

## 3 Legal Go-Getters On How They're Altering The Industry

By **Aebra Coe**

Law360 (August 15, 2019, 10:32 PM EDT) -- A "failure camp" for lawyers and a potentially game-changing legal tech marketplace shared the spotlight Thursday as members of the legal sector spoke at the #MakeLawBetter Conference in Chicago about stepping outside the traditional boundaries of law to try something different.

Twenty speakers took the stage at the Illinois Institute of Technology's Chicago-Kent College of Law to share accounts of legal innovation and transformation. Those stories included the launch Thursday of a beta version of legal technology platform Reynen Court, the creation of a "failure camp" for lawyers aimed at spurring innovation, and a novel use of artificial intelligence at a large law firm.

Each speaker touched on one overarching theme: How can members of the legal sector make law better?

Here are three stories about innovating to achieve that goal.

### **Failure Camp**

Vanderbilt Law School hosted its first Failure Camp in July, where legal innovators shared stories of their efforts to make changes in the industry, how they'd failed in those attempts and what they learned.

Cat Moon, director of innovation design at the law school's program on law and innovation, said she sees openness to failure as a vital part of legal innovation that is often missing.

In an industry with massive access-to-justice issues, where diversity has remained lacking and where people are suffering disproportionately from mental health issues, change is needed, Moon said. And the traditional mindset of lawyers, one that is often averse to failure, is not conducive to innovation and change, she said.

"We must change. We must do better. We must do things we have never done," she said. "We've got to go out and forge a new path. We must fail more."

At Failure Camp, lawyers and other professionals from across the legal sector were encouraged to share stories of experiments they'd implemented that had failed. And by doing that, they were able to share what they learned from those mistakes, and others were able to learn from those mistakes as well, Moon said.

Moon encouraged attendees to share their efforts to experiment with legal delivery and the practice of law on Twitter under the hashtags #makelawbetter and #myexperiment.

"Innovation demands experimentation," she said. "Your failures could change the world."

### **Reynen Court**

A legal technology app store of sorts launched a beta version Thursday, coinciding with the #MakeLawBetter Conference. The platform, called Reynen Court, allows law firms and legal departments to find, access and implement legal technology all in one place.

Reynen Court's head of strategy, Christian Lang, spoke about the platform at the conference, explaining that he sees it as a way to bring the modern subscription, or pay-as-you-go, economy to legal enterprises.

"Essentially we're creating a situation where you can take literally from months to minutes the process of a law firm finding, evaluating and then deploying a technology so it's ready for use," Lang said.

Reynen Court has been developed with the help of a consortium of 18 law firms, including Clifford Chance LLP, Latham & Watkins LLP and Paul Weiss Rifkind Wharton & Garrison LLP. The platform features technology and services provided by more than 90 companies, including Everlaw, LawCloud, Fastcase and Elevate ContraxSuite.

The venture was funded by a Series A funding round led by two law firms: Clifford Chance and Latham.

The beta version of the platform is now available at five law firms, including the two that led the Series A round, along with Paul Weiss, White & Case LLP and Orrick Herrington & Sutcliffe LLP.

"It finally feels like we are actually hurtling into a brave new world," Lang said.

### **Winston & Strawn**

Peter Geovanes, head of data strategy, AI and analytics at Winston & Strawn LLP, highlighted a novel way his law firm is using AI for business development.

Geovanes said one of his colleagues in the firm's business development team shared with him that reading emails was a big part of the job. The law firm received emails from five different news services that provide updates in a wide array of practice areas on court decisions and other legal developments.

The firm's business development team would pore through those emails, which amounted to around 1,000 a day, looking for opportunities to pass to the law firm's attorneys to pitch the firm where appropriate. And, while it was useful, it required a large amount of man hours "finding a needle in a haystack," Geovanes said.

So the firm automated the review of the emails using AI. It was able to begin to flag and score emails as they came in, labeling them one of three ways: rejected, possible leads and unsure. The machine learning took hold, and soon the tool gained 96% accuracy in detecting possible leads for the law firm, he said, and saved 72 hours a week in human labor.

He said the story of how Winston & Strawn used AI for business development illustrates how it has been able to successfully implement a number of different technologies. Typically, new technology isn't implemented through a top-down directive, but rather in response to a need, he said.

"More often than not, it's conversations, it's understanding how they're doing their work, what the process is, learning what the pain points are," Geovanes said.

--Editing by Aaron Pelc.

