We are team Brillbot, at our complex adaptive systems lab, we work on a broad spectrum of research areas starting from qualitative research to developing machine learning algorithms to solve complex problems. When our team conducted qualitative research on the NSF APLU project, our machine learning models complemented the research by generating unbiased solutions in less time. This endeavour motivated us to join I-Corp. During our UCF I-Corps site program, we started our customer discovery with research deans, faculty, graduate students and department chairs to understand the pains and gains in their day to day business. Within 3 weeks, we realised that people in the legal firms also perform this type of qualitative research as a process of case discovery. Hence we pivot to corporations and attended American Bar Association tech show that brought technology and lawyers together. With this cohort we continued our customer discovery with small, mid and large-scale law practitioners and legal service providers to validate our hypothesis and worked towards building MVP and revenue stream based on the trend. Besides regular customer interviews, we also attended American Bar Association Annual meets international Law conference ILTACOn and, which are ideal spots for us to talk with federal judges, attorneys, corporate counsel and service providers in understanding the value propositions in the E-Discovery process. We also participated in chapter events by women in Ediscovery, that enhanced our journey meeting process engineers and E-Discovery practitioners such as paralegals. During our journey we are surprised by no 1. Many law firms today use buzz words such as AI and machine learning sololy to get more clients. In reality these firms continue to practice traditional ways as they are paranoid that AI automation may take away their jobs. Now surprise no 2, we often hear attorneys debating on General data privacy regulation upon an enormous amount of data growth especially in the era of social media, but we are surprised to hear that most of the law firms still want to have physical infrastructure over cloud based solutions due to privacy concerns. We found that there are many gaps associated with increase in data types and volumes to the actual document review practice, the biggest pains noticed is the lack of workflow transparency and process automation.

Challenges:

1. E-Discovery is an ever growing market with huge increase in the voluminous data and corporates are insourcing their litigation processes and legal teams as are looking at smart solutions to reduce the costs involved.

2. The second big challenge is increases in discoverable data types along with data volumes. Not all data types can be handled in the same way, new data types are used for communicating and tracking analytics.

3. There are only a few case discovery solutions that only large organizations can adopt while the smaller organizations cannot afford.

4. Emerging social media data in court disputes, is leading to reimage the corporate ediscovery solutions.

5. Courts looking for new solutions are in demand for change in existing processes and skill sets.

6. New privacy concerns like General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) in international cases that involve cross-border discovery and regulatory compliance

7. Courts are looking for a superior level of dedication and cooperation by all the parties in case discovery.

Key take home message is that the current process of E-Discovery is complicated due to lack of transparent end-to-end solution to all the parties involved which is impacting majorly on the indirect cost burdens on the corporations. To that end while we continue our customer discovery we also aim to apply for SBIR grants as our technology helps legal professionals to perform case discovery through Artificial Social Intelligence by leveraging our Machine Learning expertise.