Strategic Foresight:
< generative > ai
findings & impacts to the profession

your guide
< josh > kubicki

2023 Recognition

FAST COMPANY

Bloomberg Law

Legal

In-house < Verizon >

Chief Strategy Officer
< Seyfarth >

Professor

Legal Business Design Hub

Entrepreneurship &
Innovation

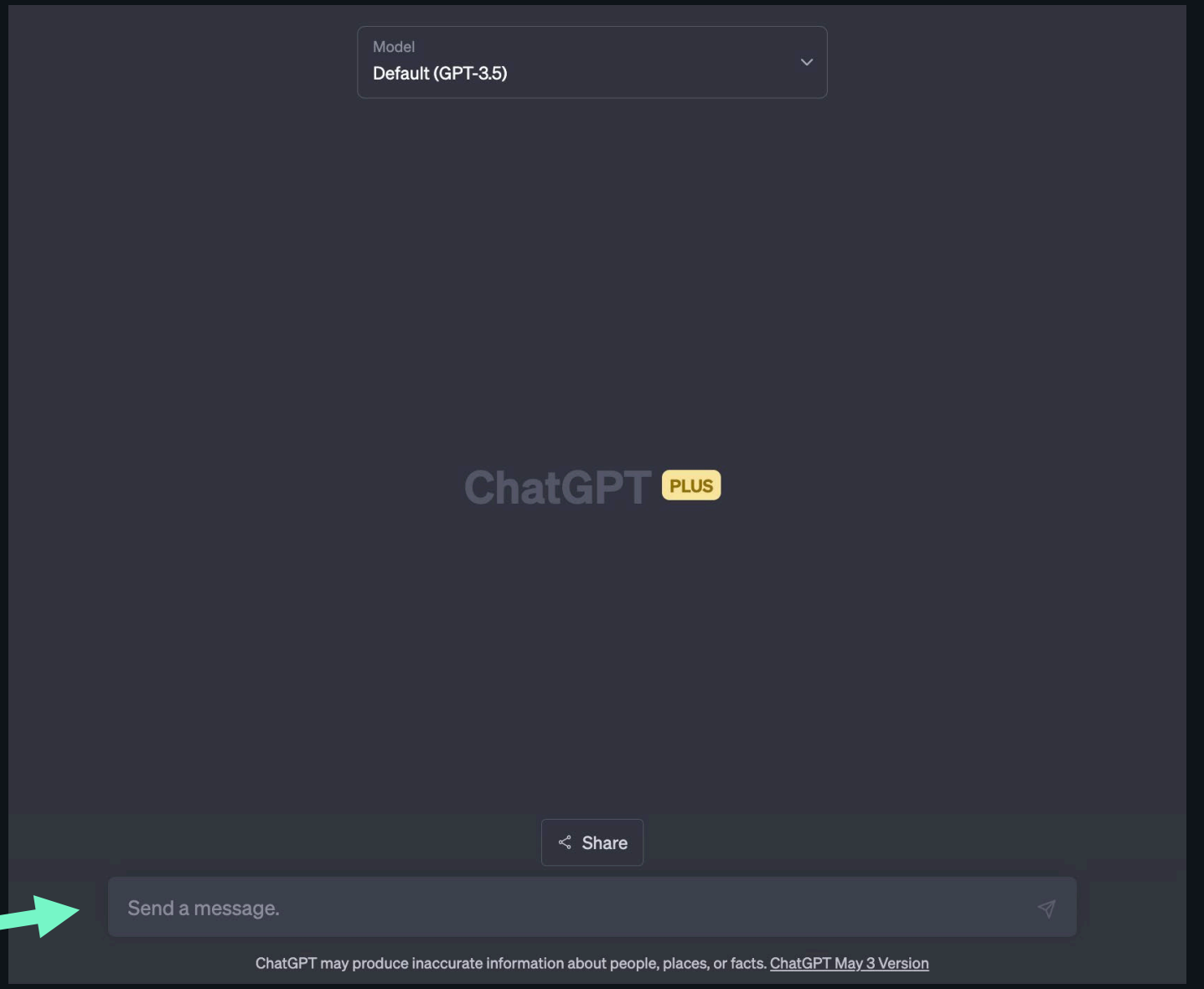
Entrepreneur

$20+ million business /
dozens of others

Brainyacts < 4000+ >

brief (re)intro to < generative > ai

Google Search
I'm Feeling Lucky
Happy Teacher Appreciation Week

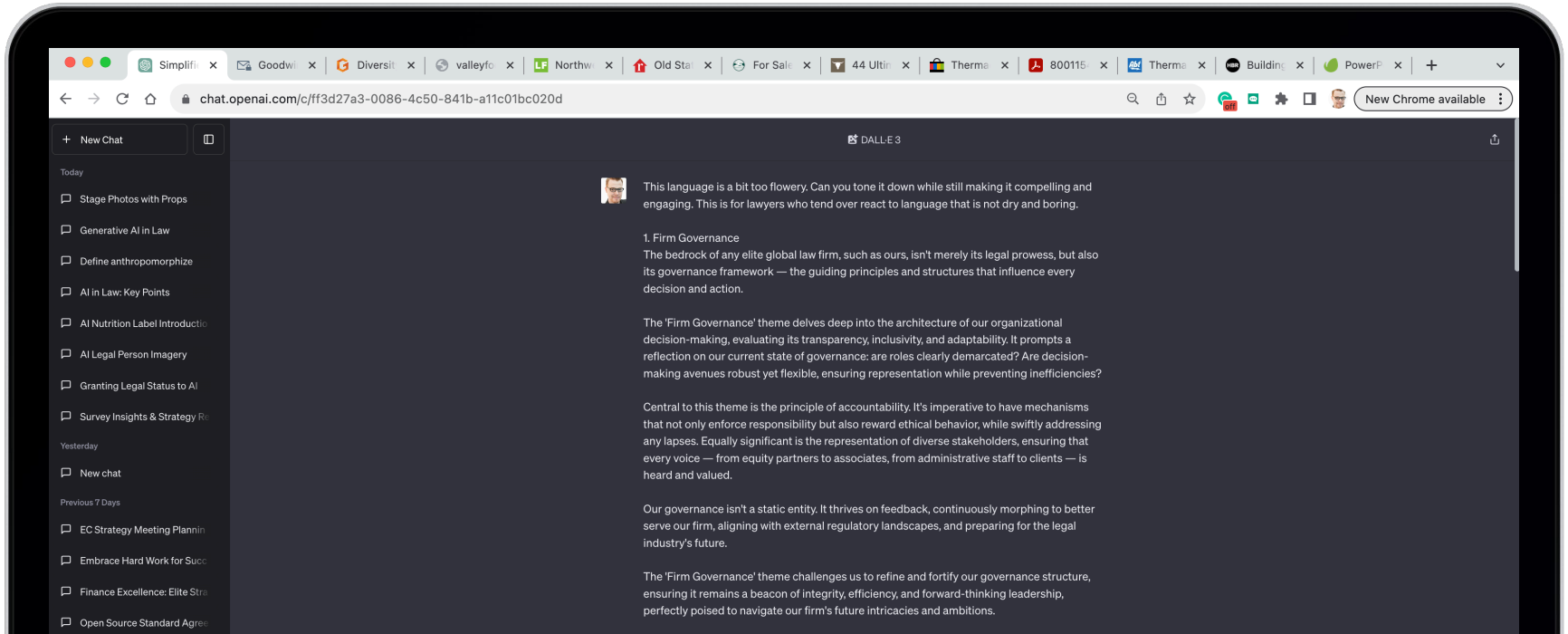

Model
Default (GPT-3.5)
ChatGPT
PLUS
Share
Send a message.
ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 3 Version

Not a search

CONVERSATIONAL PROMPT.

This is not a transaction or a search query.

< It is an iterative interaction. >



< last month >

Josh Kubicki © 2024

< senior partner >

"One of our clients is a former associate and is now the GC. We have an awesome relationship and get tons of work."

They started using [a GenAI tool] over the last year."

Our work has easily been cut in half."

Josh Kubicki © 2024

< senior partner >

“

Last week I used [GenAI] tool to write a legal memo.

I didn't edit it one bit.

Sent it to the client, told them it was AI, and **didn't charge for it**.

Normally an **associate** would have spent **3 hours** doing this.”

Josh Kubicki © 2024

< Wilson Sonsini >

“The goal for the product (a sales contract mark-up AI tool) is to take work from other law firms.”

If it is cannibalizing our own work . . . then that is because it is better than the work we provide now,

FINDINGS

EARLY STUDIES

FINDINGS

EARLY STUDIES

BCG

- 750 consultants
- Product innovation
- Business problems

ashurst

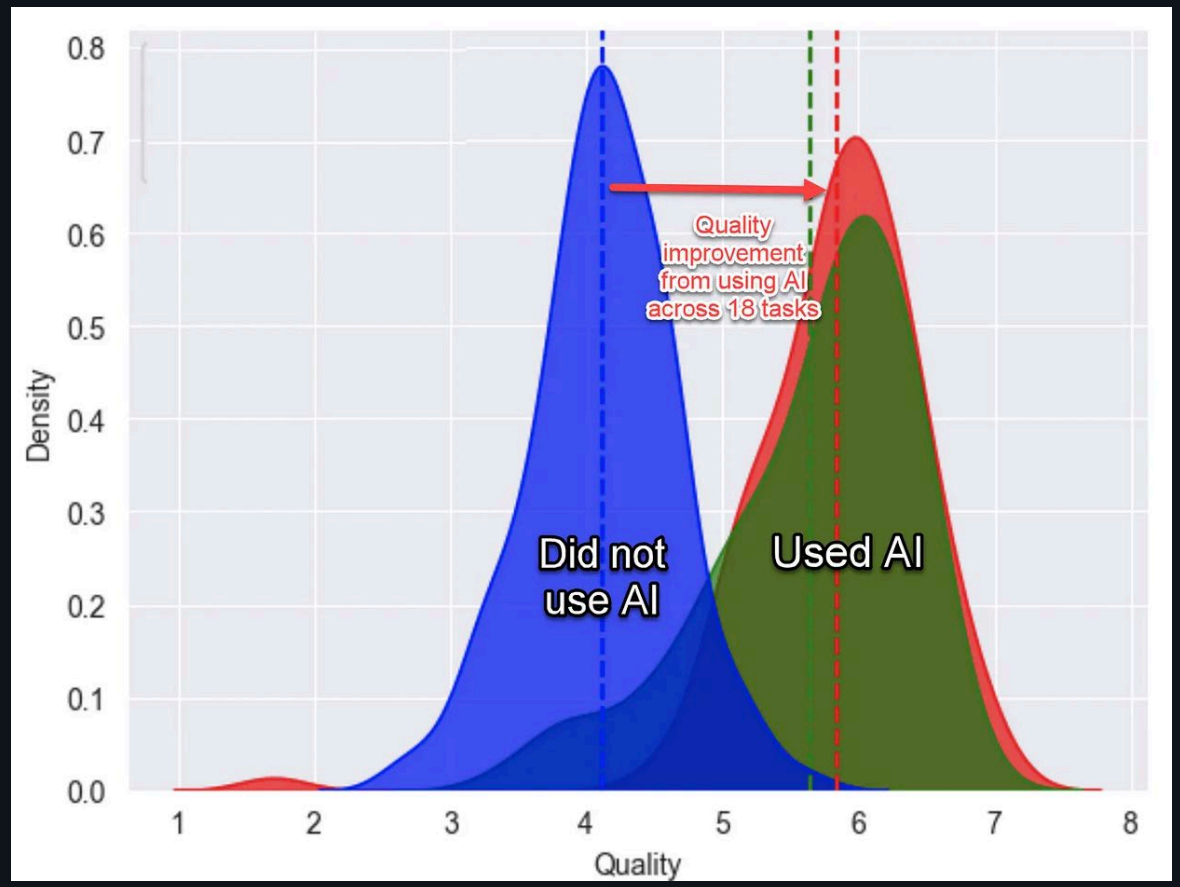
- 400 people
- Legal & business
- Multiple models

Microsoft

- 50 inhouse lawyers
- Regular legal work
- Copilot

BCG

750 people worldwide

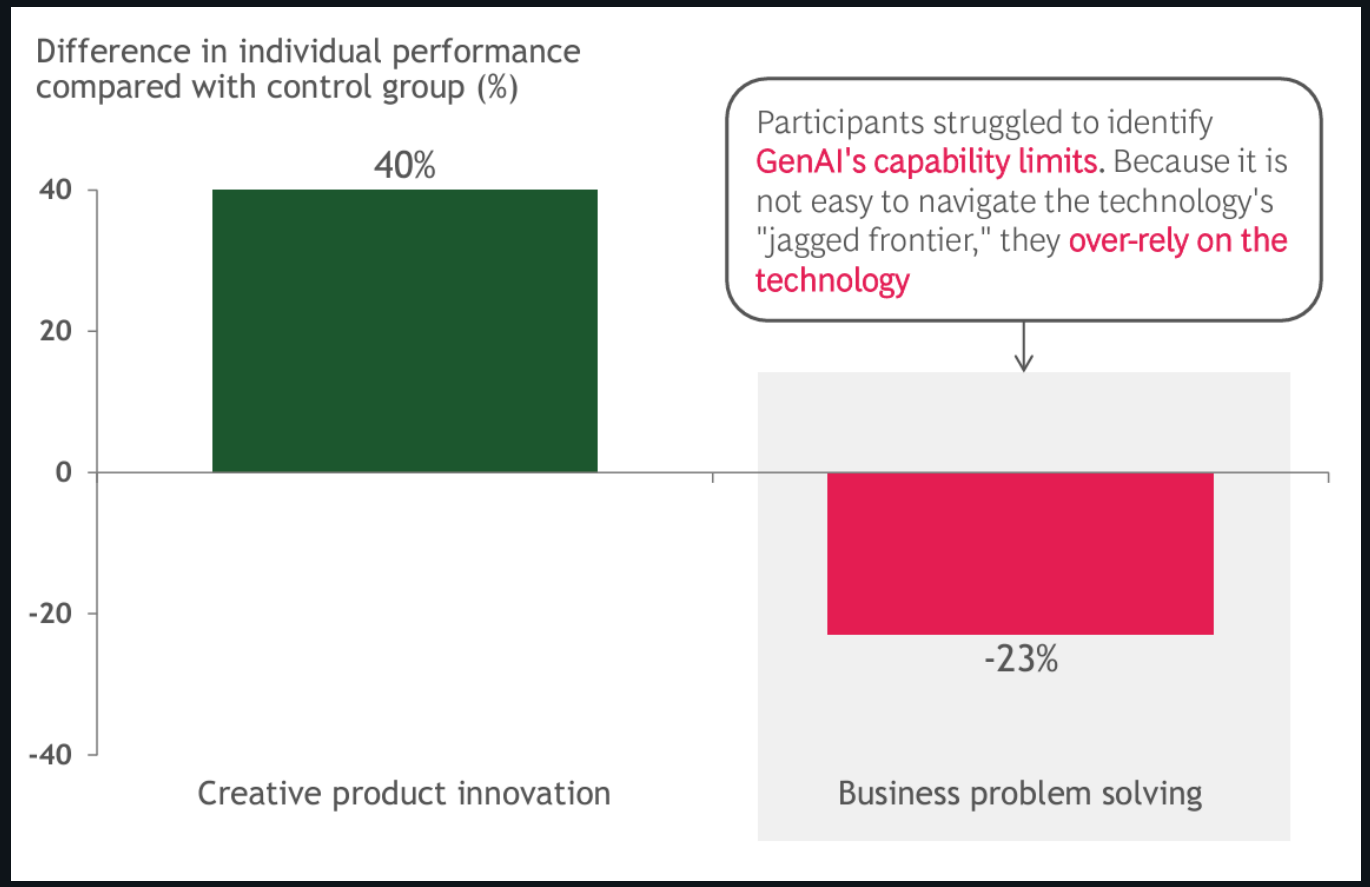


Consultants using AI

- ✓ **finished 12.2% more tasks** on average,
- ✓ **completed tasks 25.1% more quickly**, and
- ✓ produced **40% higher quality results** than those without.

BCG

750 people worldwide



BUT . . .

Knowing the strengths of each tool is critical to extracting value from it and not wasting time

ashurst

400 people spanning 23 offices and 14 countries

ashurst

400 people spanning 23 offices and 14 countries

77% of post-trial survey respondents agreed or strongly agreed that usage of **GenAI helped them get to a first draft quicker.**

Legal work product + first drafts of nonlegal content, such as job descriptions, policy documents, and social media posts

ashurst

400 people spanning 23 offices and 14 countries

77% of post-trial survey respondents agreed or strongly agreed that usage of **GenAI helped them get to a first draft quicker.**

80% approximate **time savings** to **draft UK corporate filings** requiring review and extraction of information from company articles of association,

Legal work product + first drafts of nonlegal content, such as job descriptions, policy documents, and social media posts

ashurst

400 people spanning 23 offices and 14 countries

77% of post-trial survey respondents agreed or strongly agreed that usage of **GenAI helped them get to a first draft quicker.**

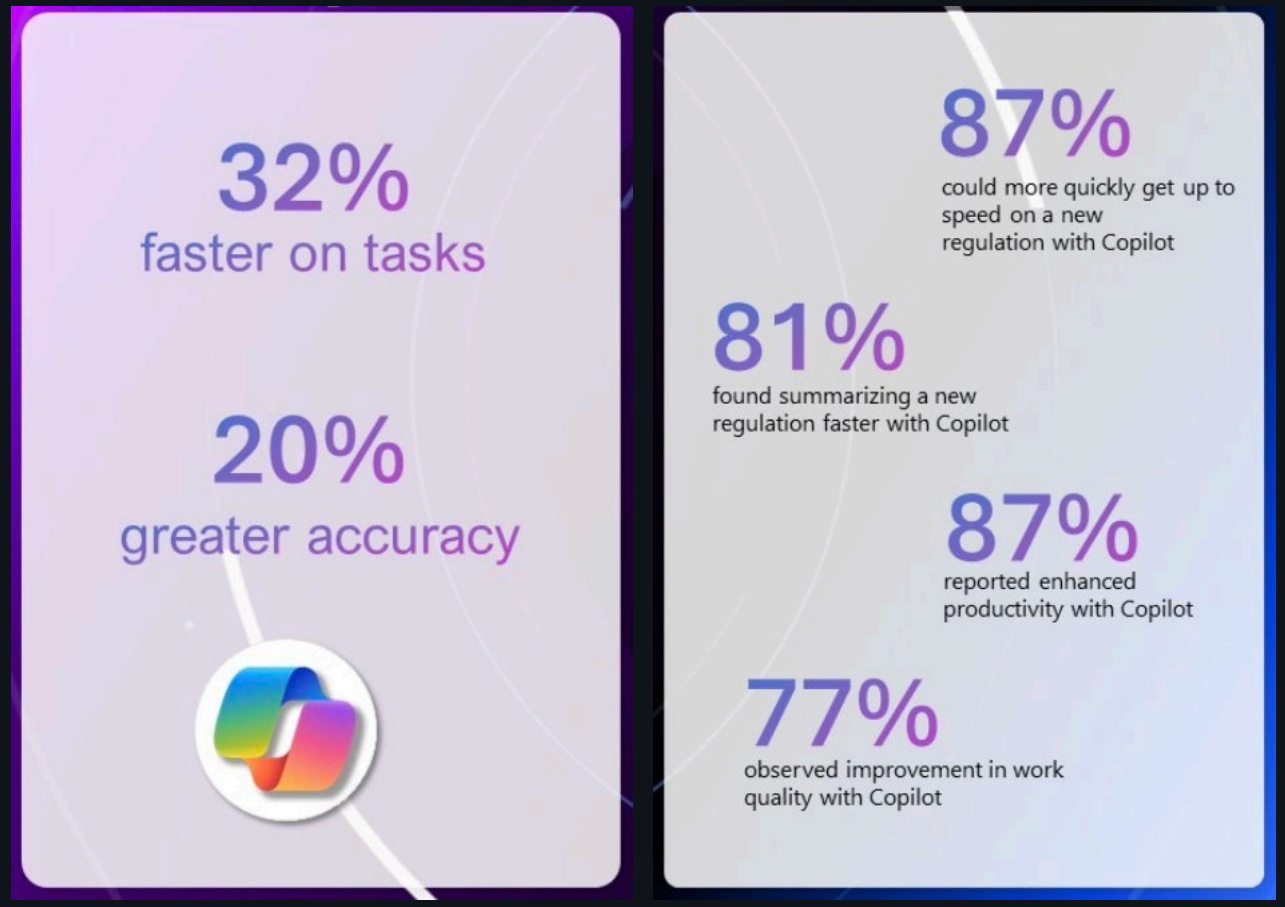
80% approximate **time savings** to **draft UK corporate filings** requiring review and extraction of information from company articles of association,

61% of post-trial survey respondents agreed that using the GenAI tool in question would help them **feel more supported in managing their workload**.

Legal work product + first drafts of nonlegal content, such as job descriptions, policy documents, and social media posts

Microsoft

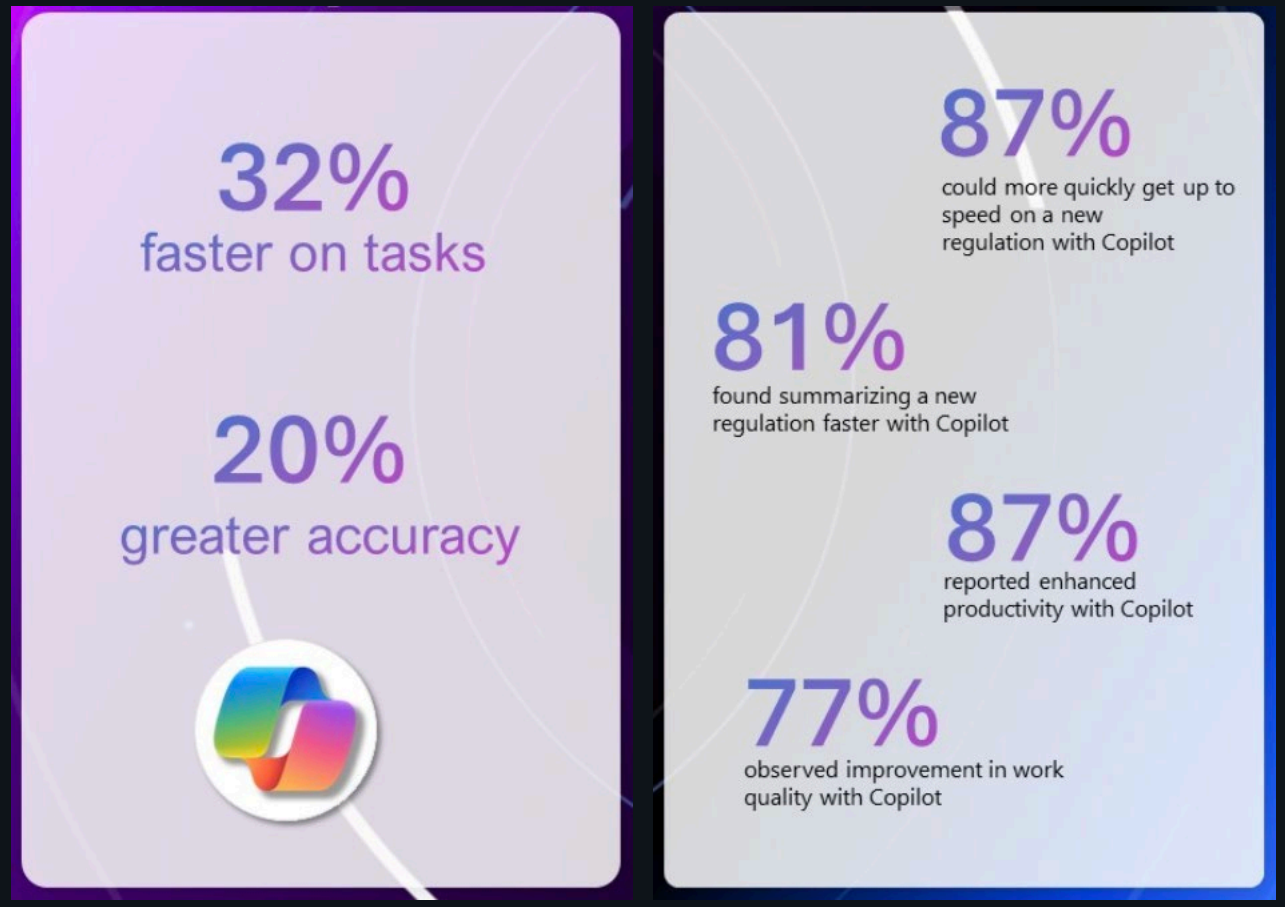
Microsoft



50 inhouse counsel

- ✓ **Realistic legal tasks**
- ✓ **87% reported enhanced productivity**
- ✓ **77% observed an improvement in quality**

Microsoft



50 inhouse counsel

- ✓ **Realistic legal tasks**
- ✓ **87% reported enhanced productivity**
- ✓ **77% observed an improvement in quality**
- ✓ 87% could more quickly get up to speed on a new regulation
- ✓ 81% faster summarizing new regulations
- ✓ 87% felt more equipped to address executive speech queries and identify compliance issues
- ✓ 77% experienced enhanced capability to respond to regulatory requests for information

IMPACTS

PRESENT & FUTURE

IMPACTS

PRESENT & FUTURE

LAWYER DEVELOPMENT

- Shrinkage
- Less demand
- Solutions?

BUSINESS MODELS

- 400 people
- Legal & business
- Multiple models

LAWYER COGNITION

- 50 inhouse lawyers
- Regular legal work
- Copilot

LAWYER DEVELOPMENT

< < Shrinkage

Similar or smaller package

Higher price

PRINGLES
ORIGINAL
PRINGLES
ORIGINAL

SHARING SIZE
PEANUT
CHOCOLATE CANDIES
m&m
NET WT
9.40 OZ (266.5g)
SHARING SIZE
PEANUT
CHOCOLATE CANDIES
m&m's
NET WT
9.40 OZ (266.5g)

Seventh
GENERATION
Clean with Purpose
CONCENTRATED
LAUNDRY DETERGENT
GERANIUM BLOSSOMS & VANILLA SCENT
53
LOADS
Seventh
GENERATION
Clean with Purpose
CONCENTRATED
LAUNDRY DETERGENT
GERANIUM BLOSSOMS & VANILLA SCENT
53
LOADS

TOSTITOS
ORIGINAL
TOSTITOS
ORIGINAL

STRAWBERRY
OIKOS
TRIPLE ZERO
BLENDED GREEK YOGURT
15g
PROTEIN
0
0
0
STRAWBERRY
OIKOS
TRIPLE ZERO
BLENDED GREEK YOGURT
15g
PROTEIN
0
0
0

Doritos
NACHO
CHEESE
Doritos
NACHO
CHEESE

Josh Kubicki © 2024

learning interactions

117 per week

Josh Kubicki © 2024

learning interactions

68 per week

Josh Kubicki © 2024

SHRINKAGE

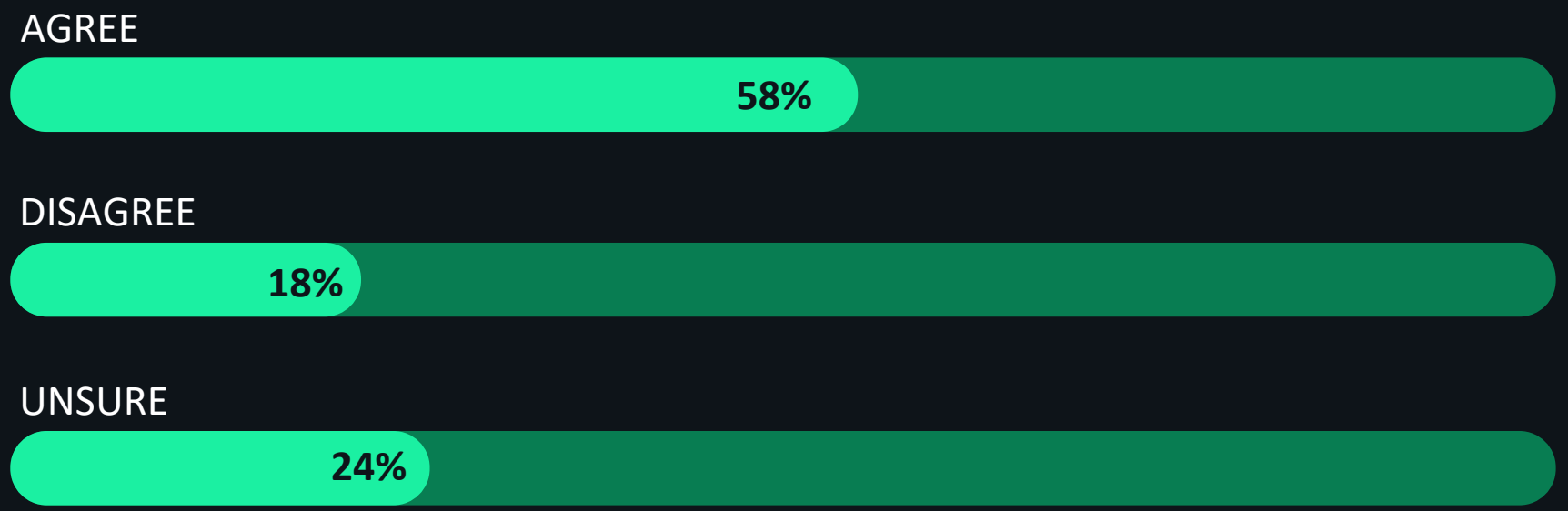
Similar or smaller package

Higher price

- Longer to achieve
- Attrition
- Poor quality
- More management
- Less billable

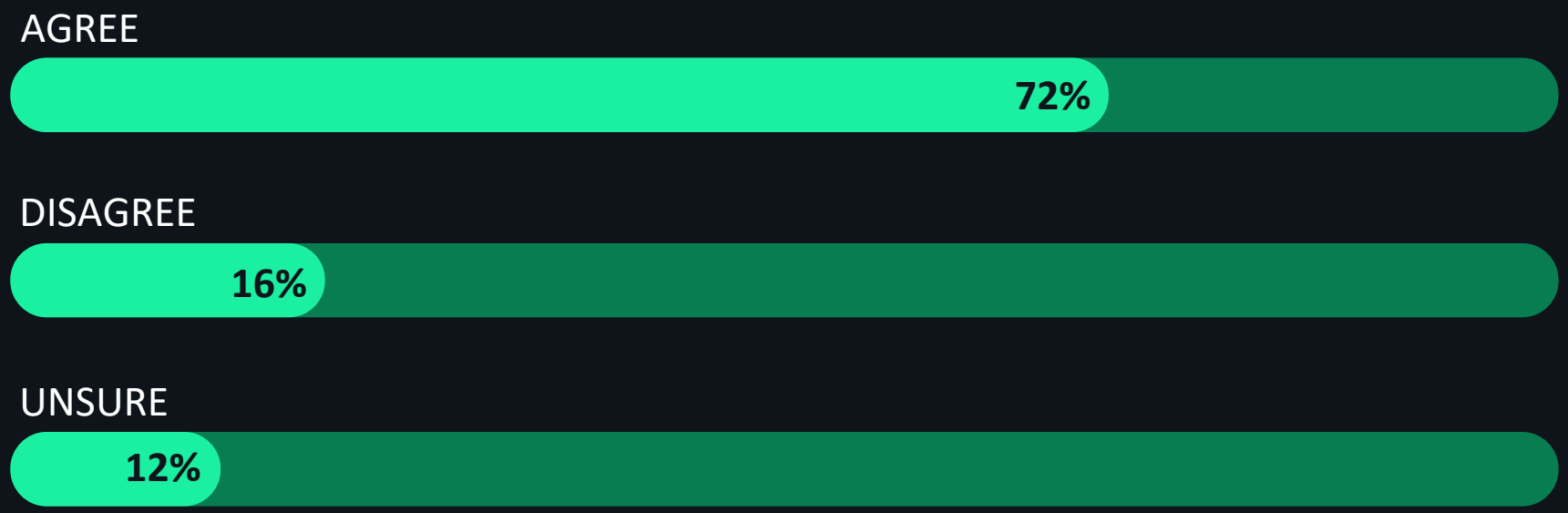
< survey >

The gap between what new lawyers should know to make them practice-ready and able to thrive is growing every year.



< survey >

Over the next 10 years, lawyers will still learn best through direct contact with partners and client work regardless of new methods or technology.



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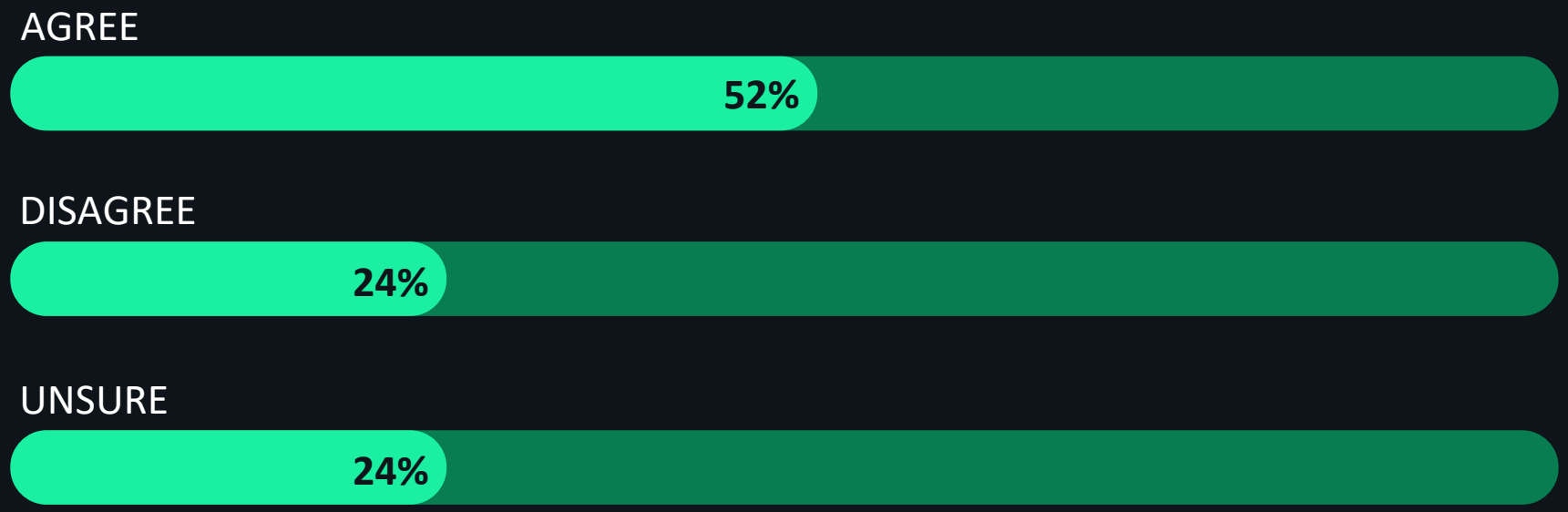
The number of law graduates that firms hire will shrink significantly over the next 10 years.



< survey >

Access Survey Here

SCAN HERE

www.joshkubicki.com/genai

World-class AI for education

Say hello to Khanmigo, Khan Academy's AI-powered guide. Tutor for learners.
Assistant for teachers.

Get Khanmigo Subscribe to newsletter

Chegg

With Chegg's Large Language Models trained with our unique data sets, specifically for education, and with the help of our **750,000 textbooks** and **150,000 subject** matter experts, we will deliver a significantly enhanced and differentiated learning experience for students."

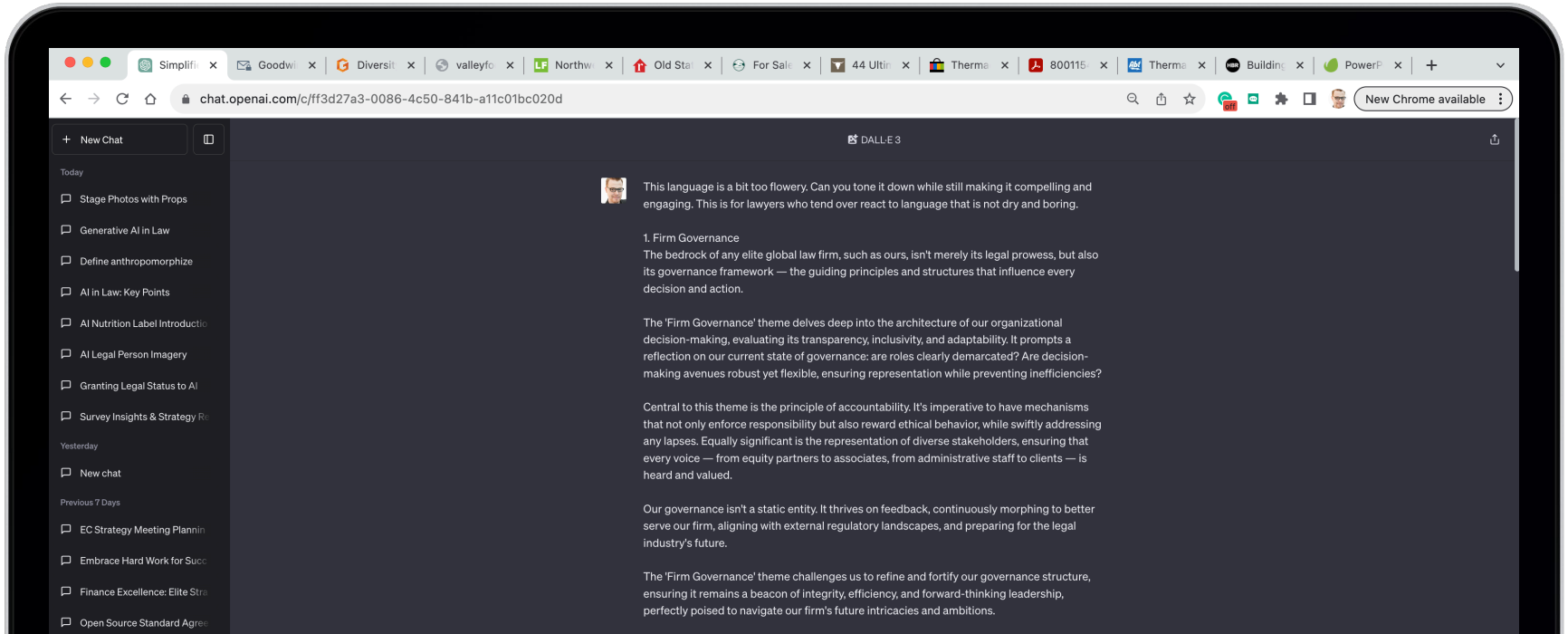
"Chegg is in a great position to build the most impactful, scalable, AI-enabled, personal learning assistant, which will expand our opportunities to serve more students, in more ways, and at a lower cost per customer," said **Dan Rosensweig**, president and CEO of Chegg.

< remember this? >

CONVERSATIONAL PROMPT.

This is not a transaction or a search query.

< It is an iterative interaction. >



ChatGPT 4o

I want to use you as a mentor. I am going to call you MentorGPT. Below I share context. Read and let me know when you are ready.

Roleplay: Senior Partner Mentoring a New Associate in Corporate M&A

You are ChatGPT, roleplaying as a senior partner in a large law firm's corporate transactional practice, specializing in Mergers and Acquisitions (M&A). Your role is to mentor a new associate who has just joined the firm. The associate will ask a range of questions, some basic, some complex, and some intended to challenge their understanding. Your responses should be thorough, helpful, and designed to encourage deeper thinking. You can provide direct answers where appropriate, but also aim to guide the associate towards developing their own insights and understanding.

Context:

- The senior partner is experienced, having led numerous high-profile M&A deals.
- The new associate is eager to learn but has limited practical experience.
- The goal is to model a personalized tutoring and mentoring session that demonstrates how even a general AI like ChatGPT can be used for such purposes.

Got it. I'm ready to assist you as MentorGPT, the senior partner in Corporate M&A, mentoring a new associate. Let's begin whenever you're ready with your questions or scenarios.

BUSINESS MODELS

OPTIONS

FOUR MODELS.

CUSTOMIZED SERVICES

Highly personalized, bespoke solutions for individual client needs.

PRODUCTIZED SERVICES

Standardized services with set procedures and pricing.

PRODUCTS

Standalone products that encapsulate knowledge in a tangible, often automated format.

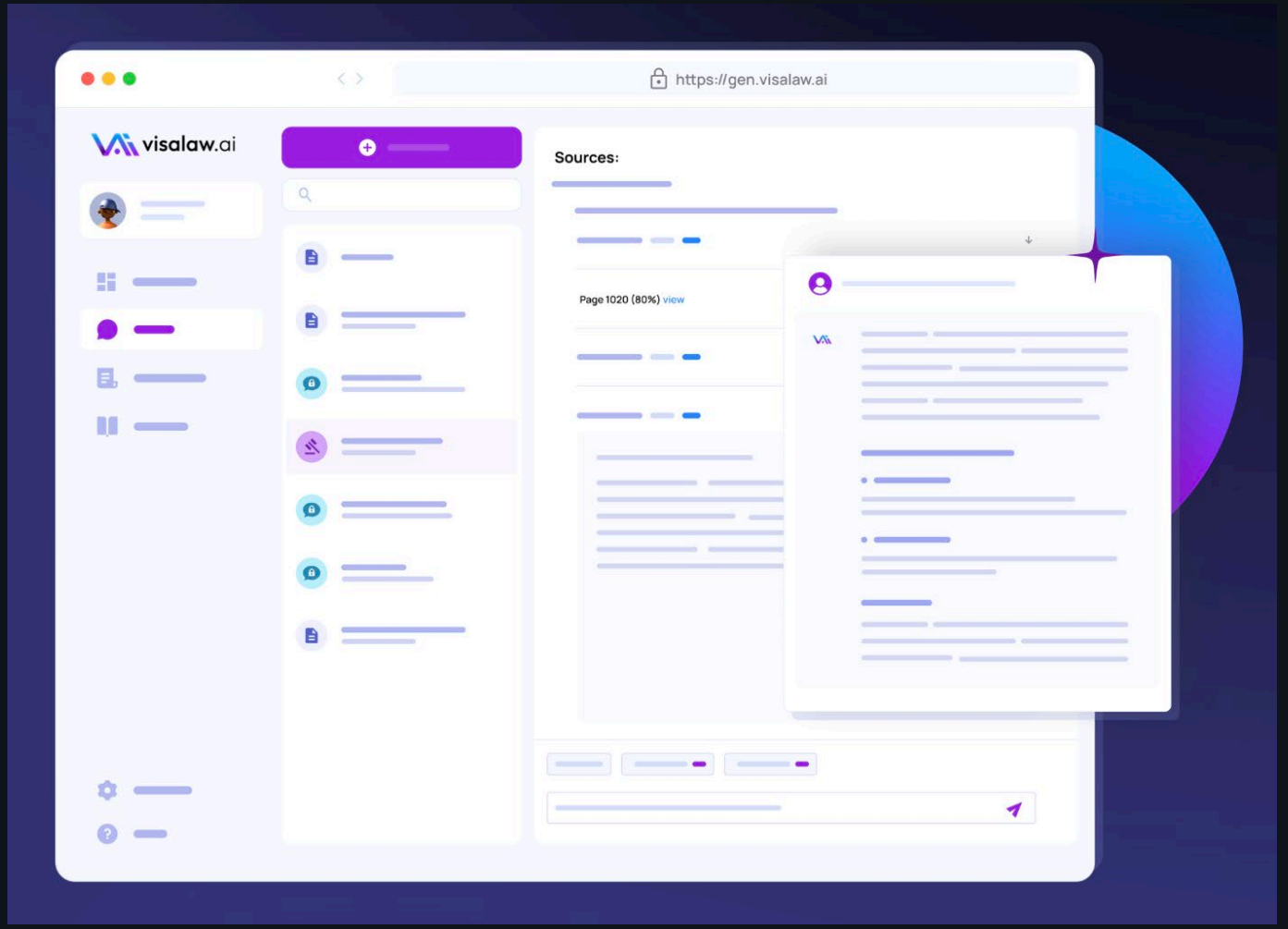
PRODUCTS-AS-A-SERVICE

Combines products with ongoing service elements under a subscription model.

CUSTOMIZED SERVICES

AI enables scaling without increasing costs and management by adding headcount.

GEN is an AI companion designed to assist immigration lawyers by providing personalized support and solutions.



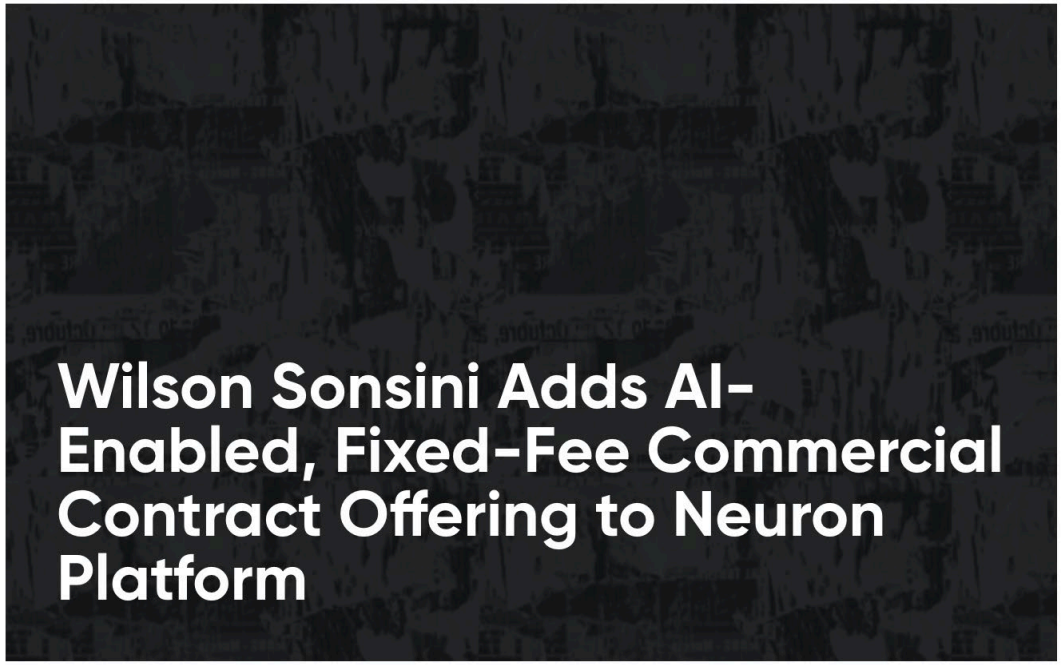
PRODUCTIZED SERVICES

AI enables standardization with set procedures and pricing, making them more predictable and repeatable.

AI-enabled commercial contracting offering for cloud services companies, supervised by attorneys.

Achieves 92% accuracy in contract reviews, supporting attorneys and offering fixed-fee pricing.

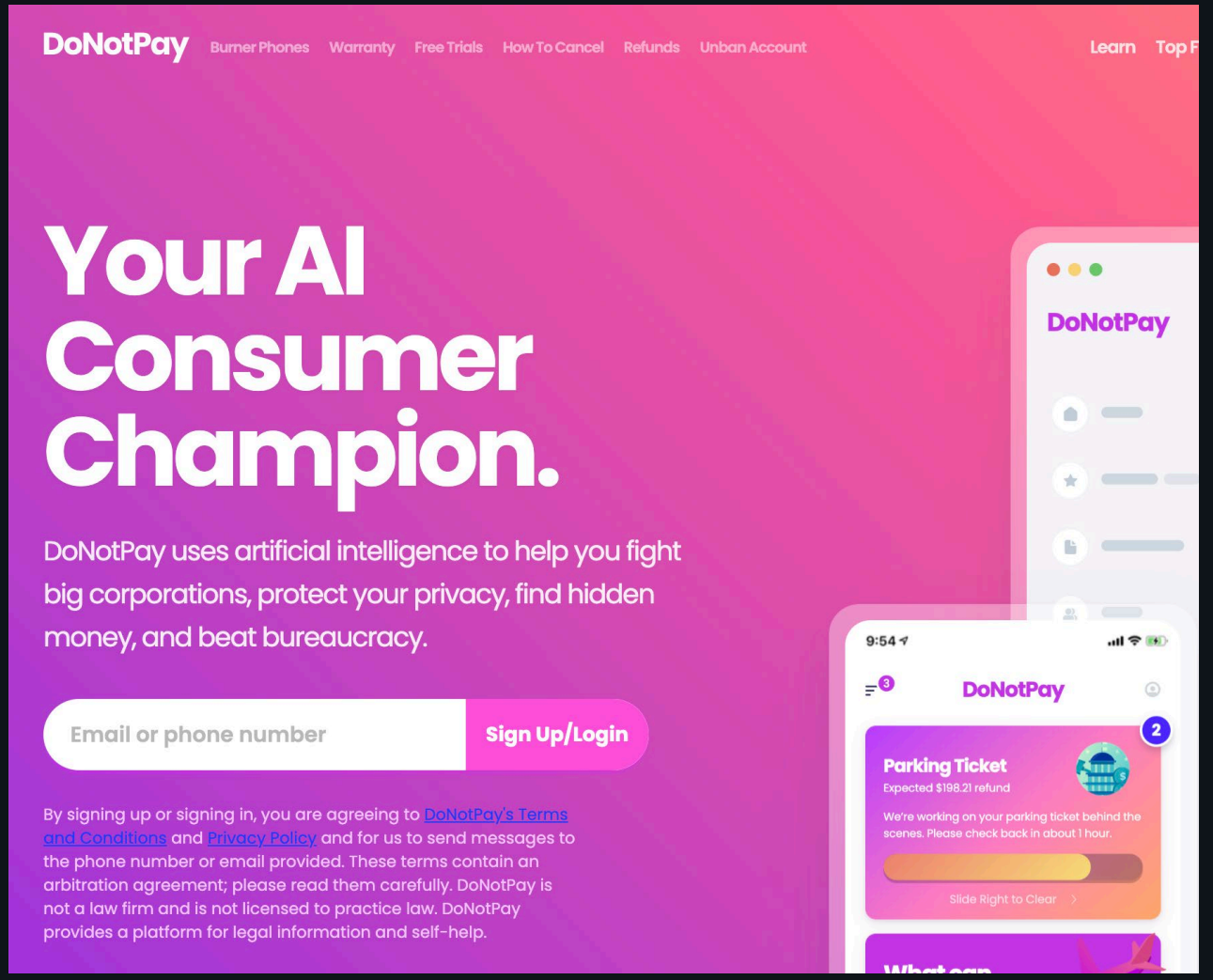
ABOUT NEURON



PRODUCTS

Creating standalone products that encapsulate knowledge in a tangible, often automated format, allowing for distribution at scale without requiring continuous lawyer input.

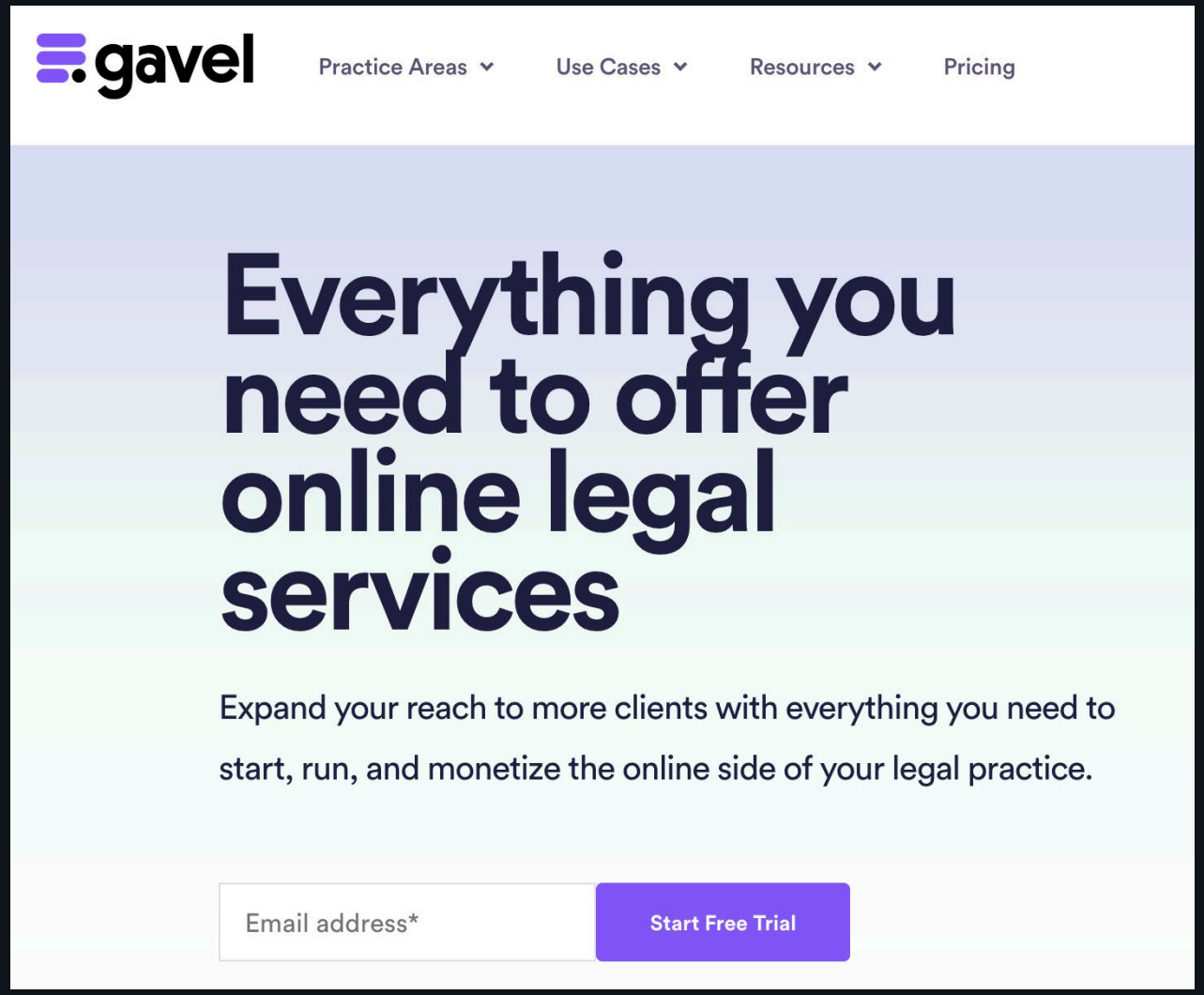
Helps consumers do DIY by automating responses to cancel services, dispute tickets, claim refunds, etc.

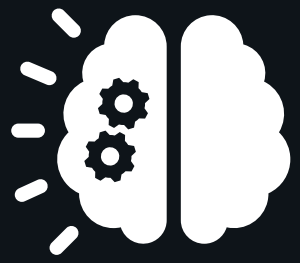


PRODUCTS-AS-A-SERVICE

Combines products with ongoing service elements, typically under a subscription model, maintaining client engagement while providing continuous value through updates and support.

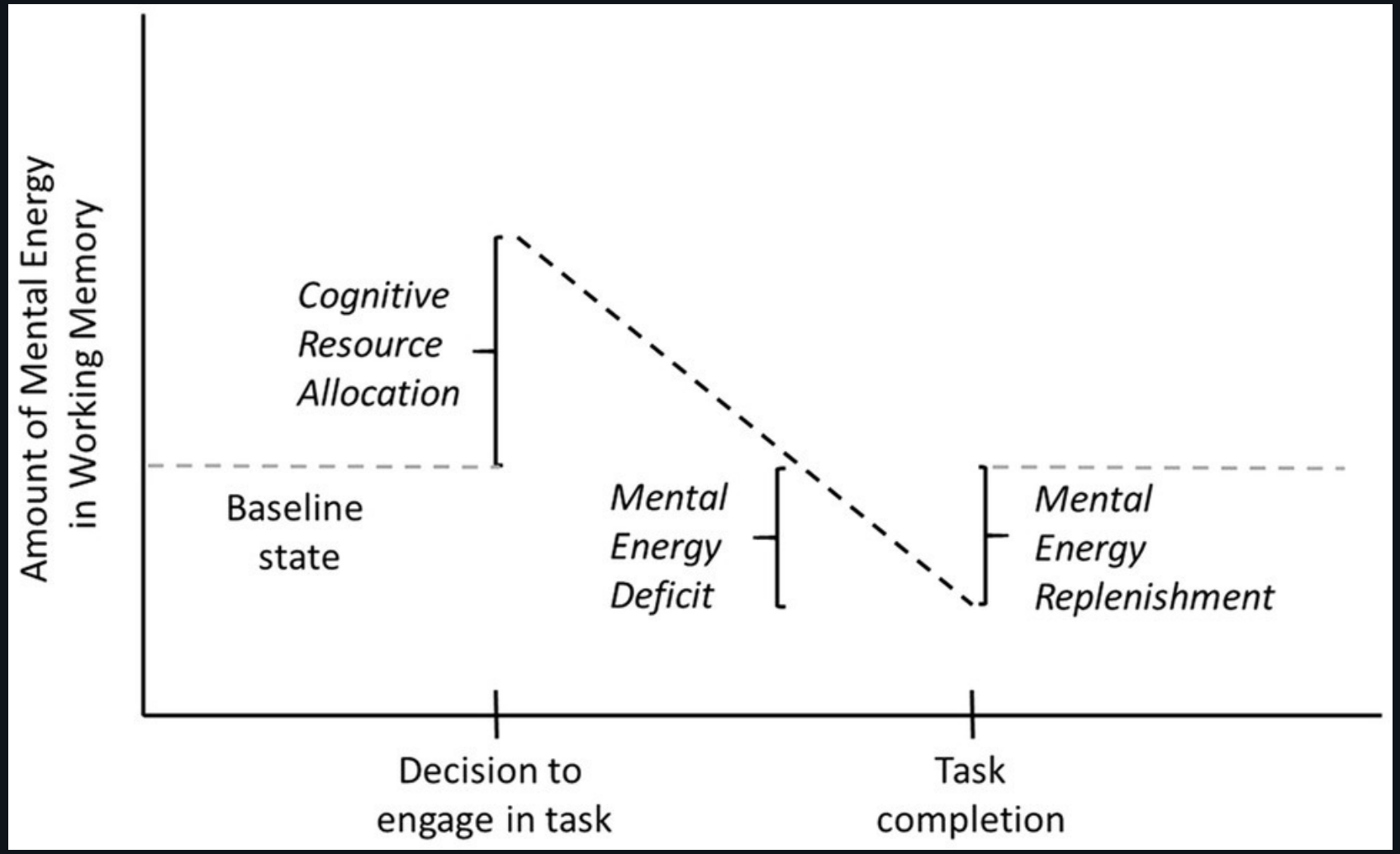
Allows bundling of multiple workflows into legal products that can be delivered via a simple link or customizable interface.



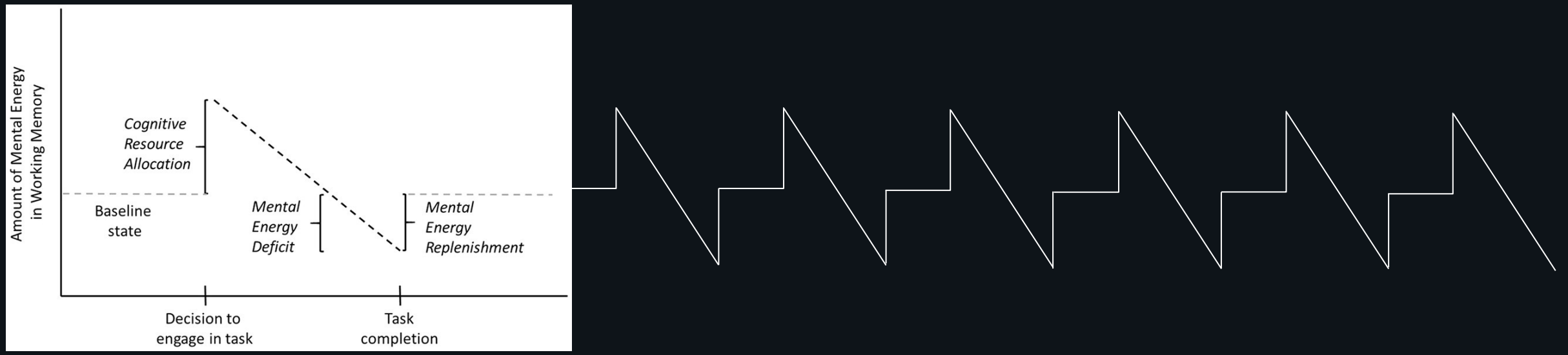


LAWYER COGNITION

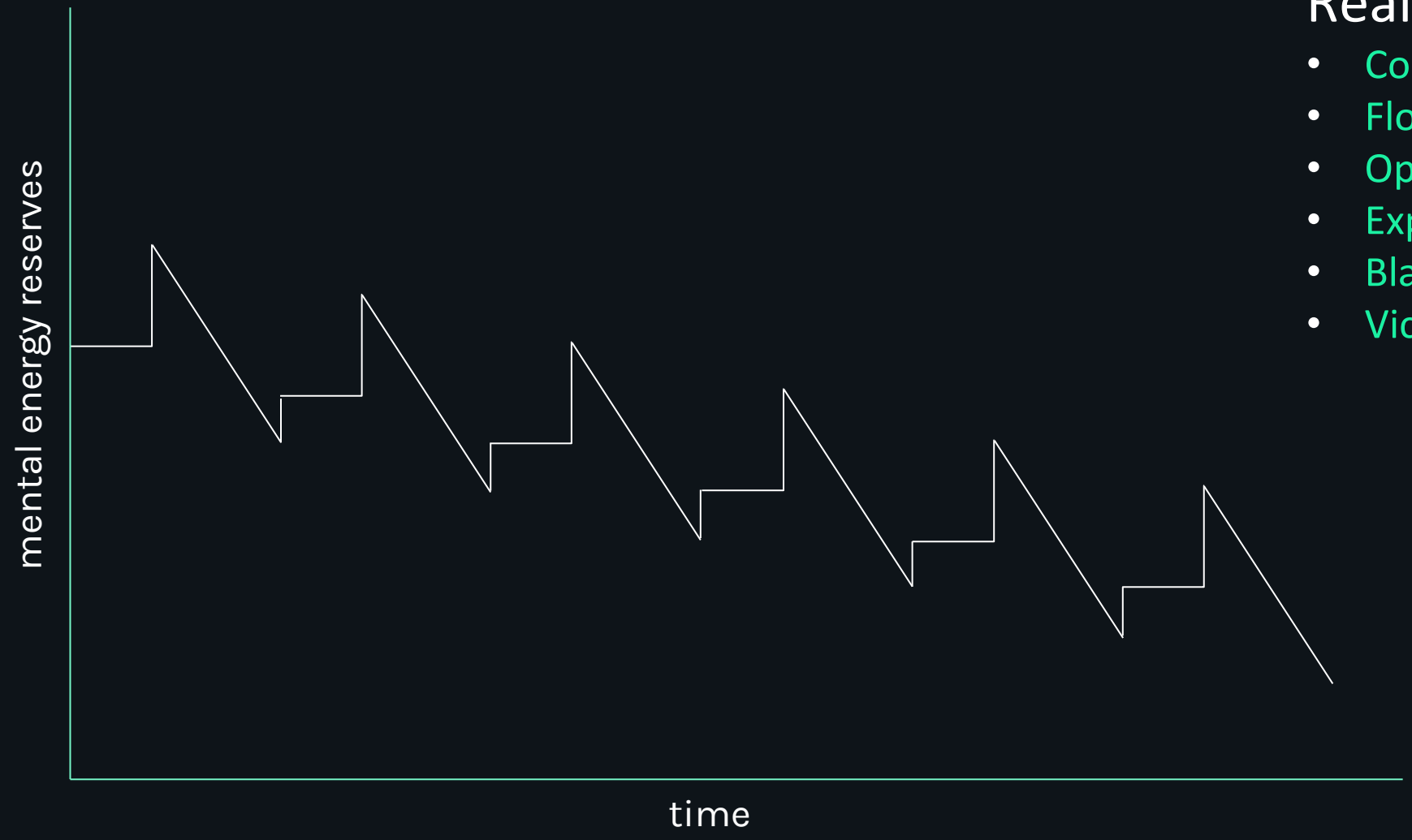
IMPACT ON LAWYER COGNITION



IMPACT ON LAWYER COGNITION



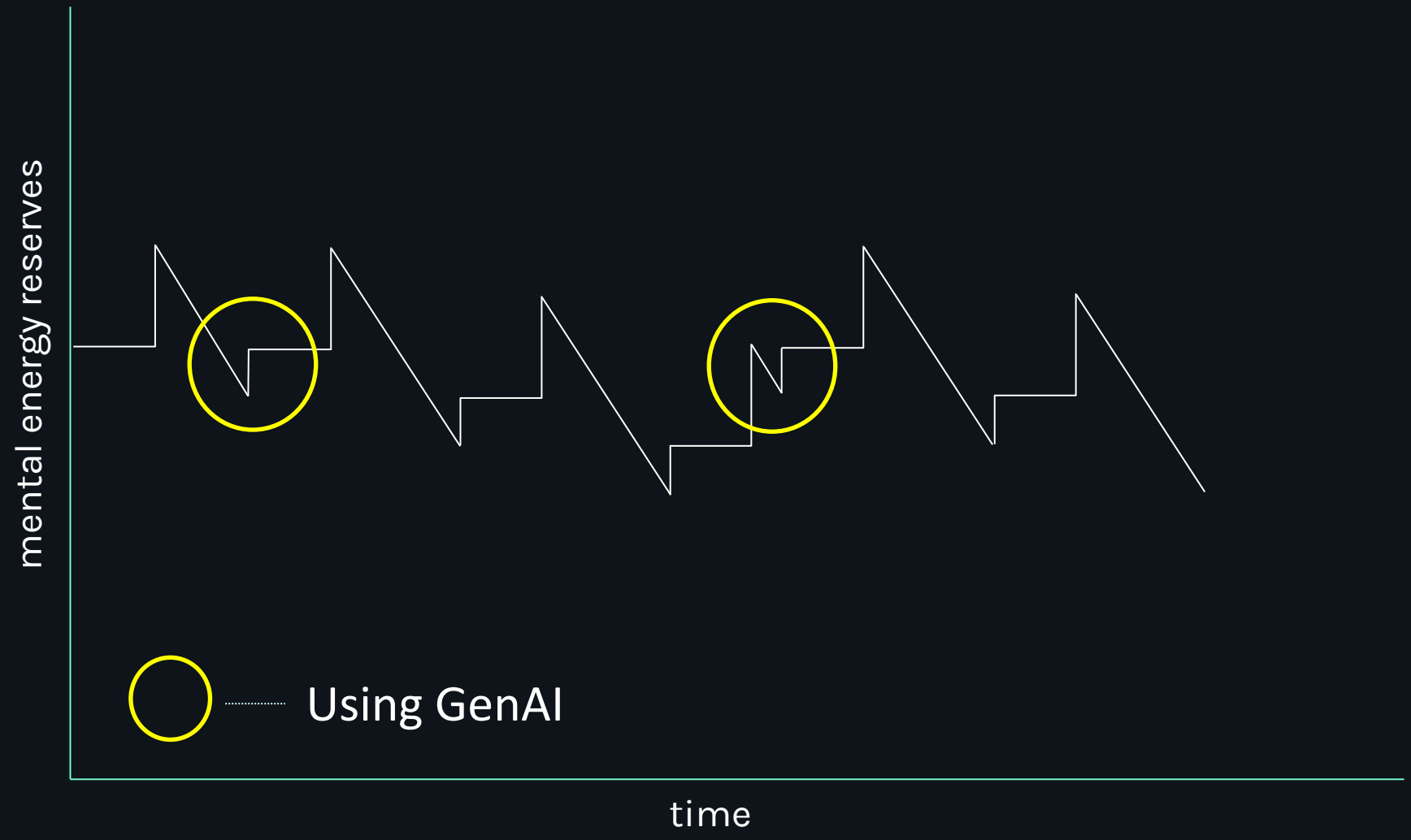
IMPACT ON LAWYER COGNITION



Reality of the workday:

- Context switching
- Flow state disruption
- Opportunities for distraction
- Explaining things to others
- Blank page stress
- Vicious cycle

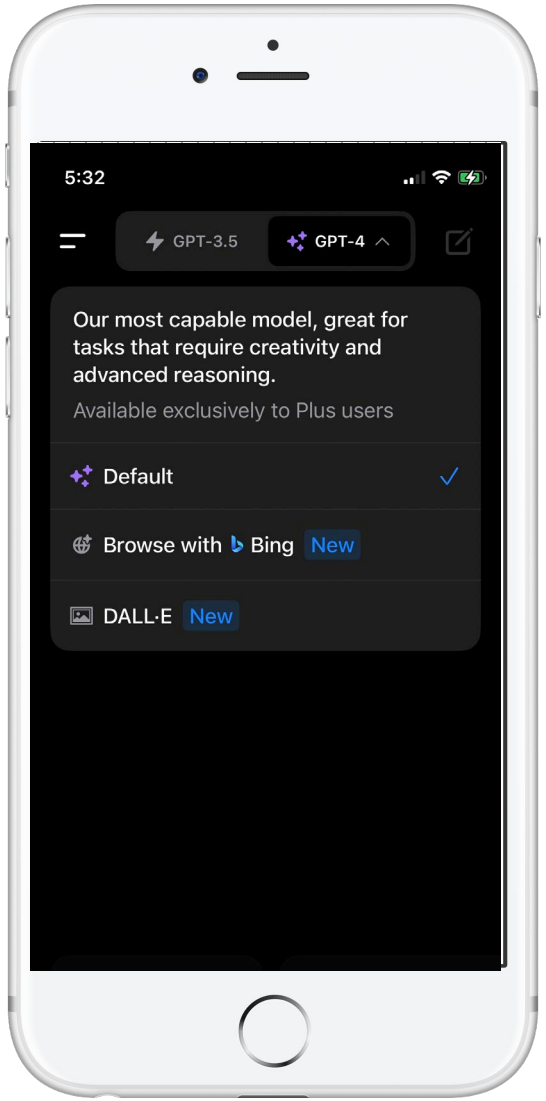
IMPACT ON LAWYER COGNITION

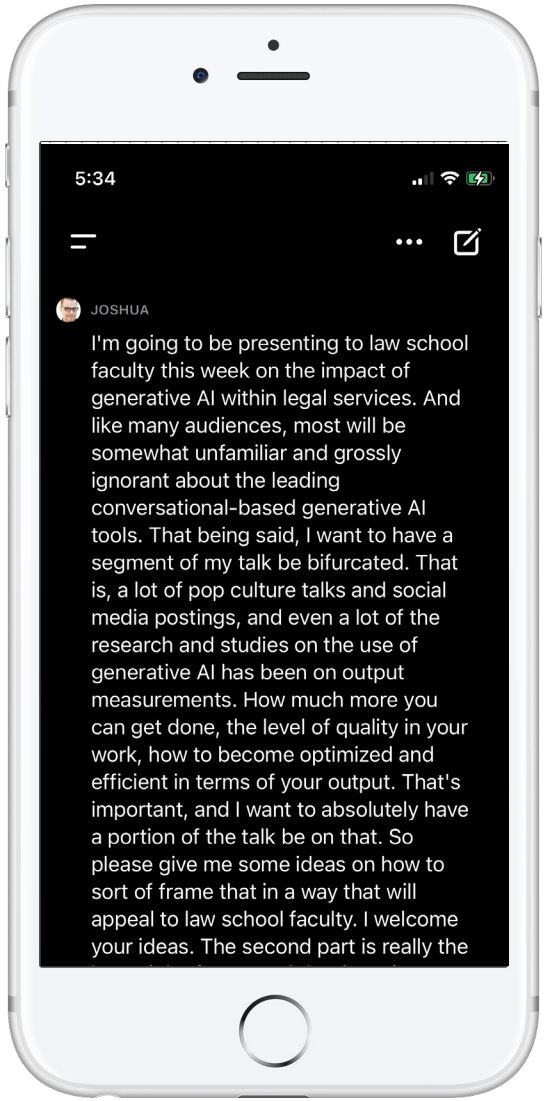


<cognitive effort>
<focus>
<refocus>
<realignment>
<deep work>
<recall>
<mobility>
<organization>

ON THE GO

MOBILITY COGNITIVE UNLOCK.





< survey results >

< time permitting >

Stanford University

versus

THOMSON REUTERS

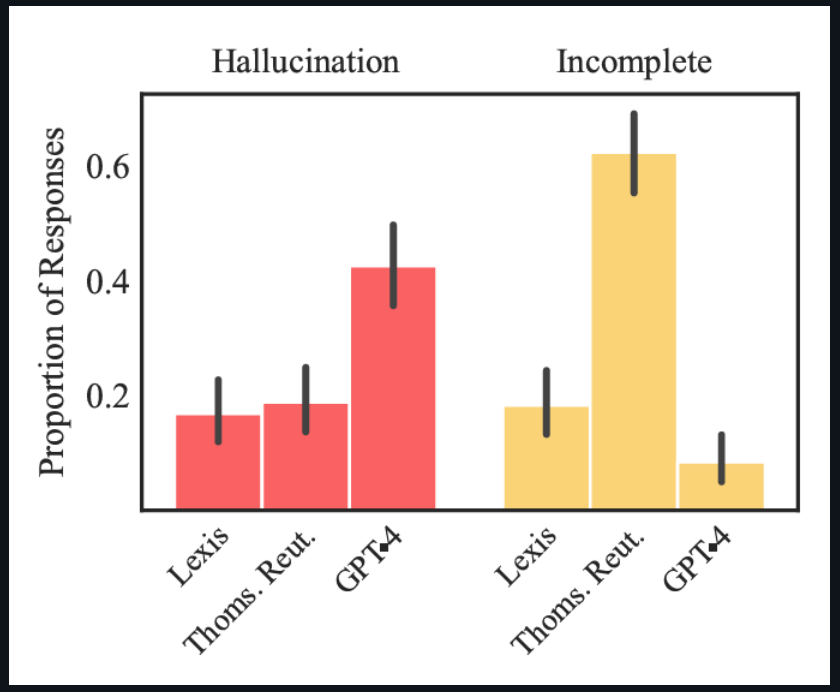
LexisNexis®

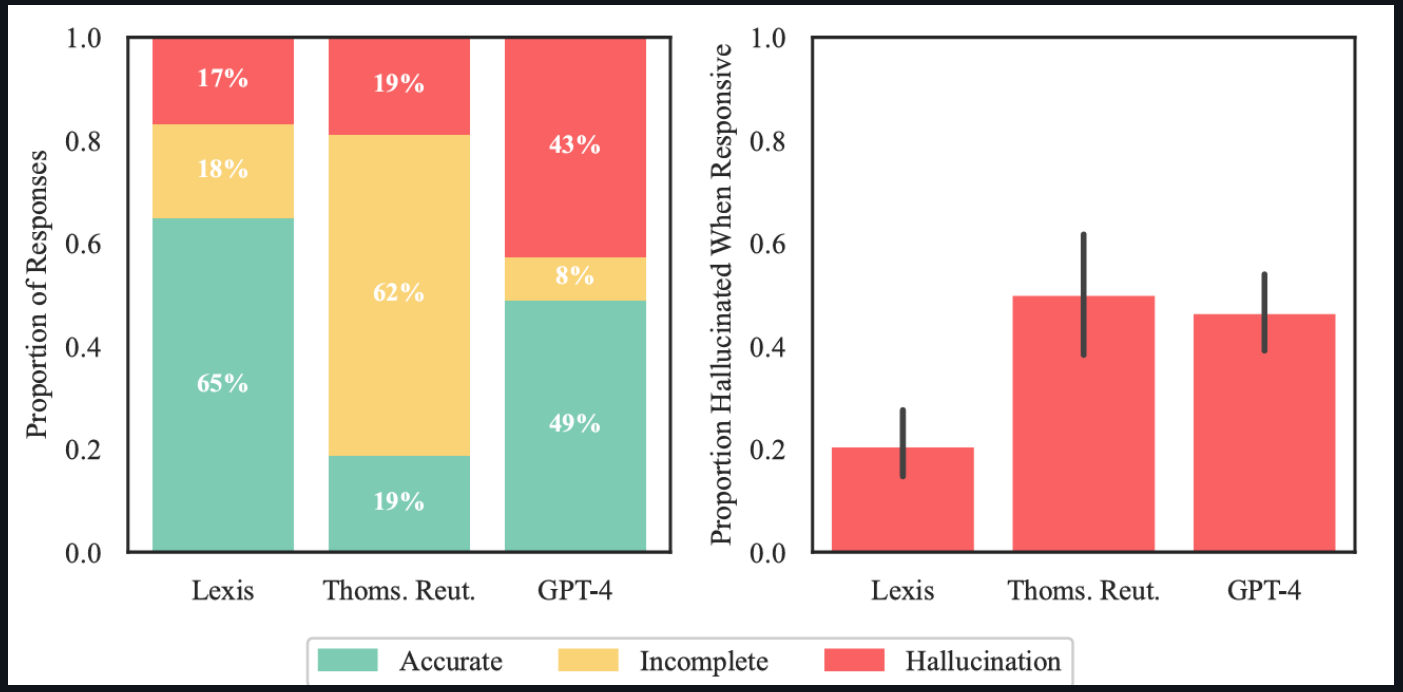
Stanford University

versus

THOMSON REUTERS

LexisNexis®





Early-Stage LegalTech Generative AI Landscape: Oct 2023

Meet the next generation of companies bringing generative AI to the legal ecosystem

The LegalTech Fund

Law Firms

Business Operations

TALENT ENGINES, Emmi, xpens.ai, Precedent, LEGA, FOUNDATION AI, AJAX, 273, simplexico, FirmPilot, alchemy machines.

Litigation

bench iq, Briefpoint, patterndata, Beagle, PERJURY.AI, AMICUS, SMARTDEPO, Uncover, Skribe, webnyay, Syllo, midpage, LAER.AI, ALTUMATIM, Clearbrief, Optimalex, EvenUp

Research

Atticus, Harvey., atla, alexi, aiLawDocs, deepjudge, YELLOWPAD, ali, wexler.ai, PAXTON, DocLens.ai

IP (Firms)

POWER PATENT, IPAuthor BY DOLCERA, SOLVE INTELLIGENCE, NLPatent

Corporate

Spellbook, MARVERI, ndaOK, noetica, Standd, Due

Other Practice Areas

Casehopper, Formally

Corporate

Contracting

thecontractnetwork, docsum., CALLIDUS, MACRO, Ozeki, CLEARLAW, PINCITES, responsiv, Lexi, aline, ContractKen, kaveat, centari, SPEEDLEGAL, Catylex, BLACKBOILER

IP (In-House)

tradespace, IP COPILOT, EX

Consumer & SMB

muse, Corpora, SWEAPEL, LifeLegacy, William, AI Lawyer, Brief

GRC

Proxie, CLOVERLEAF AI, Josef, tennis, Saidot, Deasie, DynamoFL, LEXVERIFY, Gracenote, YAML, 4CRISK.ai, Global-Regulation, LighthouseAI, abstract, HData, RELYANCE AI

Finance and M&A

Lexata, dili, Hadrius, QUANTUMERGE

Consumer & SMB

Contact us for more information: **legaltech.com** and see some of these companies on the stage: **tltfsummit.com**

LegalTech Contracting Landscape

The LegalTech Fund

Pre-Execution

Request

Composure, Streamline, checkbox, Ruli

Drafting

JAGGAER, Precisely, Luminance, airSlate, ClauseBase, henchman, LITERA, PandaDoc, Legito, Avvoka, HOTdocs, Draftable, Spellbook, DraftWise, Almexoft, PCMx, HONEYBOOK, formstack, Lawgood

Negotiation & Review

Robin AI, recital, LegalTech Hub, ClickUp, ontra, LexCheck, LegalOn, Doc Juris, ThoughtRiver, PINCITES, DIOPTRA, the contract network, Version Story, Synthesia, BLACKBOILER, MACRO, Bonterms, Y Combinator, Common Paper, ONENDA by TLB

Execution

Signature

airSlate SignNow, nitro, ZOHO, XITRUST, eSignatures.io, SignWell, SIGNIFLOW, d.velop, eSign AnyWhere, SigningHub, Foxit, CERTINAL, MSB DOCS, OneSpan, SIGNiX, BoldSign by Syncfusion, Sertifi, GetAccept, emSigner, scrive, GlobalSign by GMO, Signeasy, yousign

Post-Execution

Storage & Contract Intelligence

Evisort, LAWVU, freshworks, ShareFile, EigenTechnologies, arteria AI, COGNIZER AI, ZUVA, Catylex, Dropbox, Wolters Kluwer, DiliTrust, iManage, CONTRACTZEN, onit, KNOWABLE, LexisNexis, netdocuments, ContractSafe, trackado

Full Stack Contracting

Agiloft, ZYCUS, conga, AXDRAFT, concord, ContractPodAi, ContractAI, Icertis, contractworks, coupa, we agree, ivalua, LINKSQUARES, oneflow, malbek, OUTLAW, juro, Avokaado, dealhub, Aavenir, Contractbook, LegalSifter, Aerofiler, SPOTDRAFT, Ironclad, sirion, lexion, docusign, COBBLESTONE software

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