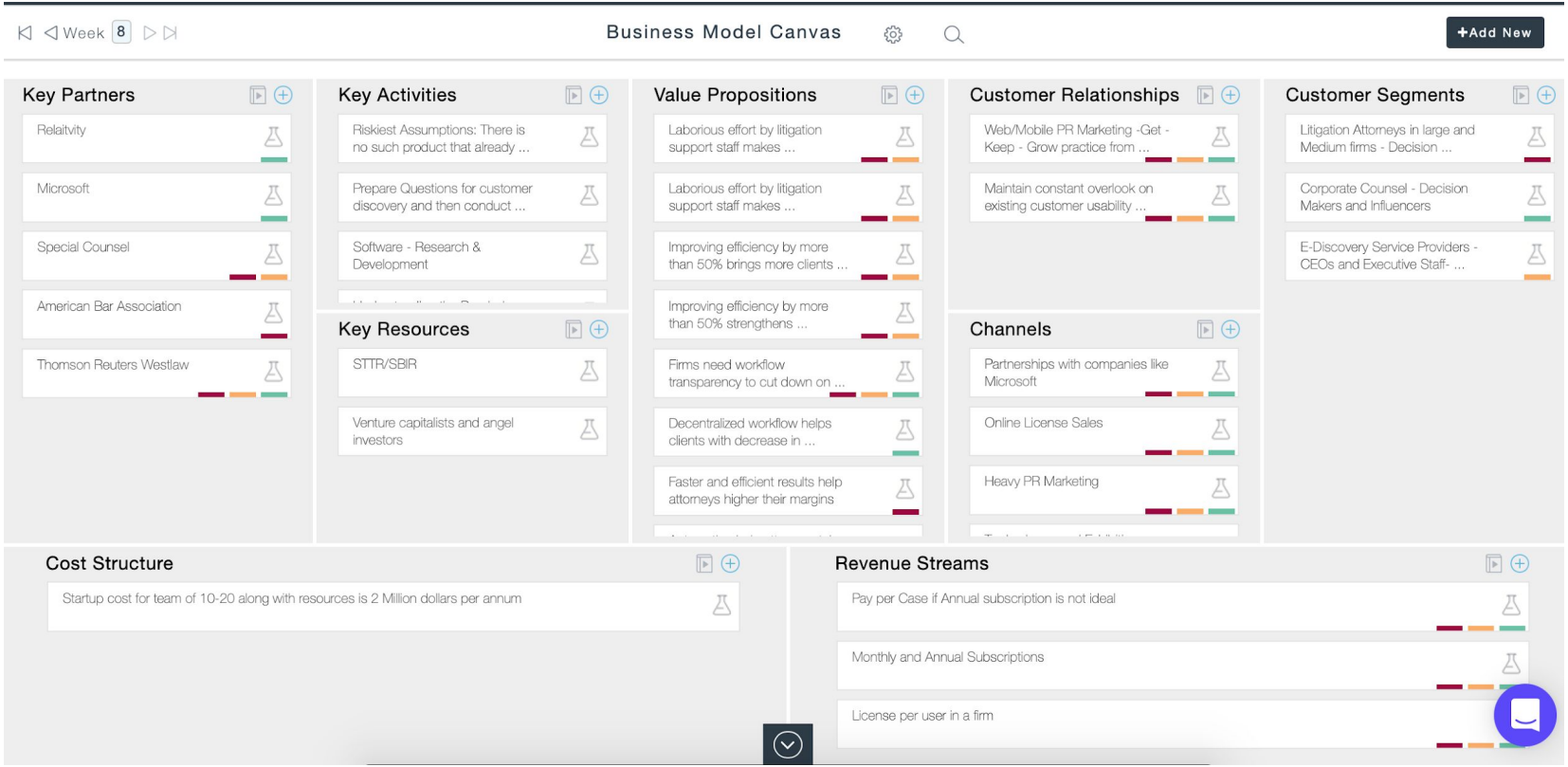
Business Canvas Model - Week 7



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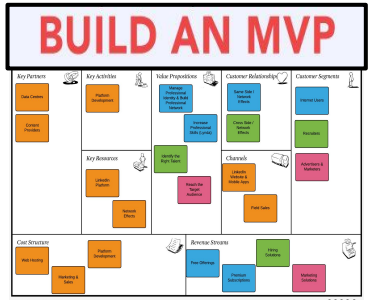

Phase 1 : 2 Months : Continue Customer Discovery

Phase 2 : 8 ~12 Months : Secure R&D Funds + File Patent - PFI - Research Partnership / SBIR

Phase 3 : 18 ~24 Months : PFI - Technology Transfer/ SBTR

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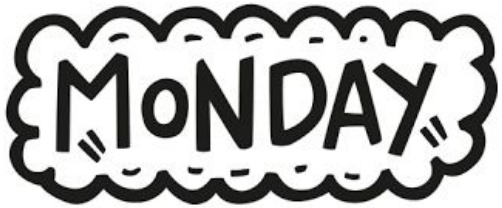
FINISH
START


MONDAY

Watson offers cognitive analysis to the courtroom.
Client Success Field Notes
IBM

LITIGATION: a GUIDE.
① HOW THE CASE WAS EXPLAINED TO THE CLIENT.
YOU HAVE A VERY STRONG CASE, MR SPROCKET.
② HOW IT PROGRESSED.
I RATE OUR CHANCES AROUND 50:50.
③ HOW IT TURNED OUT.
I REJECT THIS CLAIM AND AWARD INDEMNITY COSTS AGAINST THE CLAIMANT.
④ HOW THE CLIENT WAS BILLED.
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