

# STARTSMART for Law Firms

Your fast, compliant and commercially focused path to AI adoption.



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# ABOUT MAI - ENABLING RESPONSIBLE AI IN LEGAL PRACTICE

## Who We Are

We are an AI consultancy specialising in ethical, compliant and human-centred transformation helping firms move from AI curiosity to confident adoption.

## What we do for law firms:

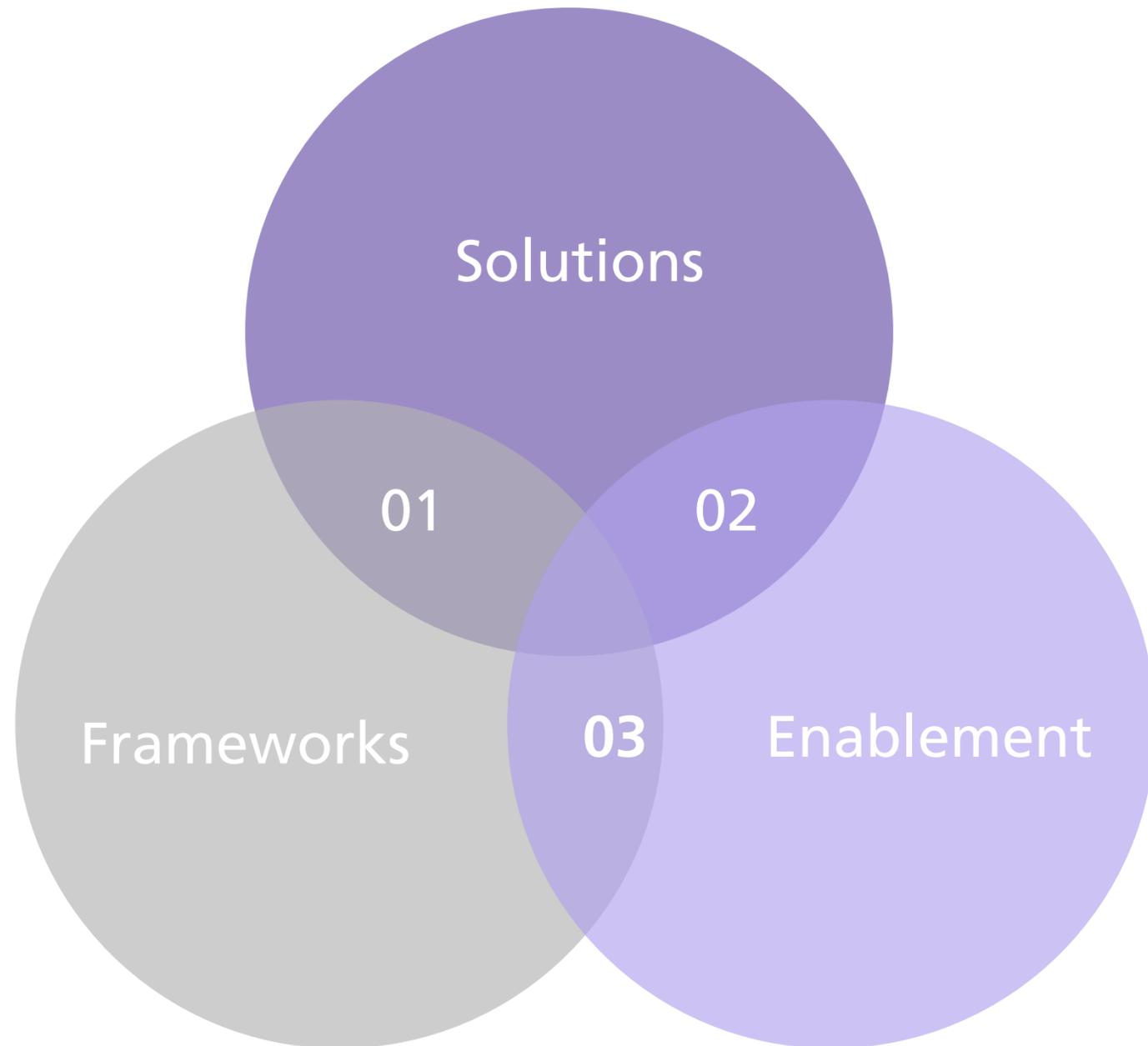
- Redesign workflows to free fee-earners from repetitive work
- Embed AI to improve review speed, accuracy and profitability
- Advise on responsible, SRA-aligned governance
- Support partners in building a defensible AI investment strategy
- Improve delivery efficiency without compromising judgement

## Our belief:

AI should elevate legal expertise - not replace it.



# OUR CAPABILITIES



01

**AI Strategy & Readiness:** Identify commercially viable opportunities in litigation, transactional and advisory practices.  
**Governance and Ethics:** Design frameworks that reduce regulatory risk and maintain client trust.

02

**Human-Centred Design:** Ensure AI supports better reasoning, not shortcuts.  
**Workflow Intelligence:** Optimise processes across discovery, due diligence, research, drafting and review.

03

**Project Delivery & Change Management:** Support partners and teams through adoption with minimal disruption.

# STARTSMART - AI CLARITY FOR LAW FIRMS READY TO TAKE THE NEXT STEP

AI is transforming legal work from document review to case prediction. Clients expect faster delivery, greater cost certainty and strategic insight.

StartSmart gives Partners a clear, compliant and commercially grounded plan, including:

- Where AI will have the biggest impact
- How to reduce review costs and turnaround times
- How to maintain confidentiality and SRA compliance
- What investment is needed and where risk lies
- A defensible roadmap aligned to firm culture and practice areas

# THE SITUATION — AI IS NOW A CLIENT AND COMPETITIVE EXPECTATION

You know AI needs to be part of your strategic agenda - but:



You're unsure where it delivers real legal value



You cannot risk confidentiality or regulatory breaches

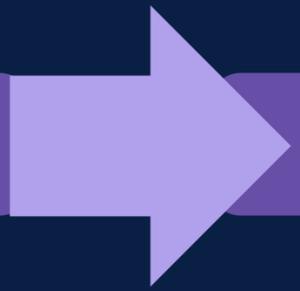


You see competitors adopting AI-driven efficiencies



Clients want transparency, speed and value — not junior-fee hours

“Remaining budget this year”



“Planning for next year”

# THE LEGAL CHALLENGE

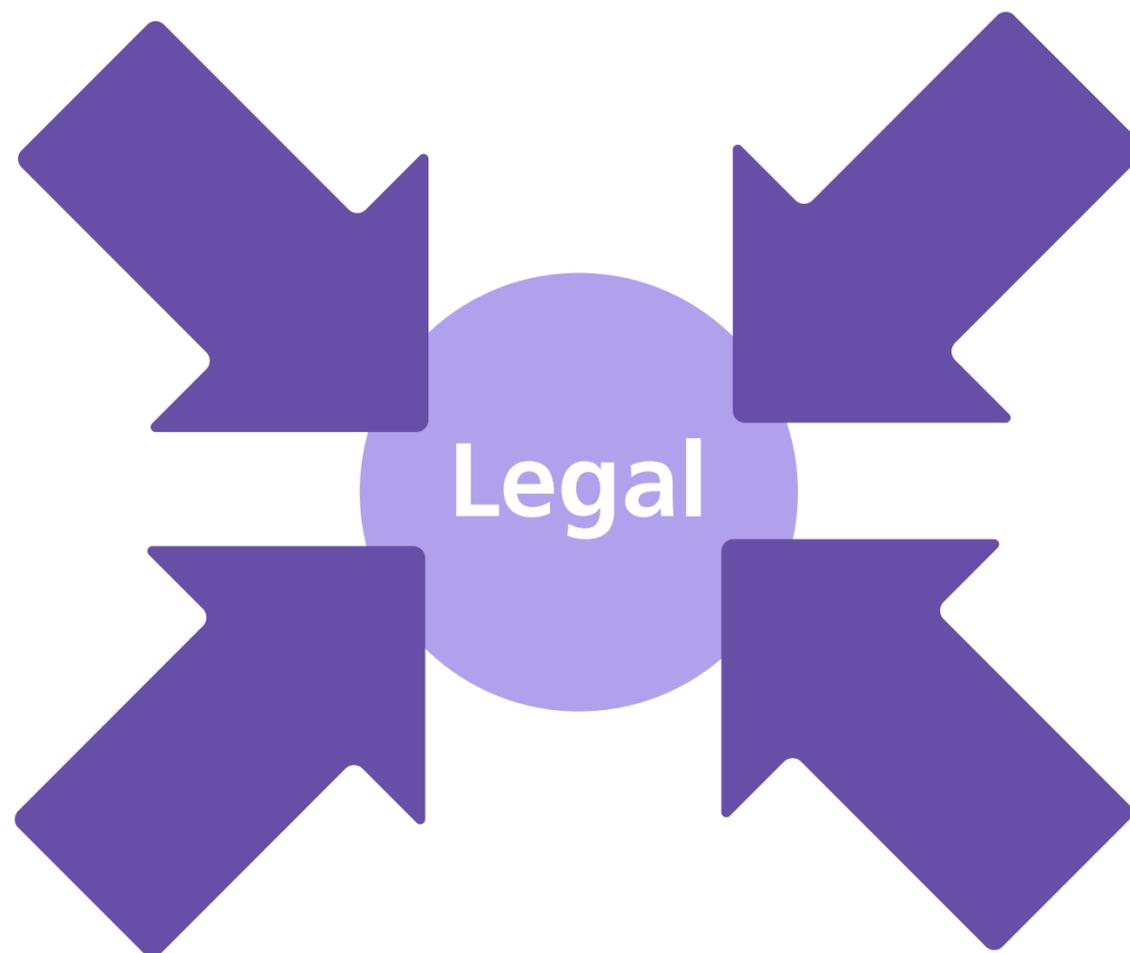
Delivering More for Less in a High-Stakes World: How can you increase efficiency and value when facing client pressure on billable hours?

## The Data Deluge

- Millions of documents, emails and contracts overwhelm human review capacity.

## Talent Drain & Burnout

- Junior layers are overloaded with low-value work that drains morale and increases attrition.



## Client Pressure on Cost & Speed

- Alternative fee structures mean inefficiency now directly erodes margin.

## Competitive Threat

- ALSPs and tech-enabled firms are delivering work faster, cheaper and more predictably.

# WHERE AI CREATES MEASURABLE ADVANTAGE FOR LAW FIRMS

From Document Review to Strategic Counsel: See how modern law firms are using AI to gain a competitive edge



# NAVIGATING LEGAL COMPLEXITIES



# THE 5 SECURITY PILLARS EVERY FIRM MUST DEMAND FROM LEGAL AI

Protecting Confidentiality, Compliance and Client Trust

## Confidential Data Protection

Privilege protected by design

*No AI tool should ever compromise legal confidentiality.*

## Secure-by-Design Architecture

No data retention, private environments

*Security must be engineered in, not added on.*

## Regulatory & Ethical Compliance

Aligned to GDPR, DPA, SRA

*Compliance is non-negotiable in legal practice.*

## Auditability & Human Oversight

fully explainable, attorney-reviewed outputs.

*AI assists, humans decide, guided responsibly.*

## Risk & Misuse Mitigation

Guardrails preventing hallucinations, data leakage and unverified citations

*Reducing operational, reputational, and legal risk.*

# REAL CASE EXAMPLE — HOW AI REDUCED DISCOVERY COSTS BY 70%

Turning data into decisions

### The Solution

StartSmar identified eDiscovery as the safest, highest-impact entry point. We mapped the implementation path and vendor criteria.

### How StartSmart can help

Working with you to identify the core problem: Identifying eDiscovery as the highest-impact, lowest-risk starting point for their AI journey.

### The Challenge

A matter involved over 2M documents — requiring 3 months of manual review and costing more than £300k.

### The Outcome

- Review time cut from 3 months to 2 weeks
- 70% reduction in discovery cost
- Senior lawyers focused on strategy, not review
- Faster turnaround improved client satisfaction

AI turned an unprofitable engagement into a competitive success.



# LEGAL REIMAGINED: THE DETAIL

# GENERATIVE AI IN PRACTICE

The future of legal isn't digital, it's intelligent, ethical, and human-led. AI supports better reasoning, deeper insight, and more trusted client advisory.

## Improving Documentation, Discovery, Data and Research



AI-Powered Document Automation



Legal Research



Discovery and Data Review

## Enhancing Contract and Predictive Analysis, and using Chatbots



Contract Analysis



Predictive Analysis



Legal Advice Chatbots

# LEGAL REIMAGINED

AI is not replacing legal expertise - it is amplifying it.

## Drafting → Precision

Automate contract generation and review with firm-specific standards.

## Discovery → Efficiency

Analyse millions of documents in hours, prioritise key evidence instantly.

## Prediction → Strategy

Model case outcomes, settlement paths and durations with data-driven confidence.

## Client Service → Always-On

Use AI assistants to triage enquiries, gather information and accelerate matter intake.

These capabilities transform delivery while preserving the core value of legal judgement.



# INTRODUCING MAI AND STARTSMART

# INTRODUCING STARTSMART

## YOUR STRATEGIC AI ACTION PLAN

In a series of structured sessions, you'll gain:

- A legal-sector AI landscape tailored to your firm
- Identification of your top 3–5 high-value AI use cases
- A costed roadmap with investment, risk and governance requirements
- A defensible, Partner-ready plan for adoption

You'll leave with clarity — not questions.



# WORKSHOP OVERVIEW

## StartSmart: WHAT YOU GET

Focus Area	What You Get
Legal AI Landscape Overview	Understand which technologies are mature, high-value and compliant.
Industry Benchmarking	See how peer firms are adopting AI and where you can leapfrog.
Opportunity Mapping	Identify the best starting points across litigation, commercial, IP, employment or corporate.
Investment & Capability Guidance	Know exactly what budget, skills and governance are required
Delivery & Vendor Strategy	Understand how to evaluate tools, implement workflows and avoid risk.

# OUTCOMES - FROM UNCERTAINTY TO ACTIONABLE STRATEGY

You'll walk away with:



A prioritised AI roadmap for your legal practice



Confidence in where to invest and where not to

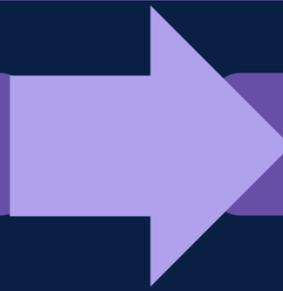


Awareness of compliance, data and governance needs



A strategic next step into *Tomorrow Works*

Directionless



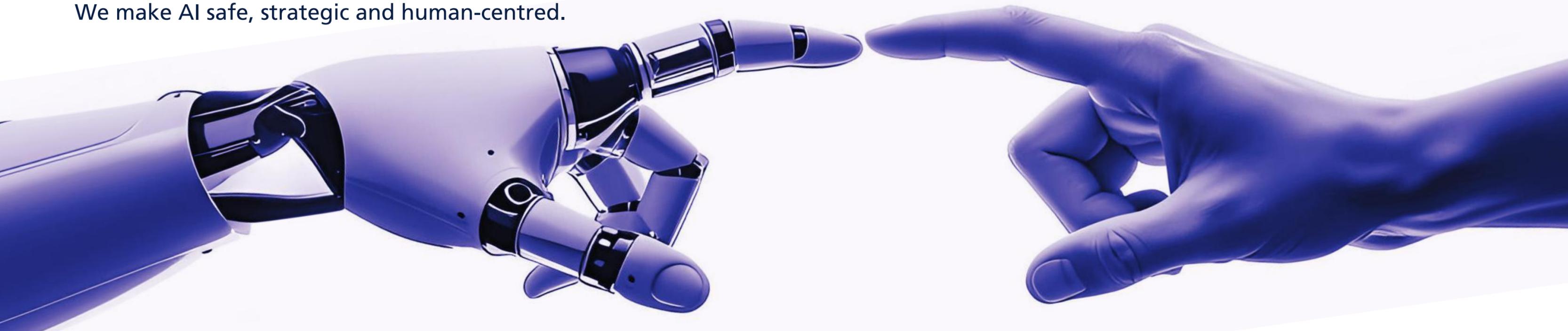
Informed

# WHY LEADING FIRMS CHOOSE MAI

We combine legal workflow expertise, ethical AI design and regulated-industry experience to deliver:

- AI that strengthens not replaces - legal judgement
- Secure, compliant adoption aligned with SRA requirements
- Practical strategies that improve profitability and client service
- Deep understanding of how law firms operate

We make AI safe, strategic and human-centred.



# STARTSMART. START NOW

AI is reshaping legal practice, firms that act early will set the new standard.

Firms that wait will fall behind competitors already using technology to reduce cost and improve accuracy.

BOOK YOUR  
STARTSMART  
SESSION TODAY.



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TOMORROW  
STARTS HERE