



# LEGAL TECH SELF-SERVICE PLATFORM

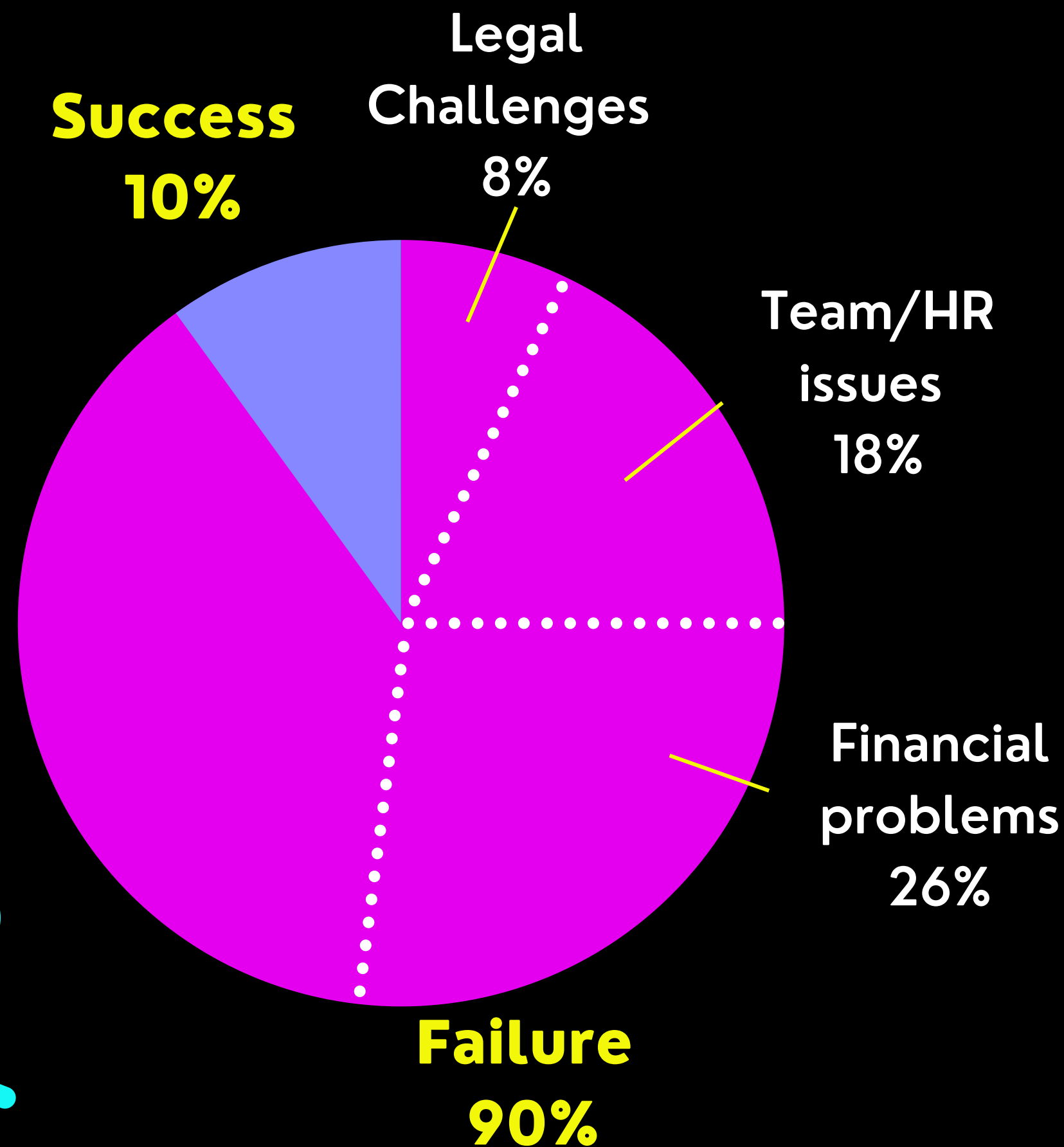
Talia Andrews, Abigail Duval, Robbie Oleynick, Cather Zhang

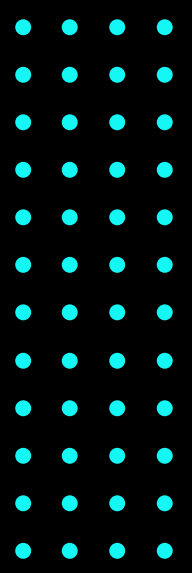


# MANY GERMAN STARTUPS FACE LEGAL CHALLENGES

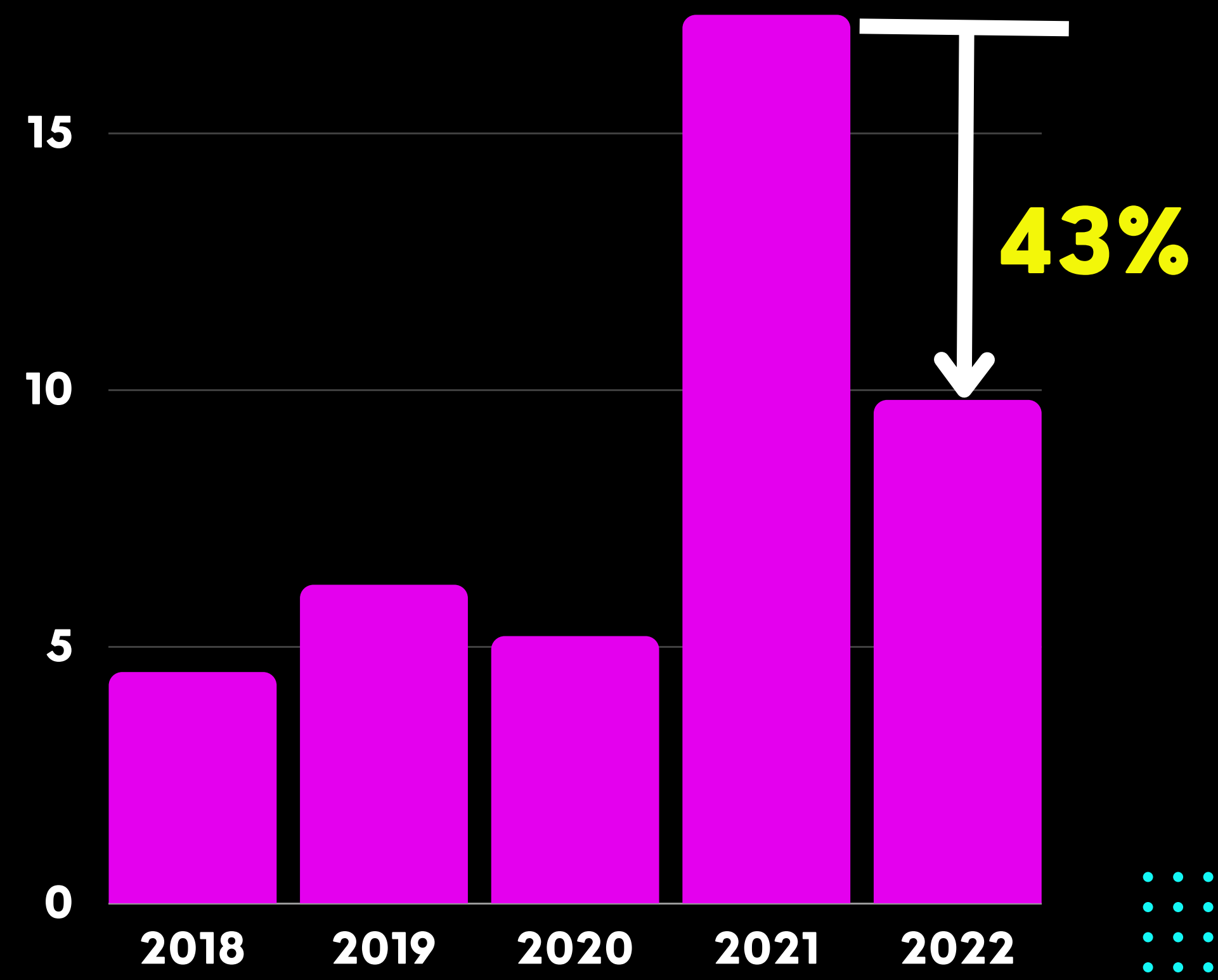


- GDPR (General Data Protection Regulation)
- Product risk and compliance
- Intellectual property challenges

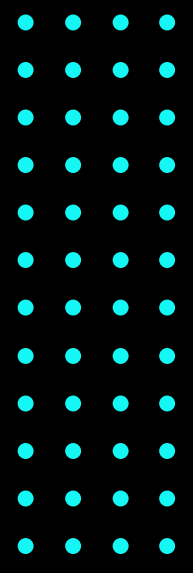




***SOME START-UPS IN GERMANY ARE NOW IN MORE DIFFICULT FINANCIAL POSITIONS***



**Funds Raised by Start-ups in Germany**



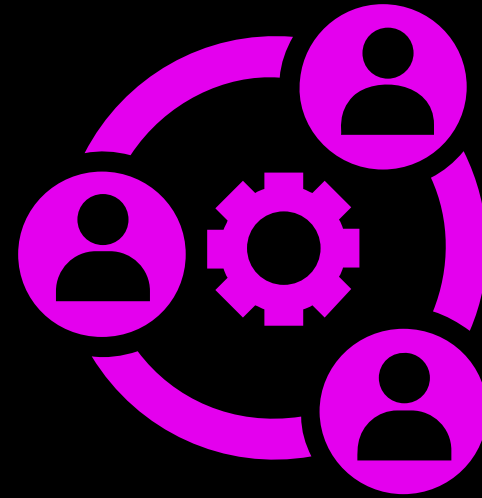
# Legal Tech Solutions



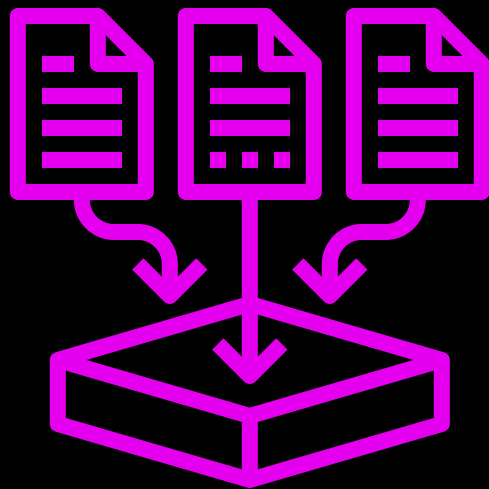
Contract lifecycle



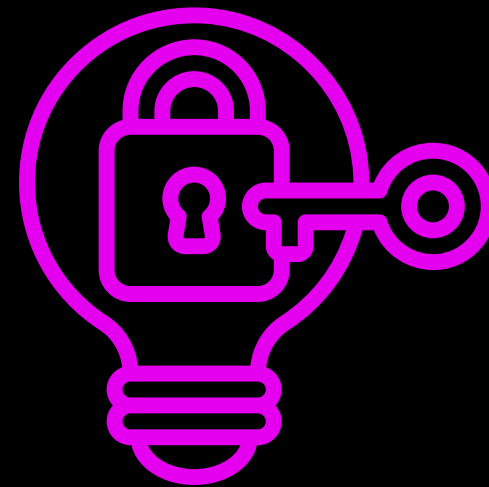
Case/Matter/Supplier Management



Team & Project management



Document review & Data extraction

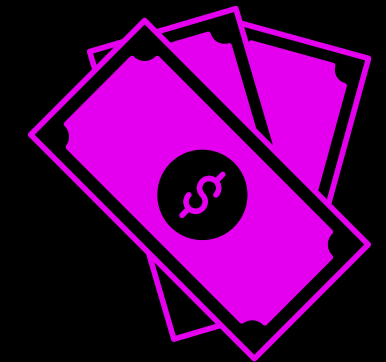
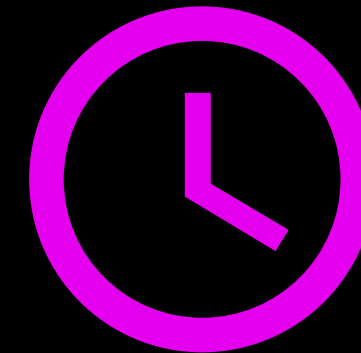


Intellectual property



Risk & Compliance

**UTILIZING  
LEGAL TECH  
SELF-SERVICE  
TOOL IN HOUSE  
CAN SAVE TIME  
AND MONEY**



# **RESEARCH QUESTIONS**

01

What challenges and opportunities do German start-ups and well-established companies face regarding internal legal processes, and what are the differences and similarities seen between them?

02

What are the broader implications regarding these challenges and legal needs in a competitive market and what causes them?

03

What factors would motivate startups and well-established companies to use a developed self-service legal tech platform?



# OBJECTIVES

## Our Goal

The broad goal is to evaluate the effectiveness and potential of legal tech applications on streamlining the legal processes of start-ups and well-established German companies.

01

Identify the different challenges and opportunities facing German start-ups and well-established companies regarding internal legal processes and examine the differences and similarities seen in their legal needs.

02

Examine both the causes and the broader implications of legal challenges in the market and in internal legal departments.

03

Determine which factors would motivate startups and well-established companies to use a developed self-service legal tech platform

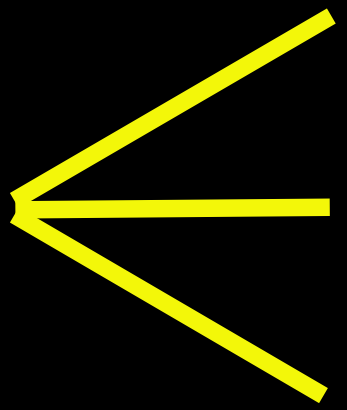
# 01

## Research

Legal needs of the current German market



Literature review



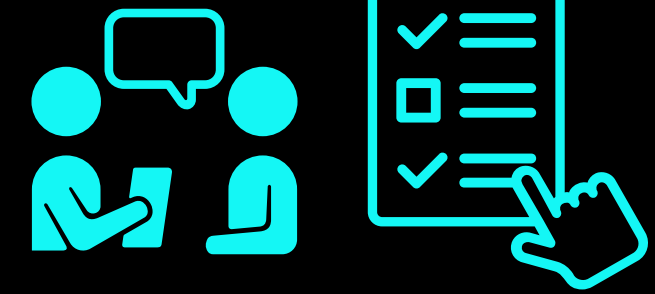
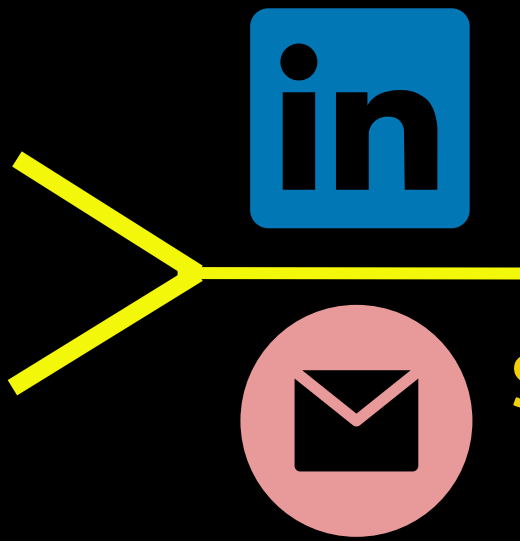
In-house legal tech

Market research

Legal operation trends & bench-marking reports

Legal tech awareness, usage, and interest

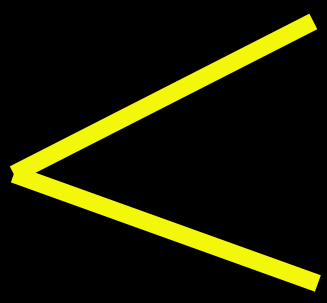
Motivation to use a self-service platform



Surveys and interviews of companies



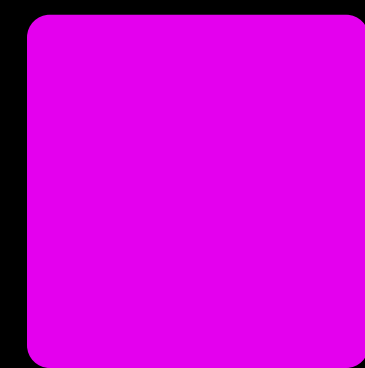
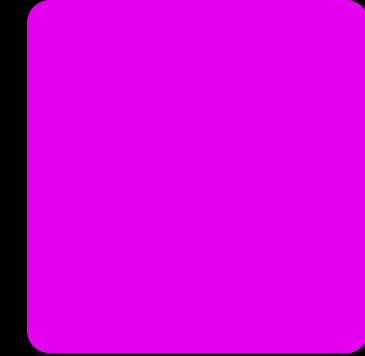
Interviews w/ legal experts

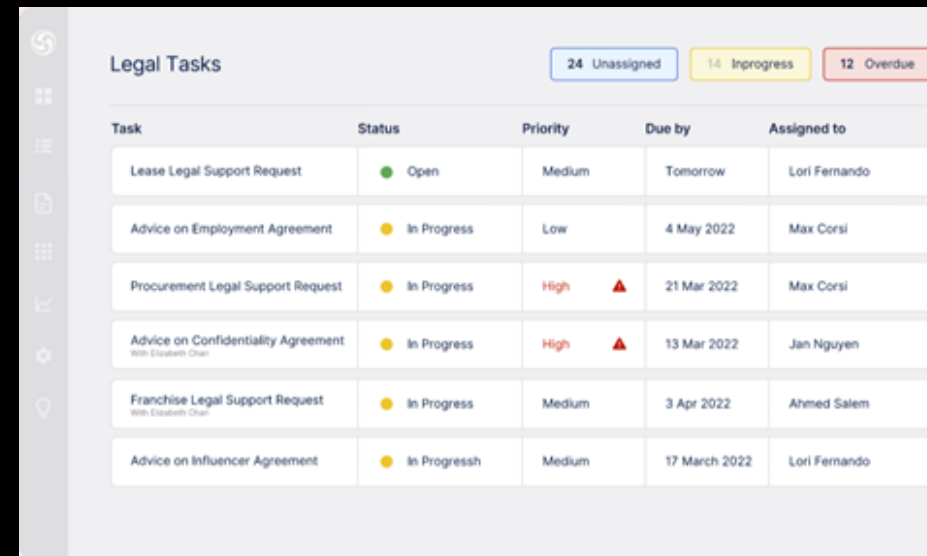
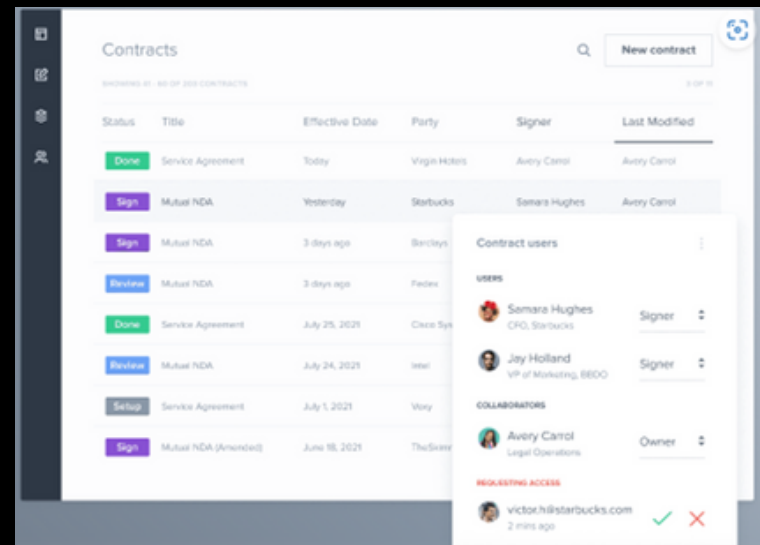
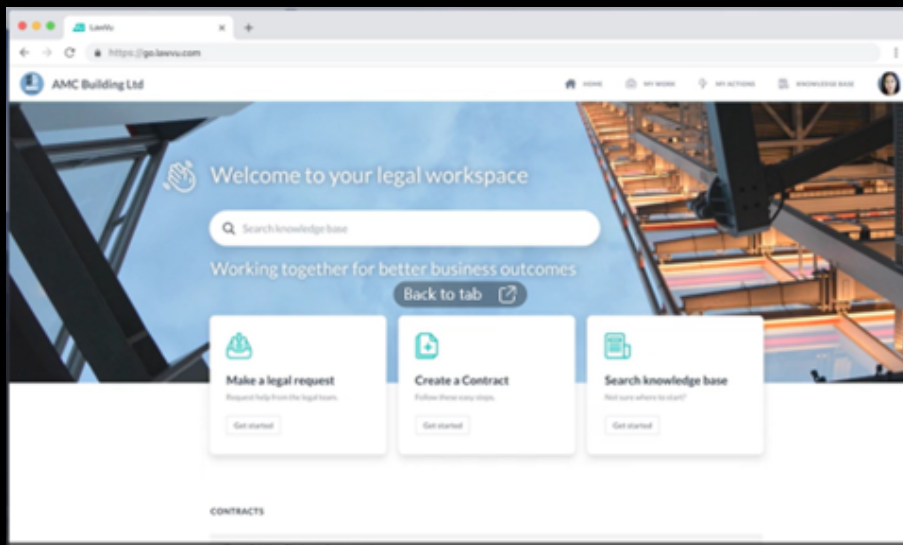


Client Challenges

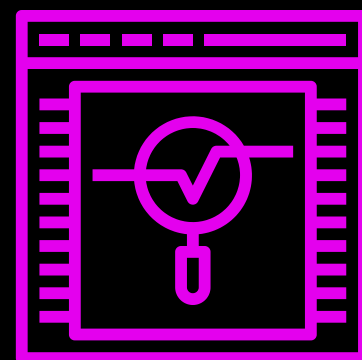
Repetitive tasks

METHODS





Docmosis  
BRYTER  
HighQ  
AdviSME  
CheckBox  
LawVu  
etc...

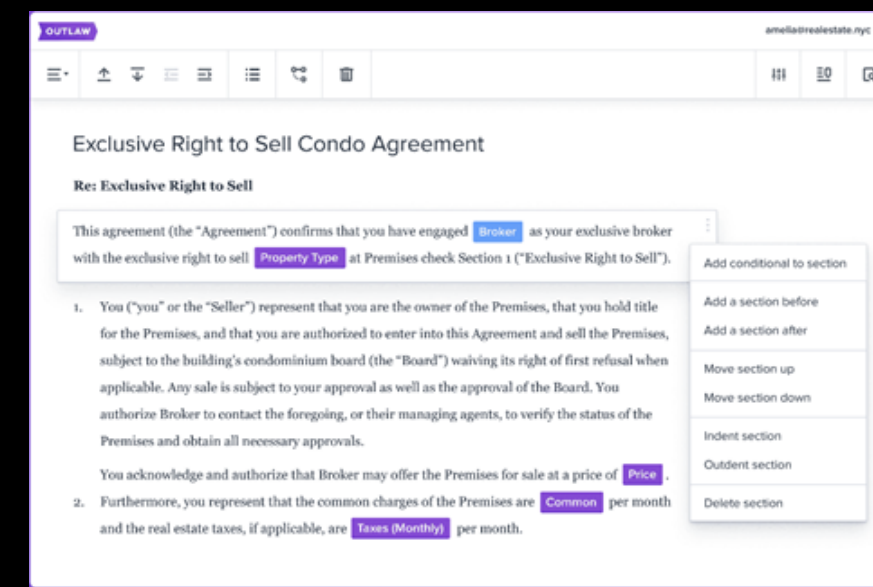
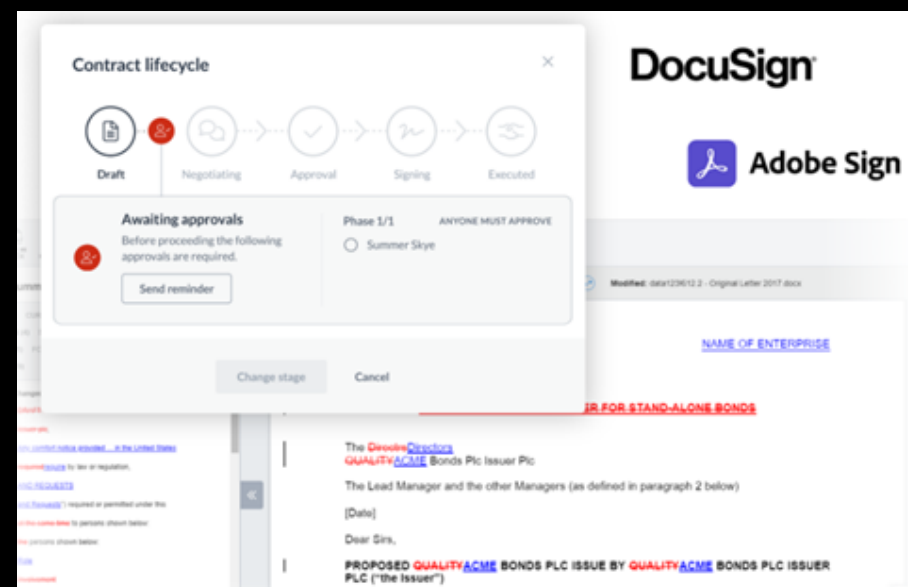
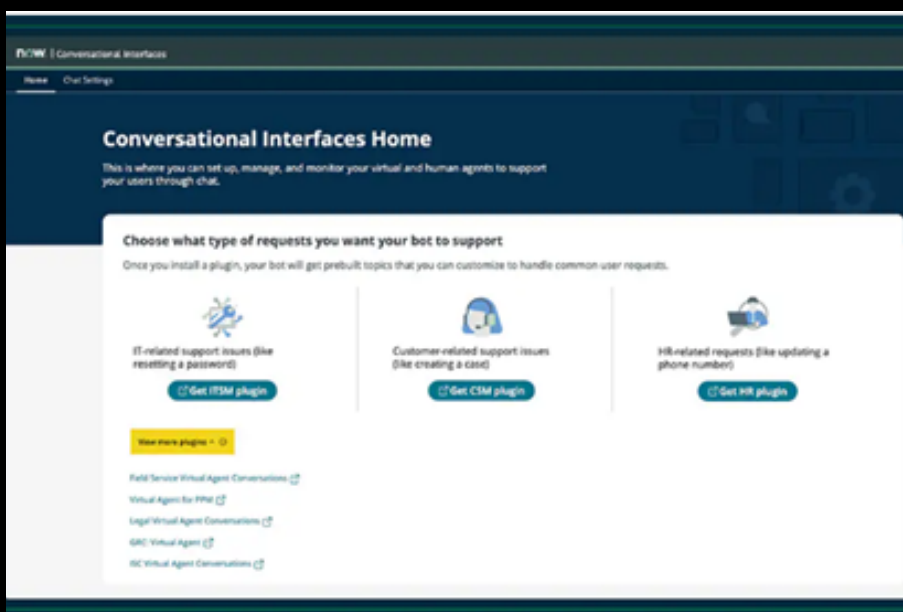


Content analysis on existing platforms

02

Platform Development  
UI/UX design focus

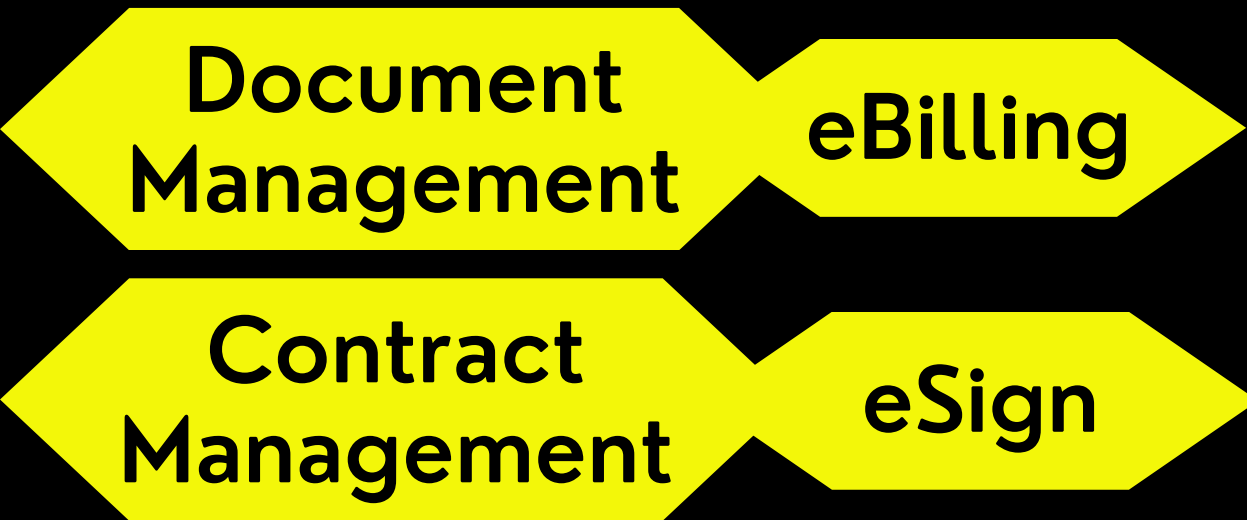
METHODS





# Literature Review: Legal Tech Trends Are Positive Outside Germany

## GLOBAL TOP SERVICES

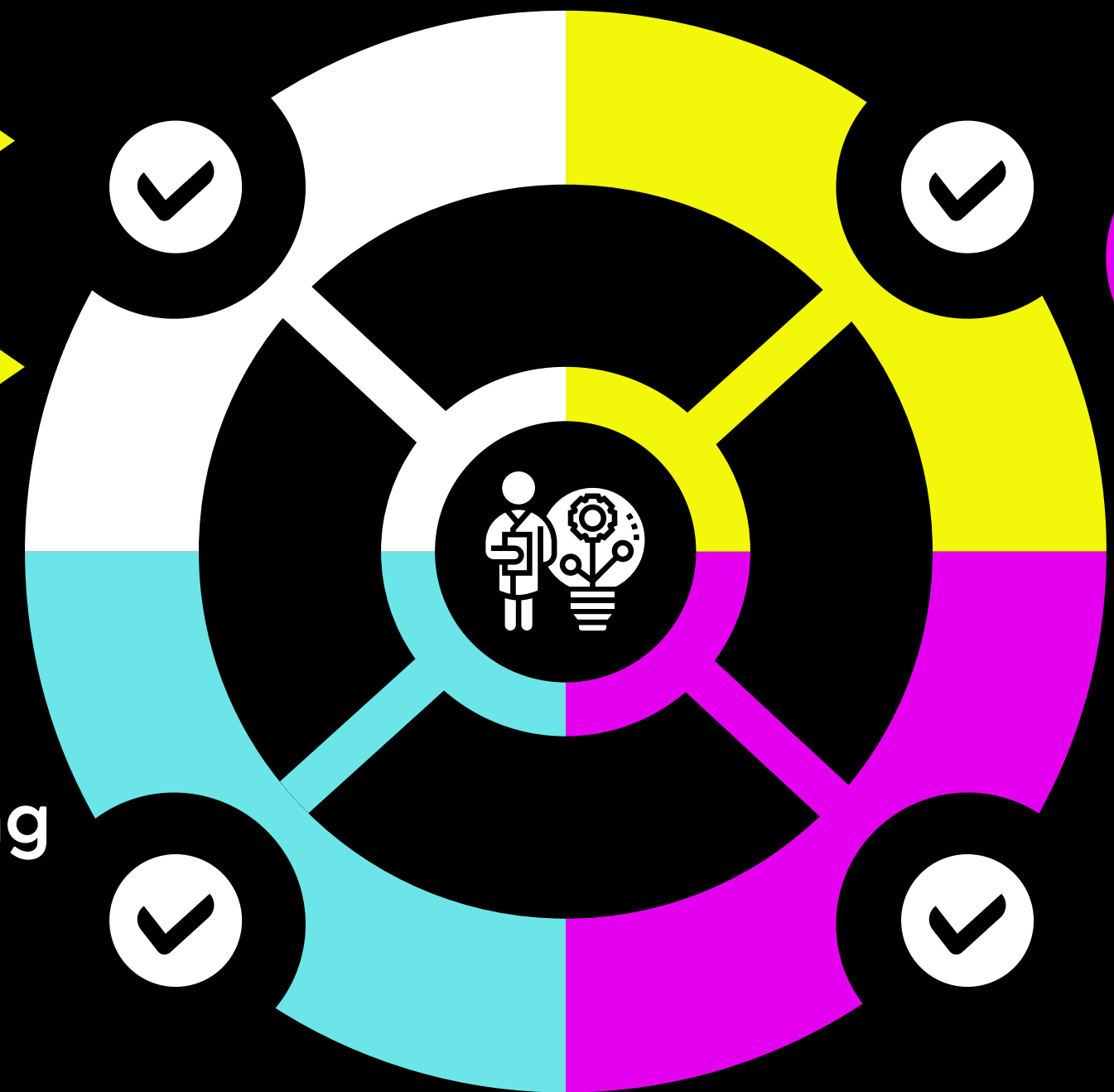


## GLOBAL BUDGET

**3x** by 2025

## US/UK CHALLENGES

**77%** legal teams spending more than **1 hour** daily maneuvering between different systems



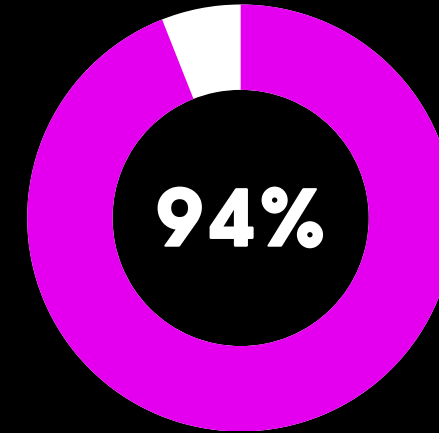
## US/UK TOOL USAGE

**90%** legal teams use >3 legal tech software in 2022  
**56%** notices acceleration usage in past three years

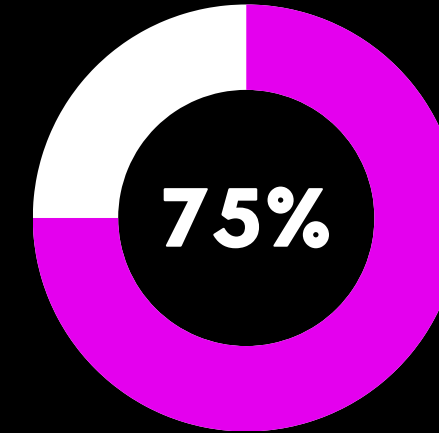
# Survey Research Identified Differences In Legal Needs And Opportunities

11 Startups

10 Well-established

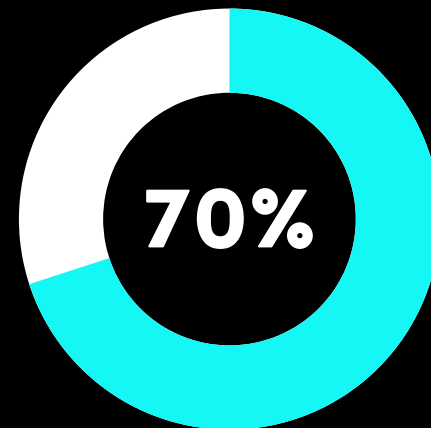


w/legal team

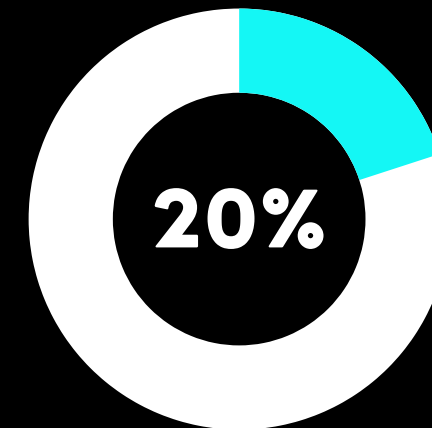


are aware of legal tech

Startup



Well-established



are willing to Use Legal tech Platform

Knowledge Management

Team Management

is the most used legal tech services

# Interviews Expose Differences Between Startups and Well-Established Companies


## Startup

## Well-established

Challenges with GDPR compliance and IP protection



Concerns regarding trust and turnover time between departments



Inequity in financial, personnel, and legal knowledge



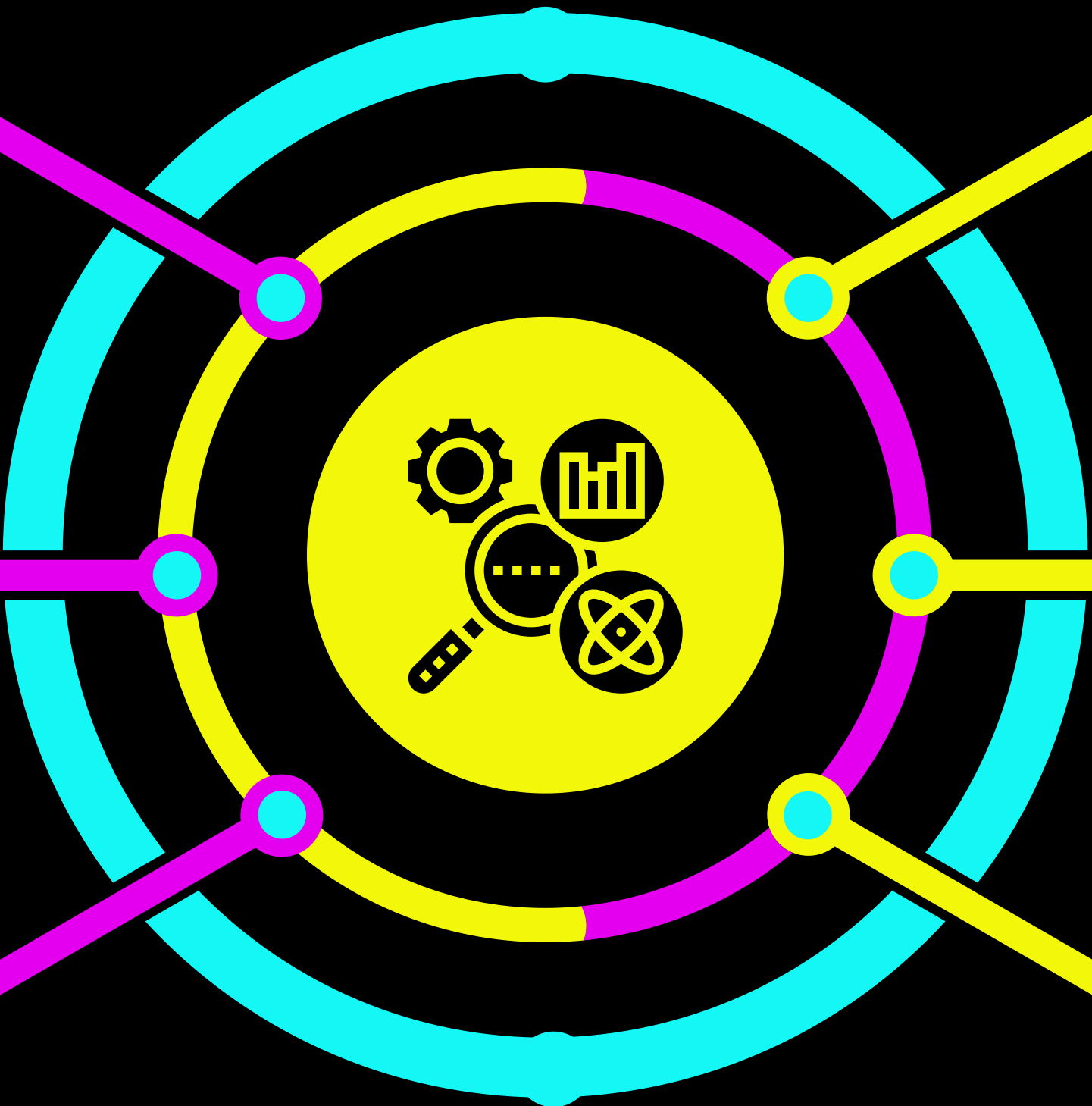
Plenty of resources and personnel for legal support



Interest in utilizing different legal tech solutions



Legal needs on internal communication between the business and legal teams

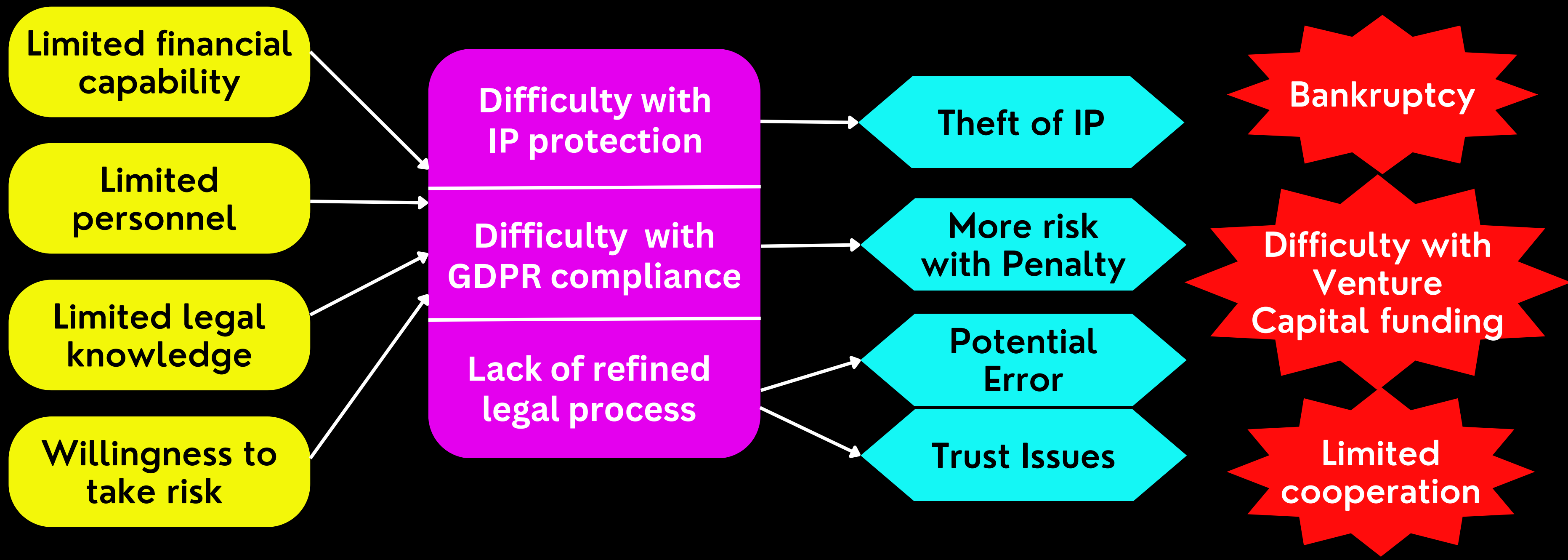


# The Challenges Faced By Startups Have Causes and Broader Implications

## Causes

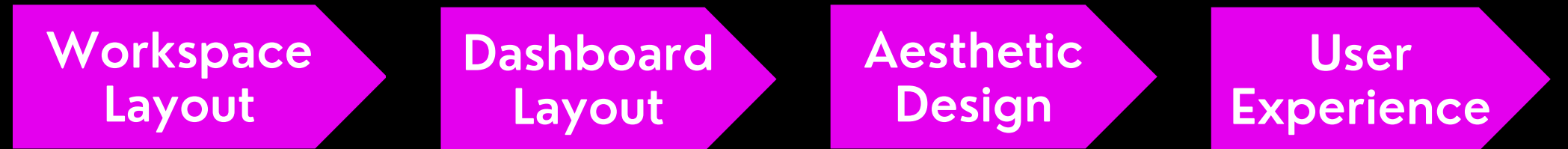
## Legal Challenges

## Implications



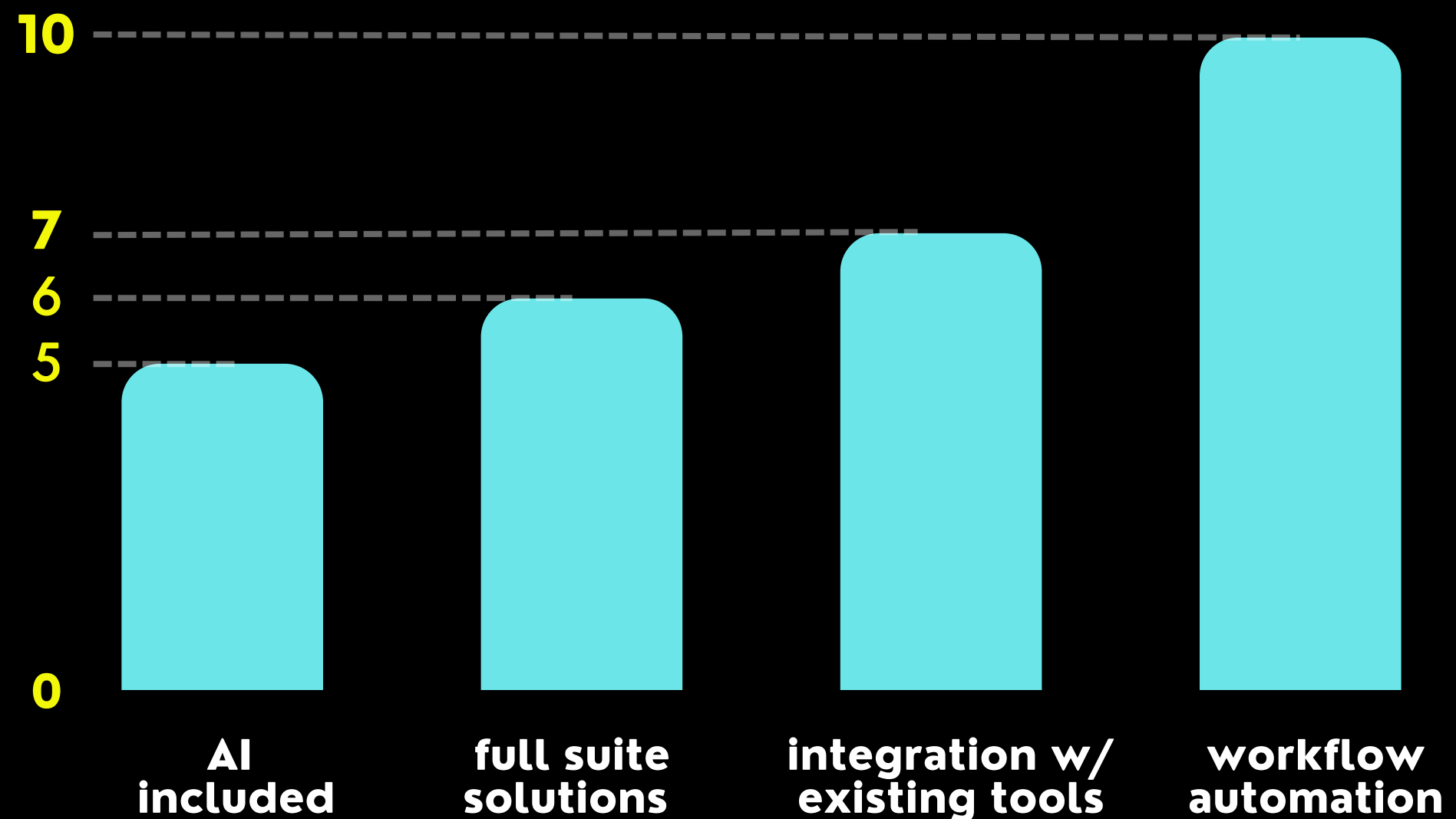
# Content Analysis Guided the Platform Design

## Key Takeaways of 15 Platforms Analyzed



## Legal Tech Solutions Overview

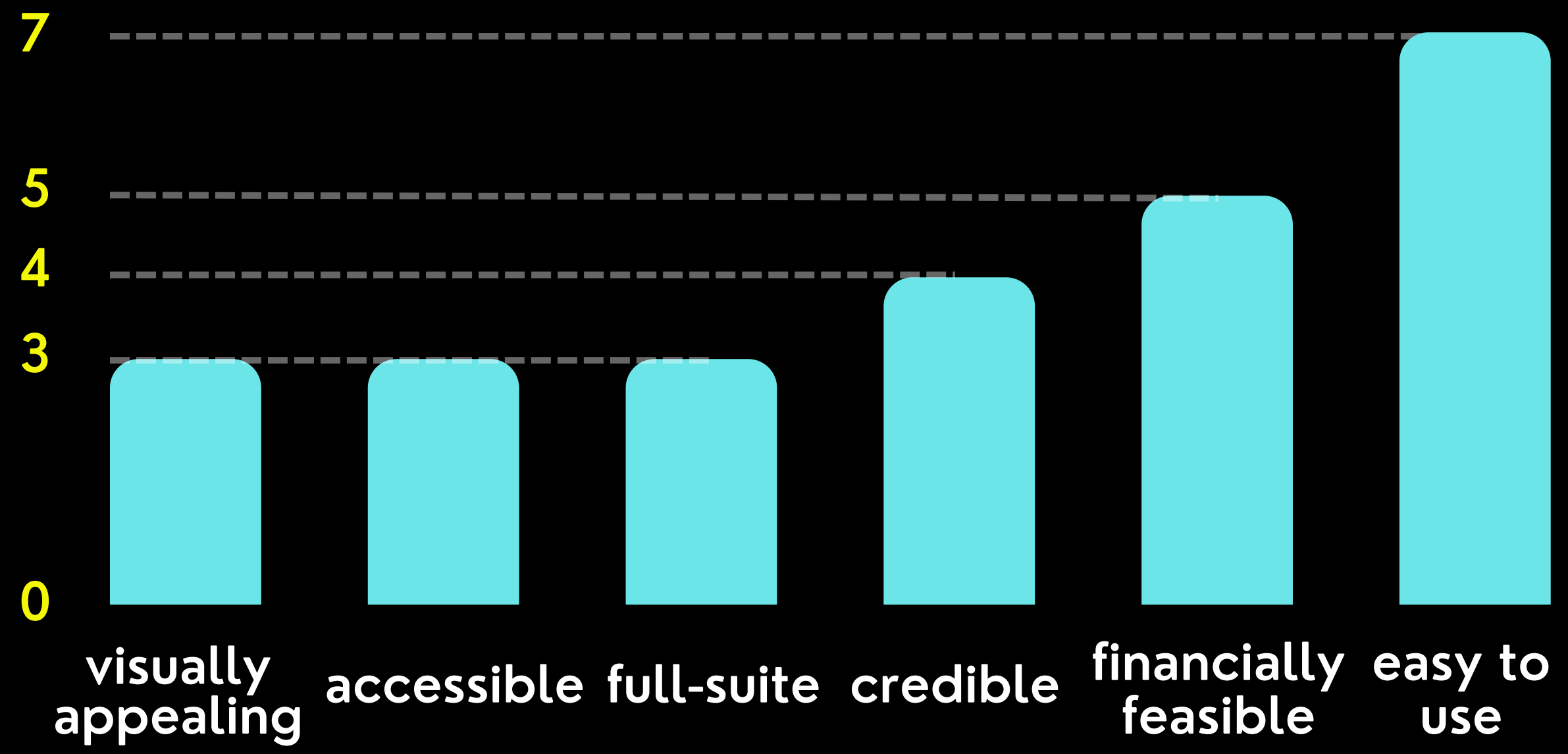
Contract Lifecycle Management	12
Team and Project Management	12
Knowledge Management	11
Risk and Compliance	6
Matter Management	5
Document Review & Data Extraction	0



Feature Overview Graph



# The Survey Determined the Motivations for Using a Platform




## Most Used Services

1. Corporate Policies & Management
2. Document Automation
3. Negotiation / Approval

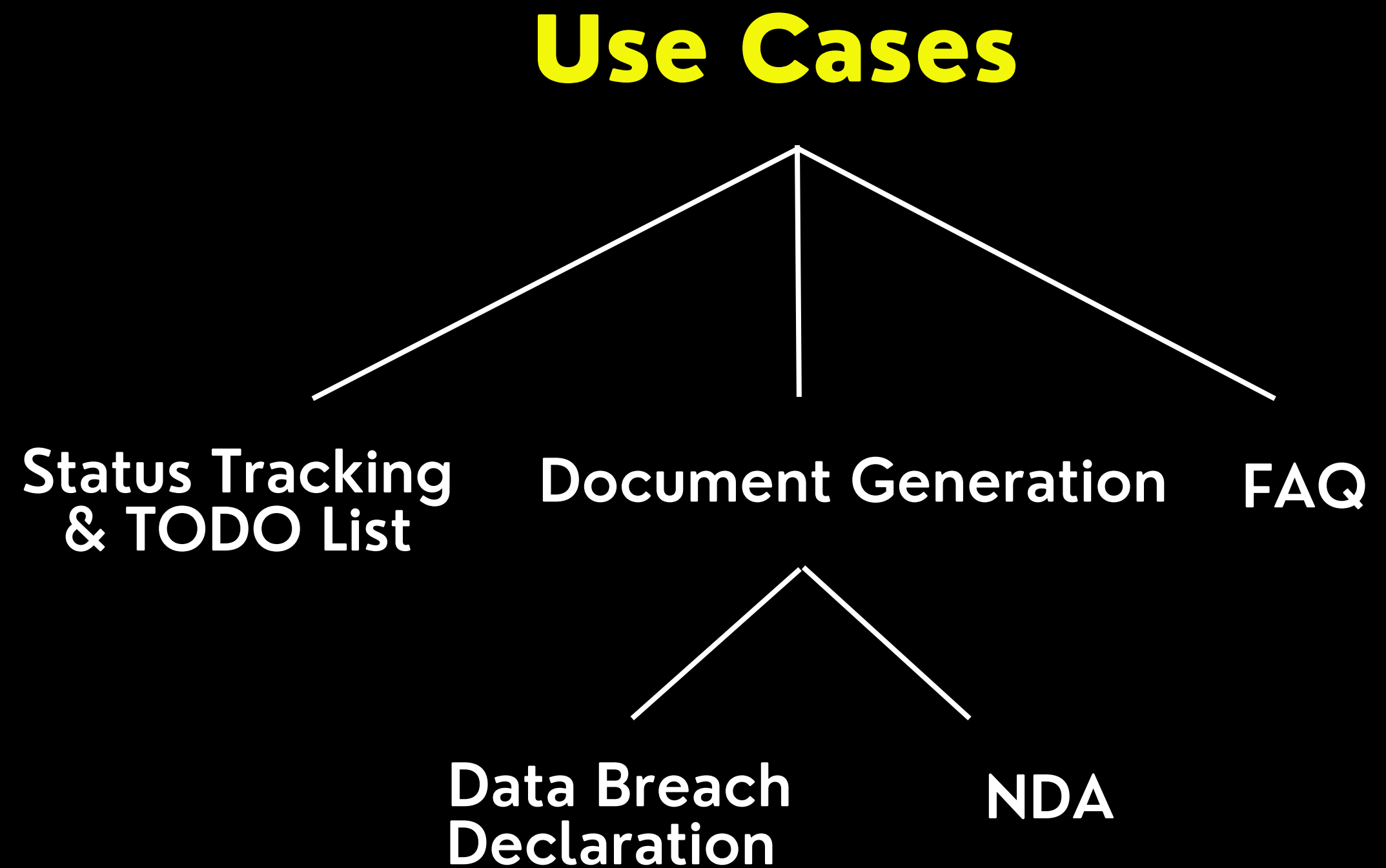

## Most Wanted Services

1. Document Automation
2. Contract Portfolio
3. Internal Accountability

Figure 6. Motivation to Use a Platform



**USE CASES WERE  
DETERMINED  
FROM RESEARCH**

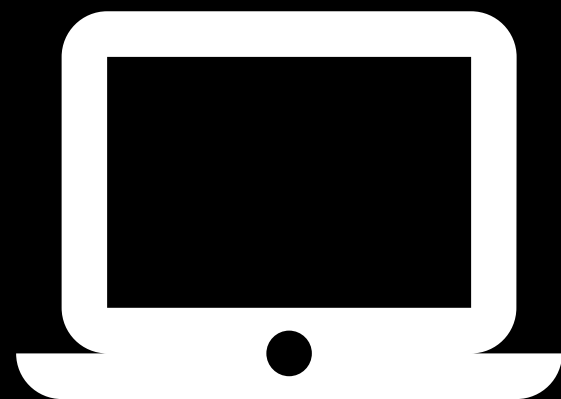


***DEMO***

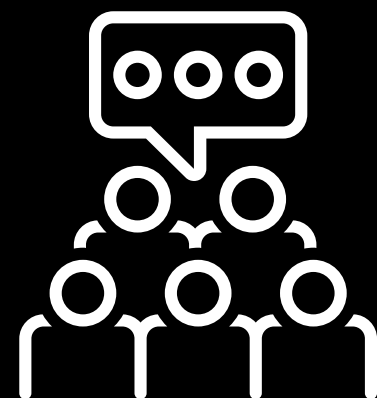
# CONCLUSION

Our methods allowed us to accomplish our objectives, which broadly evaluate the effectiveness and potential of legal tech applications on streamlining the legal processes of start-ups and well-established German companies

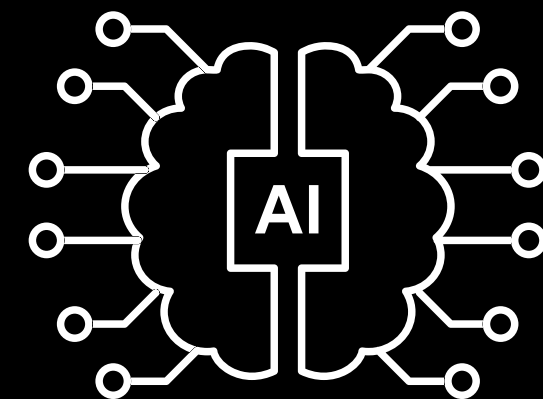
## Recommendations for Future Work



Incorporate the user feedback in a functional, full-suite legal tech self-service platform



Hold focus groups to optimize the UX



Investigate the use of AI in document generation, and research the legal AI training problem

# Privacy Policy Generator

