

sprintlaw.

Case Study



"People are happy to suggest ideas, as they know they will be valued and taken onboard"

Janders Dean spoke to sprintlaw founder Alex Solo, on the young law firm startups approach to developing products, a rapidly moving market place and engaging employees at all levels across the firm. The firm was a winner in the Janders Dean 2018 Innovation Index Awards.

sprintlaw were recognised as an organisational winner this year for their unique approach to developing a knowledge management system that worked the way their lawyers wanted it to. The young law firm, who pride themselves on their comfort with new technology and an agile mindset, recently developed the sprintyard. Following a discovery period across the firm they identified just how many documents were being repeatedly produced. Alex told us that

Although the development of the sprintyard has had a huge impact on the firms efficiencies, enabling lawyers to produce commercial contracts at a much faster and much cheaper rate sprintlaw have seen a marked improvement on their levels of service delivery. As the clause bank developed was so strong, documents are faster to produce costing less. Sprintlaw have begun early analysis around the types of documents they are producing, allowing them to bring confidence to clients that they have executed similar work before. By looking through the data and reports generated, sprintlaw are now better able to map out issues.

As a firm, sprintlaw are structured very differently to the everyday law firm. The firm was built with a similar mindset to many modern technology companies. The team

use daily stand up meetings with flat structure to encourage all issues to arise. Following any matter, the team sit down and discuss their frustrations and pain points in the process, with actionables always emerging from these standups. This culture and ethos in part was a major driving force in the discovery of the sprintyard.

Upon discovering the issue of knowledge management across the firm, sprintlaw took the unusual step of building internally. "We ran an extensive discovery exercise, led by the CTO." We tested internally constantly, allowing the lawyer to give iterative feedback. This meant the product worked for them, their needs and meant they understood how to operate the product effectively. The final version we launched and used was ultimately very different to the version 1.0 that everyone at the firm tested.

On the subject of innovation, Alex Solo, founder of sprintlaw said "make sure when you're innovating you actually think about the problem you are trying to solve. It is not about developing an idea. Building a tool is easy, it must however provide a solution to the pain point."