

LegalTech Polska Meetup

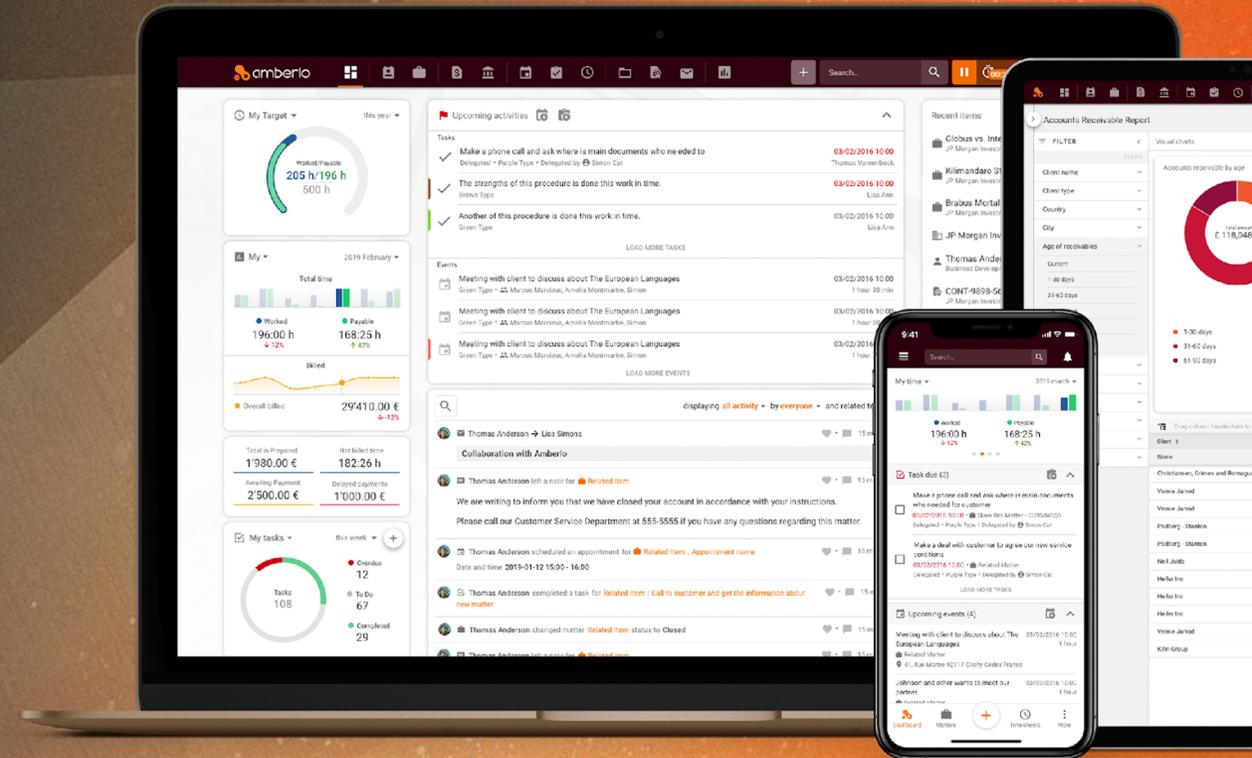
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About Amberlo

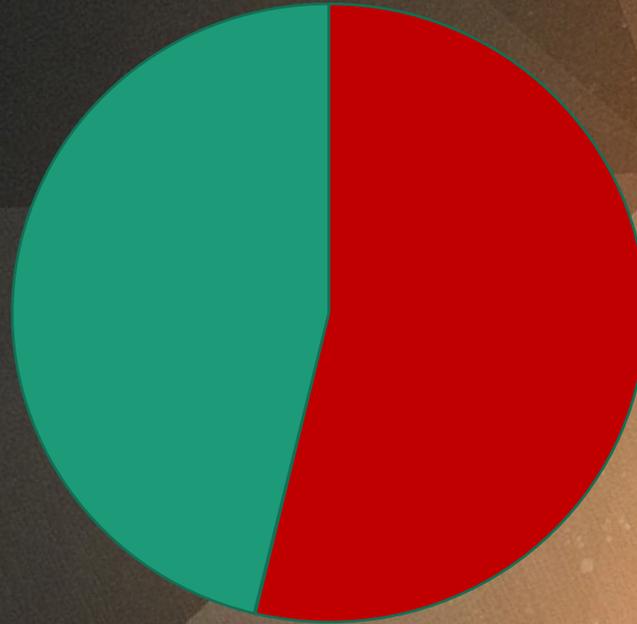
- Cloud-based law practice management software launched in 2017
- Team size 20+
- Backed by 4 VC funds.
- Used by 1000+ clients in 30+ markets
- Covers the process from client intake to the final invoice
- Integrates with Microsoft 365 and Google Workspace
- Helps to win up to 40 billable hours per lawyer per month



LegalTech Trends

- Law practice management software adoption
- Choosing legal tech: price vs value
- Technology trends:
 - Cloud technologies
 - Document management and automation
 - Alternative fee arrangements
 - Sharing and collaboration
 - Legal products
 - AI driven legal information analysis
- Competition

How are lawyers using technologies?

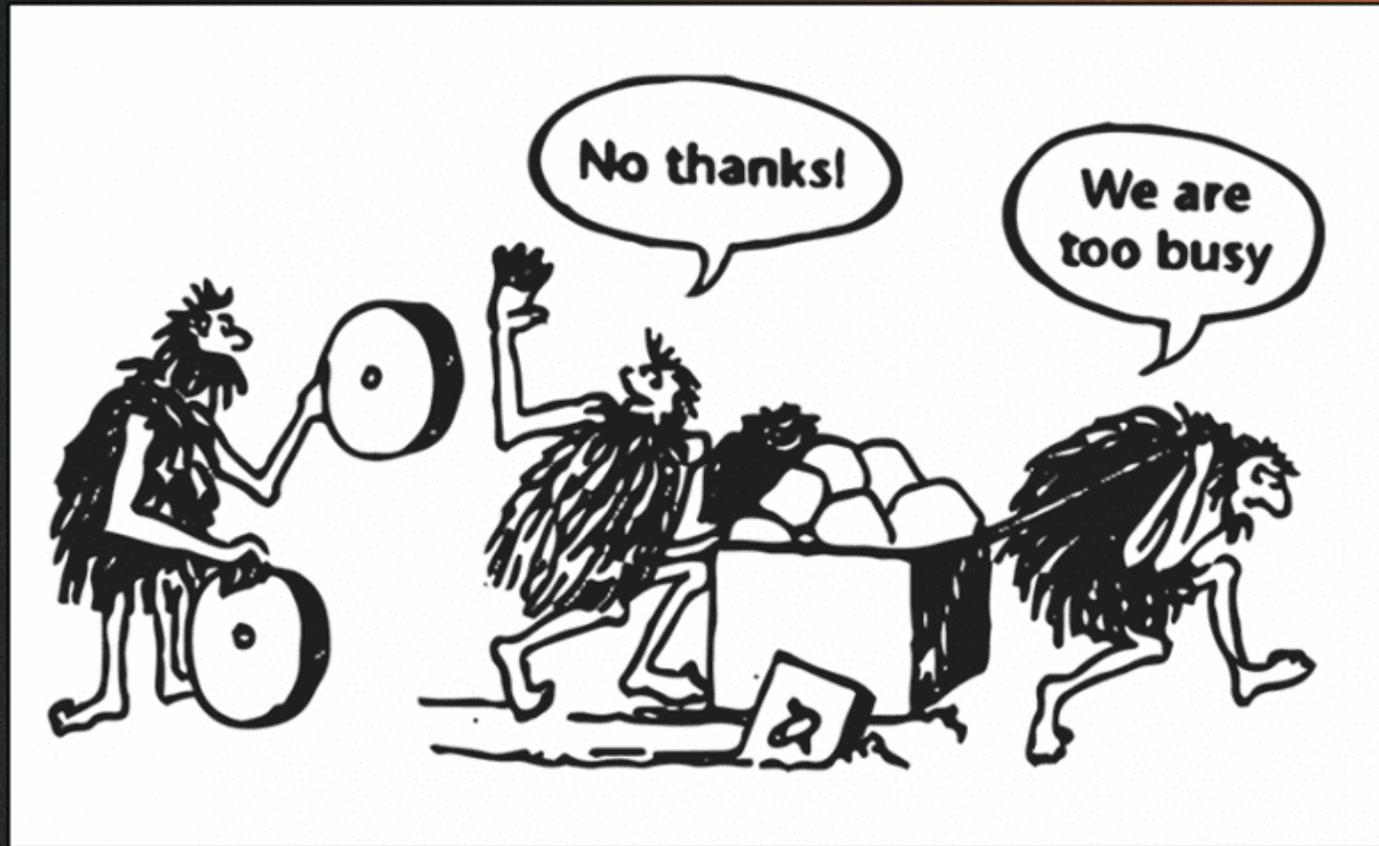


In **2019** only 45% law firms used specialized LegalTech

„ABA tech report has shown 3% decline in the use of law practice management software in 2020“

A typical excuse...

“We need a program, but are very busy right now”



Real reasons for an excuse

- No experience or bad experience with LegalTech.
- Security concerns (data is safer on my PC).
- Price concerns (value perception problem).
- “The software does not work for lawyers and does not provide enough value” – from ABA tech report.

Price vs Value

US lawyers are looking for best price performance while in Europe most of the time we are discussing the price...

...but 10EUR-20EUR price difference can result in 10-20% difference in billable hours due to fundamentally better business process support in a more expensive product.

What's the point in saving 20EUR if we are talking about gaining or losing 1000+EUR per month?

Technology trends

- Law firms are choosing cloud-based products and massively moving to Microsoft 365.
- Alternative fee arrangements are getting mainstream.
- Lawyers want to share information with their clients and collaborate in real time.
- We see an increasing interest in building legal products.
- AI based decision support systems will become mainstream in a couple of years from now.

Competition

- The legal tech market is not growing as fast as everyone expected.
- Many companies are stuck with old technologies, limited growth and no access to capital.
- There will be lots of consolidation on the market in the upcoming years.



THANK YOU FOR YOUR ATTENTION

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