

An aerial, high-angle photograph of a city, likely New York City, showing a dense grid of streets and buildings. A prominent river, the Hudson River, flows through the center of the image. The overall color palette is dark and muted, with shades of brown, black, and grey, giving it a textured, almost abstract appearance. The text is overlaid in the center in a clean, white, sans-serif font.

Digital transformation via a
radical customer focus



Pick 1 thing
and fight hard



Great Food
4 All

Google



doktor24

VESSLA



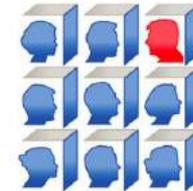
HEADLITE



Always Be Innovating

A CEO's guide to innovation, technology & marketing

OmJagVarPolitiker.se



TALARFORUM

Questions

Do you have time set
aside in your calendar to
test new things?

Do you walk in the
footsteps of your clients
to experience yourself
every week as they do?

Do you attach files to
emails?

Do you know what you
will learn next week?

A person is holding a globe of the Earth in front of a wall covered in newspaper clippings. The globe is the central focus, showing the continents of Africa and Europe. The person's hands are visible at the top and bottom of the globe. The background is a wall covered in various newspaper clippings, some of which are clearly visible, showing headlines and images. The overall scene suggests a connection between global news and the physical world.

What shapes the world today?

DATA ABUNDANCE

90% of all information in the world was created in the last 2 years

PACE OF CHANGE

The average age of S&P500 companies have gone from 67 to 15 years

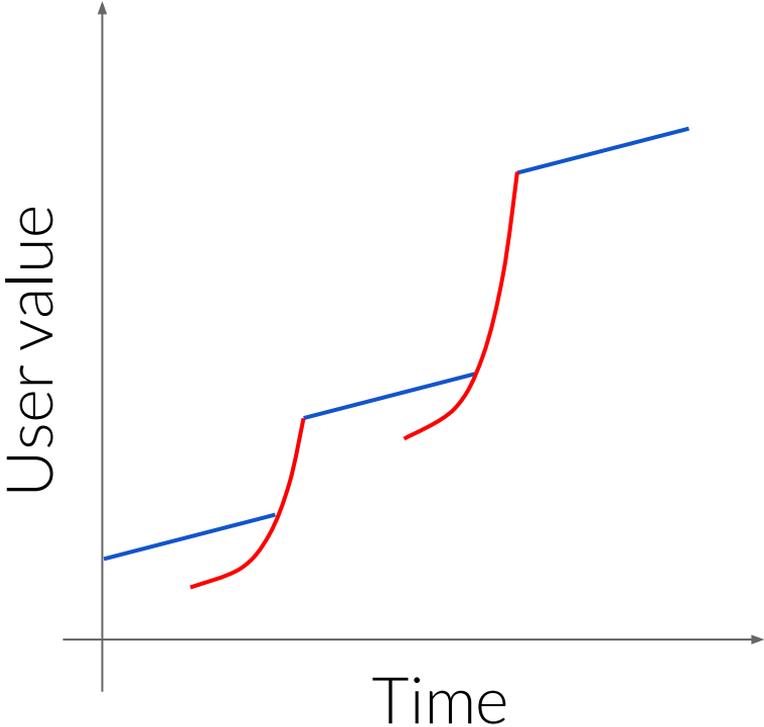
COMPUTING POWER

Today's video consoles are more powerful than the supercomputers in year 2000

CONNECTIVITY

In the coming 2 years another 1.5 bn people and 15 bn things will be connected to the web

Disruption





 Husqvarna

BATTERY BOX



7

9

10

13

14

15



What AI & Machine Learning is

Non-AI

```
If text="Win 1 million"  
then sort(spam);  
else sort(mail);
```

AI
(Machine Learning)

Examples of
spam

Examples of
non-spam

ML code

```
graph LR; A[Examples of spam] --- B[ ]; C[Examples of non-spam] --- B; B --> D[ML code];
```

What Machine Learning can answer already today

Who is most likely to become a new client of yours in the world?

What behavior is fraudulent?

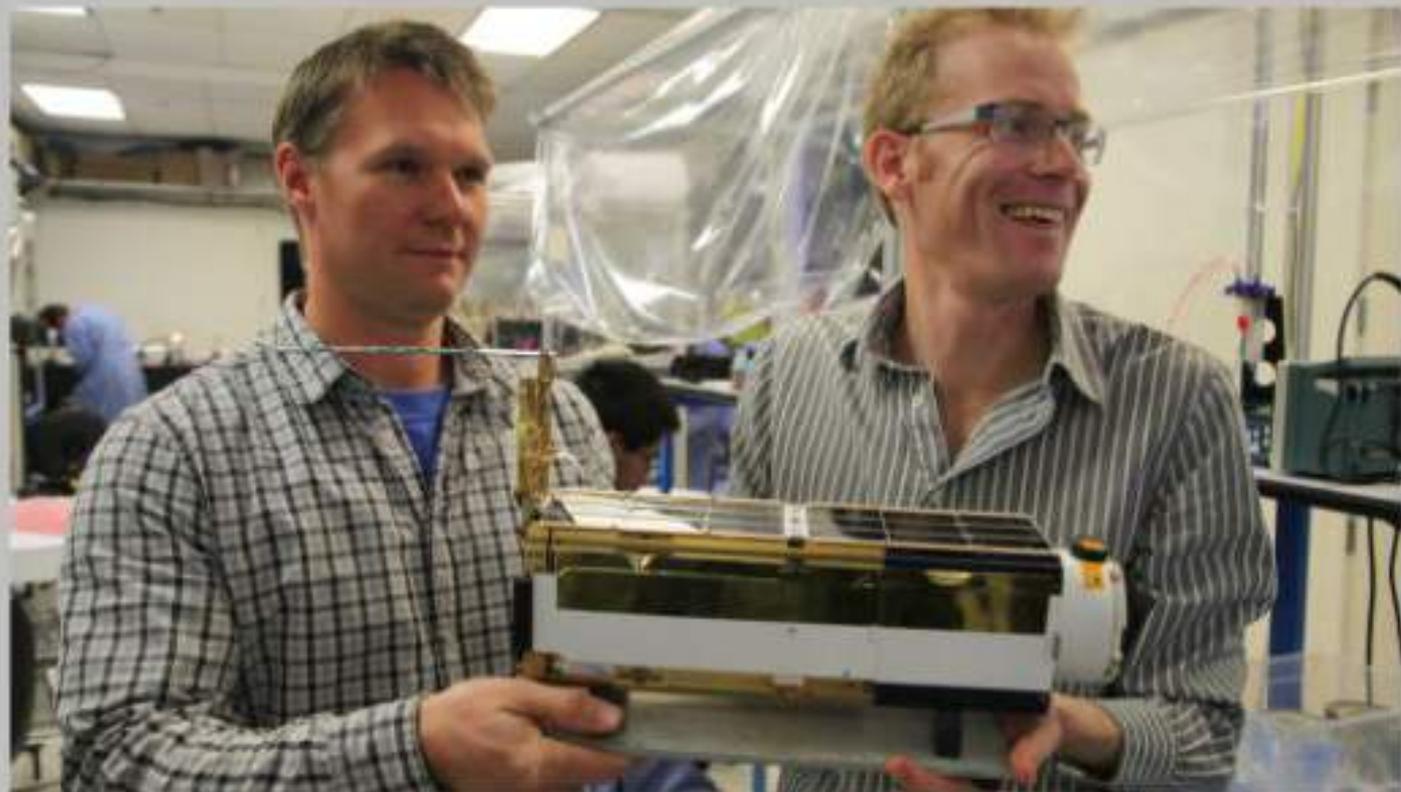
Where are the weak points in a contract?

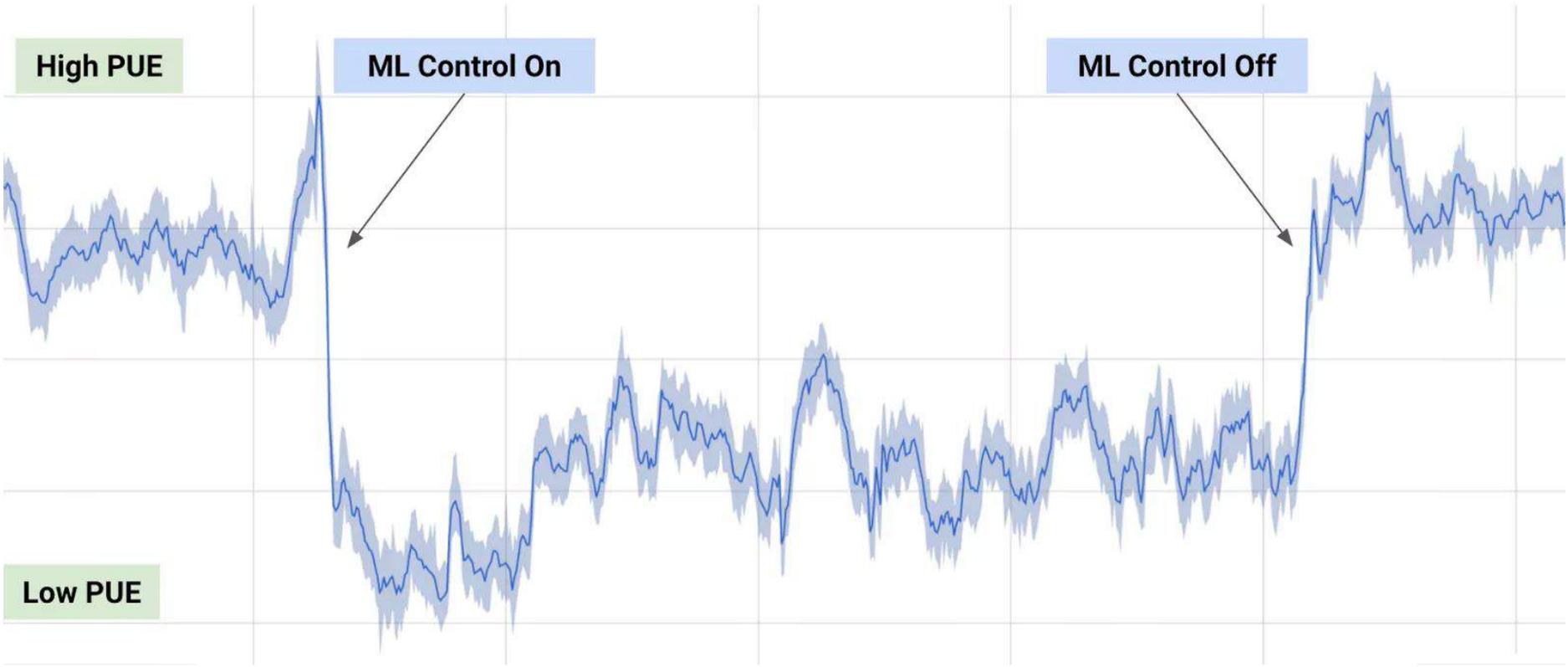
What does a great NDA look like for this specific situation?

What is the probability of winning case X?









High PUE

ML Control On

ML Control Off

Low PUE

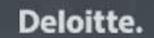
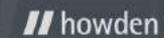
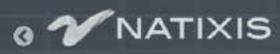
Contract Review Automation

The quickest and easiest way for businesses to review and approve incoming contracts

[FIND OUT MORE](#)

[REQUEST A DEMO](#)

GREAT COMPANIES RELY ON LAWGEEEX



80%
Time Saved



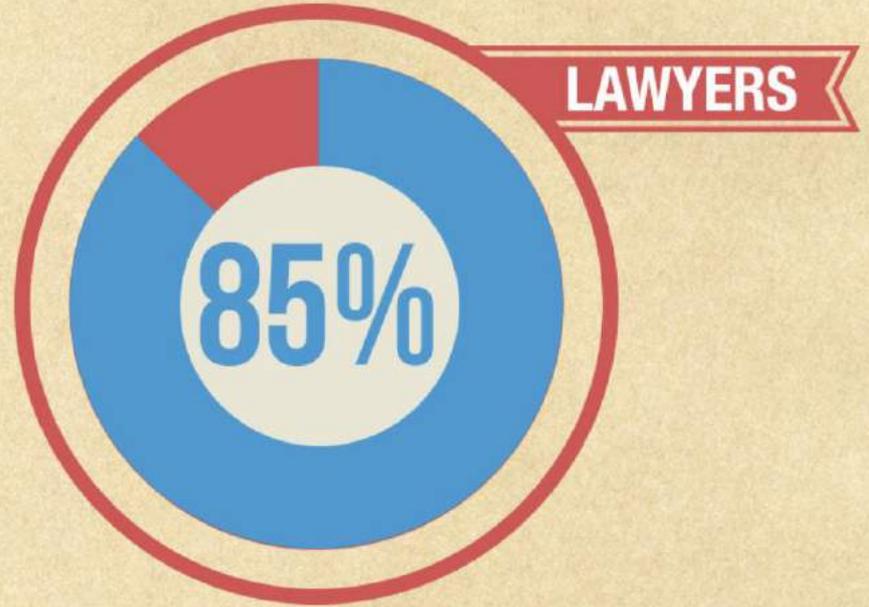
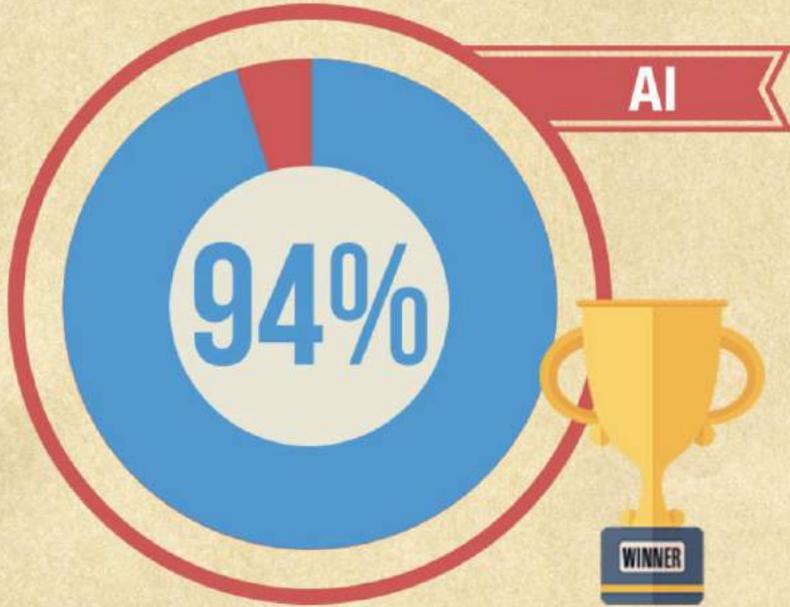
Streamlined
Workflows



90%
Cost Saved



ACCURACY LEVEL



The AI achieved an accuracy level of 94%, compared to an average accuracy level of 85% across 20 human lawyers.



PERFORMANCE

**LAWGEEEX
ARTIFICIAL
INTELLIGENCE**

94%

**HIGHEST
PERFORMING
LAWYER**

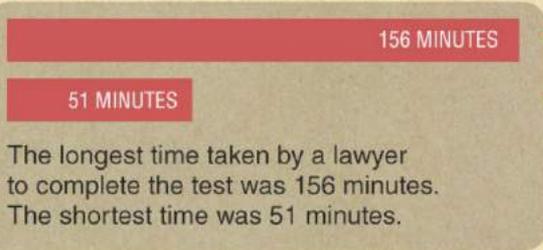
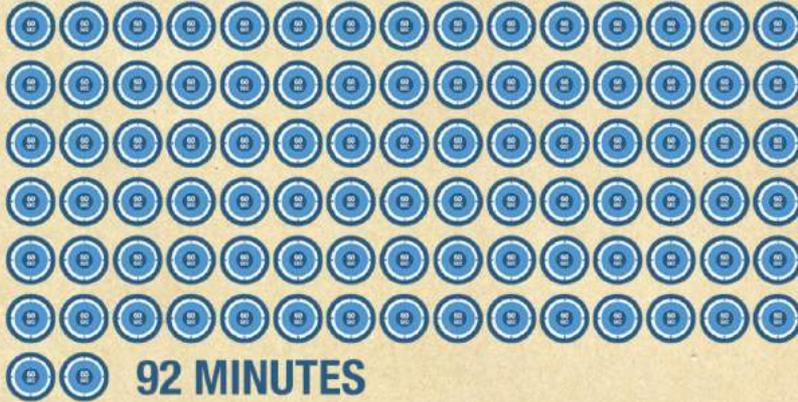
94%

**LOWEST
PERFORMING
LAWYER**

67%



TIME TAKEN



LAWYER



It took an average of **92 minutes** for the lawyers to review all 5 NDAs. In contrast, it took the LawGeex AI a total time of **26 seconds** to review all 5 NDAs.

What Machine Learning can answer already today

Who is most likely to become a new client of yours in the world?

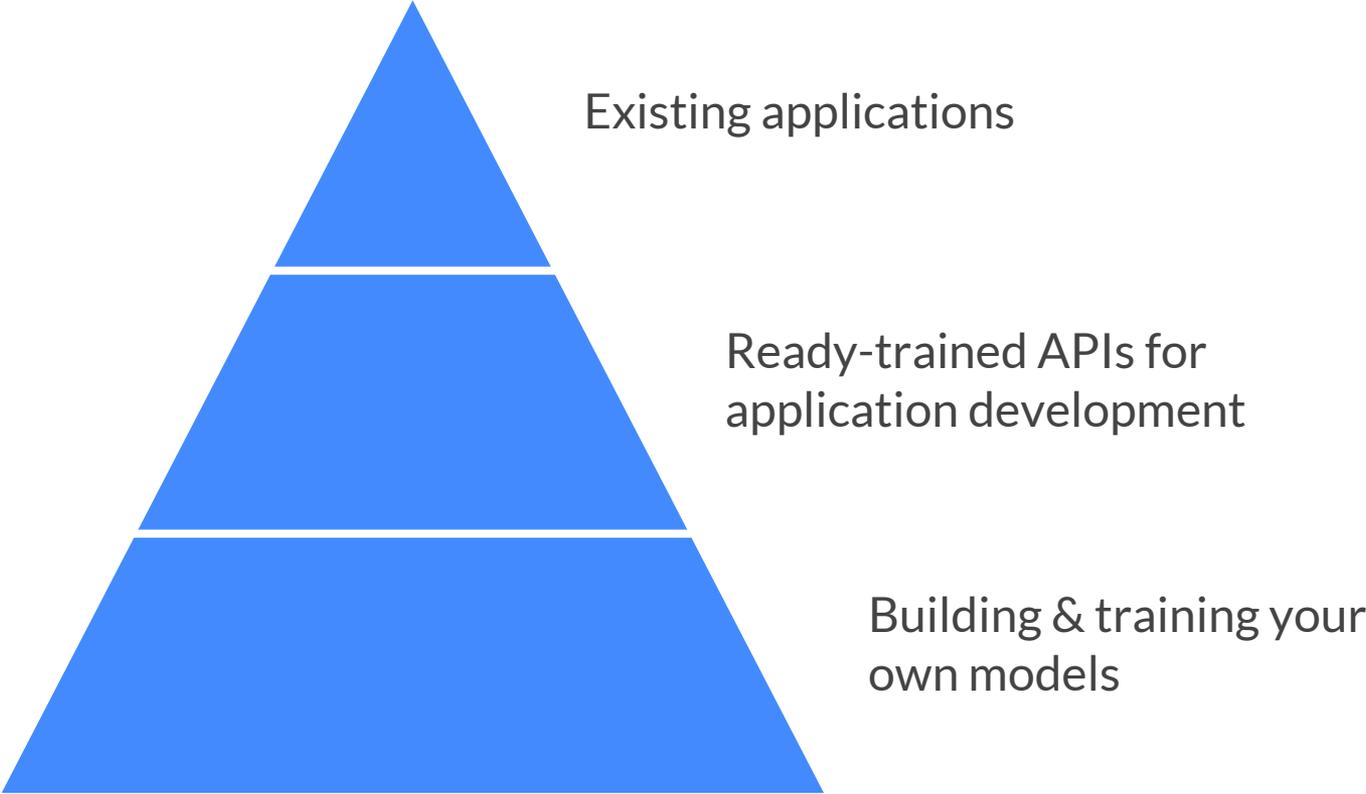
What behavior is fraudulent?

Where are the weak points in a contract?

What does a great NDA look like for this specific situation?

What is the probability of winning case X?

Machine Learning pyramid of application



Do we all agree that the world is changing (fast)?

In a rapidly changing world, the only long-term sustainable strategy and competitive advantage is to **learn** things faster than the world changes around you and translate that learning into relevant **innovation...**

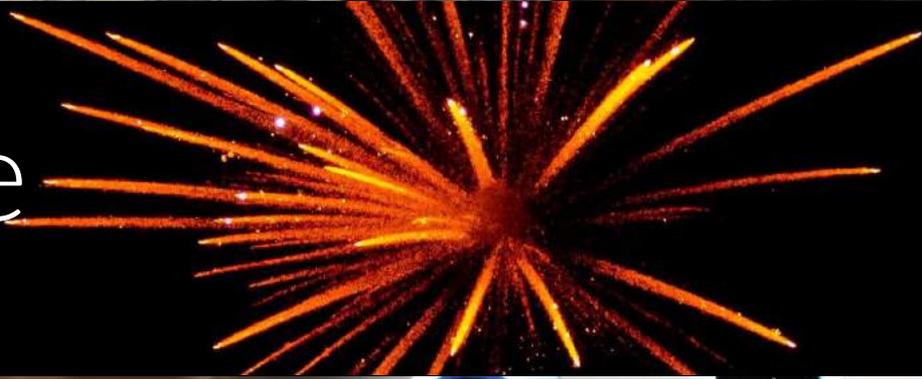
What can we do?

AVOID
DIGITAL
ALIBIS

Learn



Innovate



Automate



LEARN

5 hour rule

Things you can invest your 5 hour/week in

Learn at work

Review weekly what you will continue, stop, start doing based on learning

Start a company

Start a company in an area you want to learn more about

Write a 1-pager

To summarize something in a 1-pager requires you to know it well

Take online trainings

Get free trainings online, there are many available

Form a virtual community

Gather relevant people around the same area in a virtual community

Get a mentor

Identify a mentor in your area of specialism

Play customer

Every Monday morning, experience yourself as your customer for 20 min

Work someplace else

Work 3 days at another company or department

Teach someone

Sign up as a teacher in your area of specialism / train a new employee

Build in feedback loops

In everything you do, build in feedback loops that keeps you honest

Start a blog

If you have to gather your thoughts 1 time/week it drives learning

Have a monthly lunch

Lunch every month with someone you don't know from your industry

Place a daily call

Call a person in your network every day on a specific topic

Acquire/partner companies

Acquire/partner with a company with competence that complements you

Do a weekly reading

Have a weekly reading list (expert communities, trade media etc)

Test existing solutions

Test existing solutions from various markets and learn from them

Shadow someone

Shadow an expert in your area

Analyze data

Review all the customer data you have

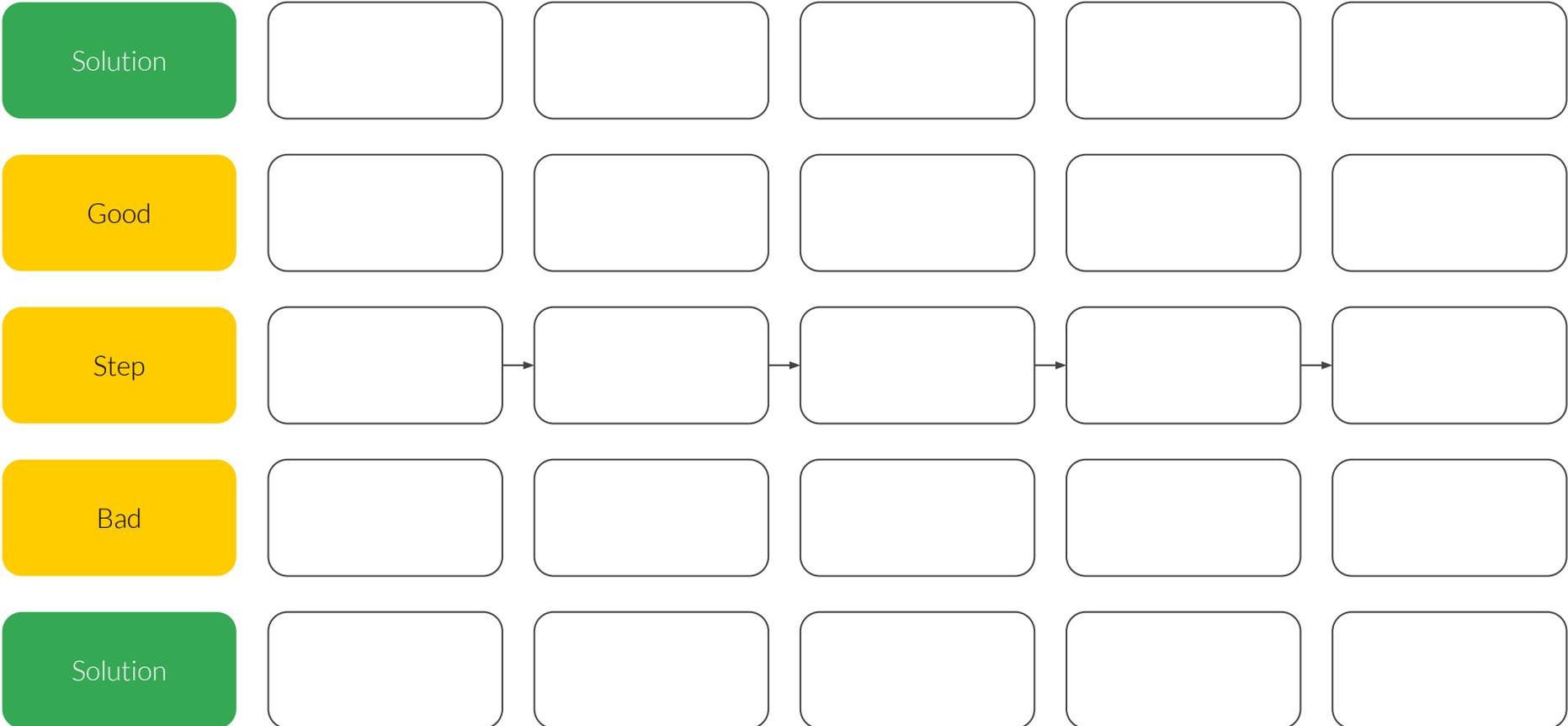
Kira Systems
SmartShell
Loom
RAVN
Leverton
Ravel Law
Judicata
Lex Machina
PerfectNDA
Brightflag
Everlaw
LitIQ
Casetext
ThoughtRiver
SettlementAnalytics
Smokeball
LawGeex
DISCO
Luminance
Premonition
Seal
Catalyst
Exterro
Ross Intelligence
Legal Robot
ANAQUAStudio
Brainspace Discovery
LegalSifter
TrademarkNow
Intraspexion
Brainspace Technology

Schedule yourself
10 min/week for
follow-up

INNOVATE

70/20/10

The User Journey - The starting point for all success



What do people want?



RELEVANCE

CONVENIENCE

How do you open a parachute?



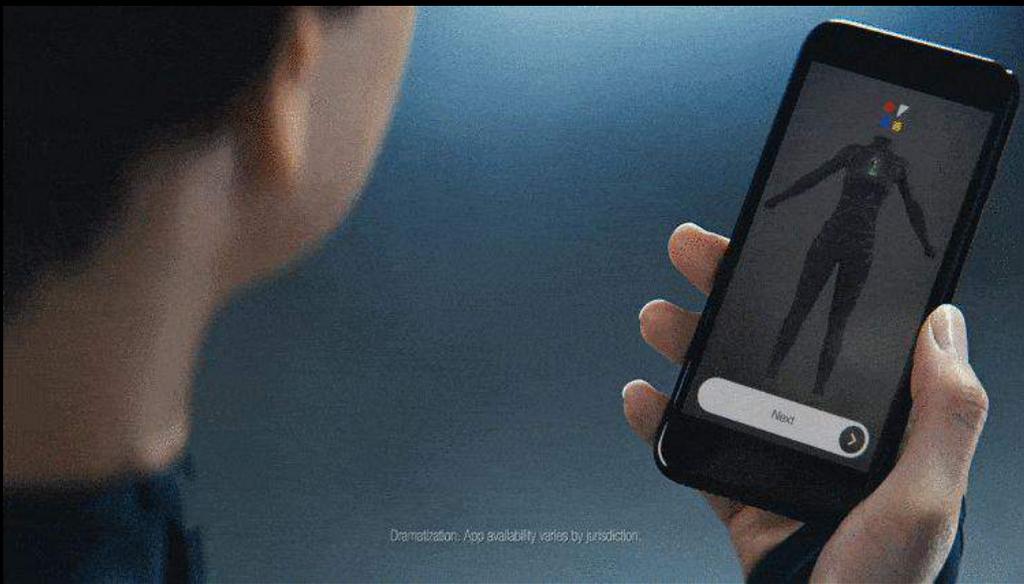


Väntetid drop-in cirka

53 minuter

Logga in

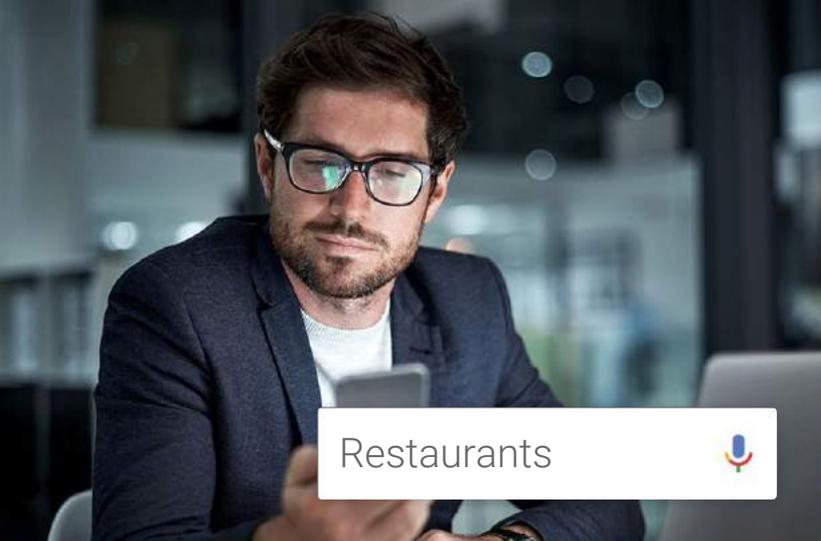
Visa hur KRY fungerar



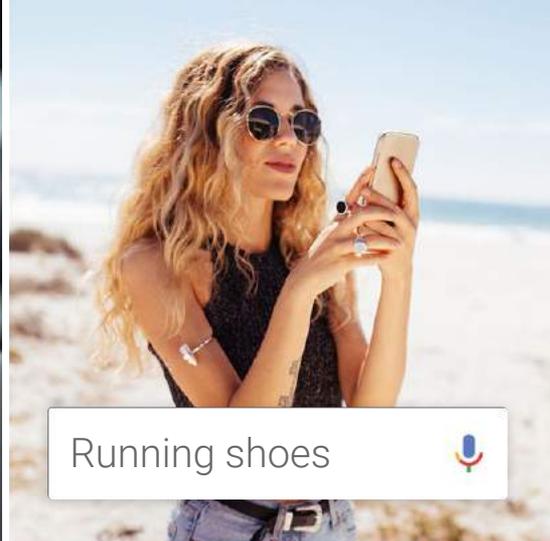
Dramatization. App availability varies by jurisdiction.

ZOZOSUIT





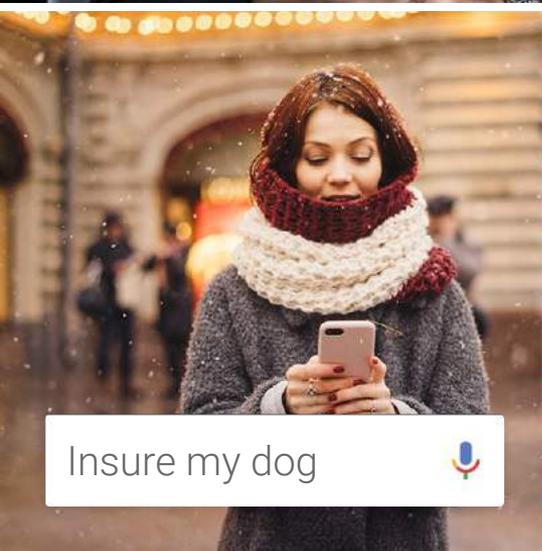
Restaurants 



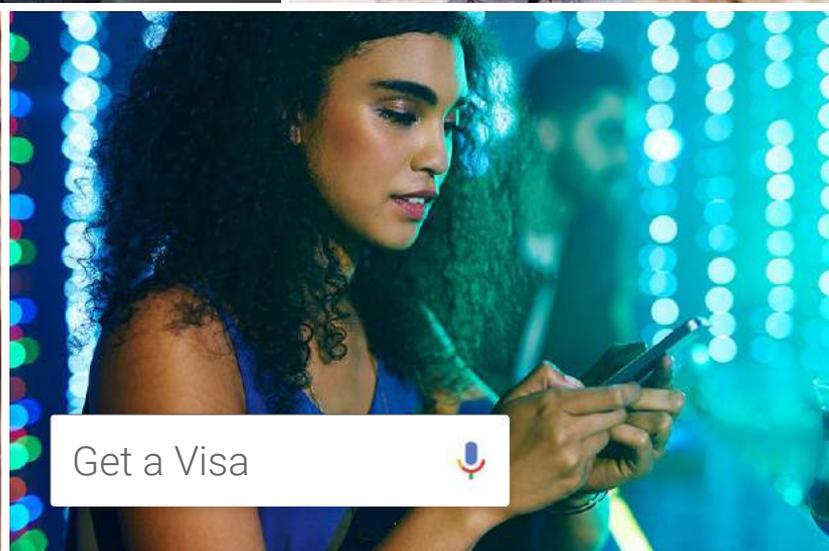
Running shoes 



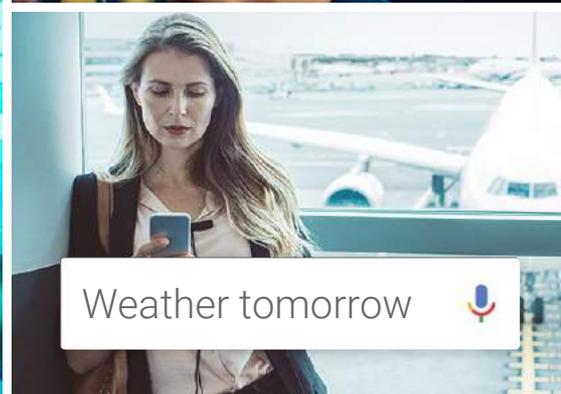
House heating 



Insure my dog 



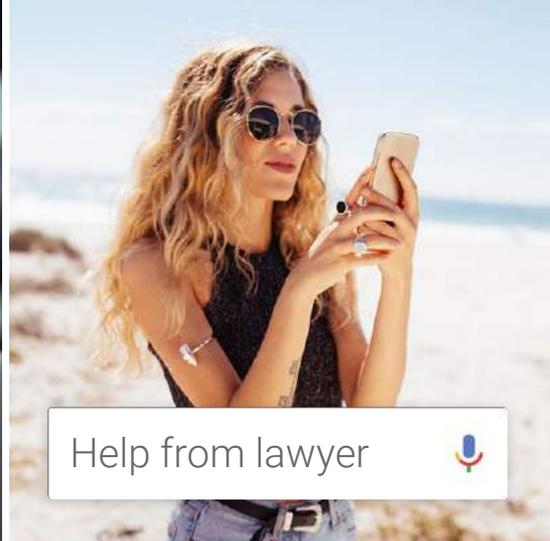
Get a Visa 



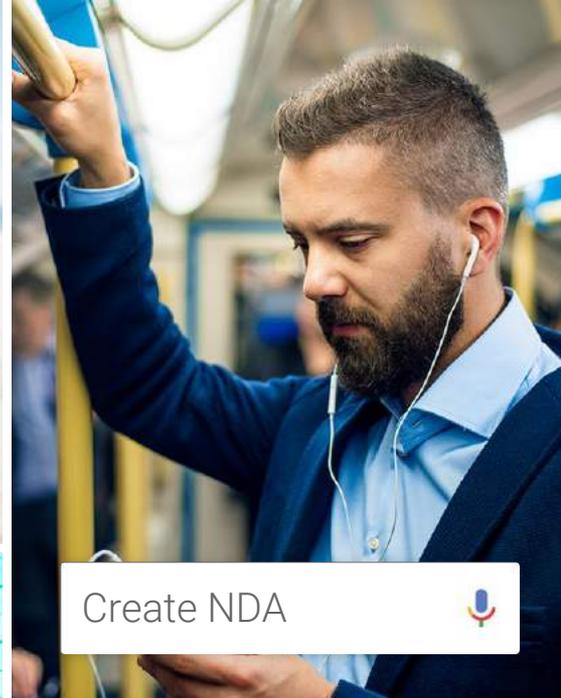
Weather tomorrow 



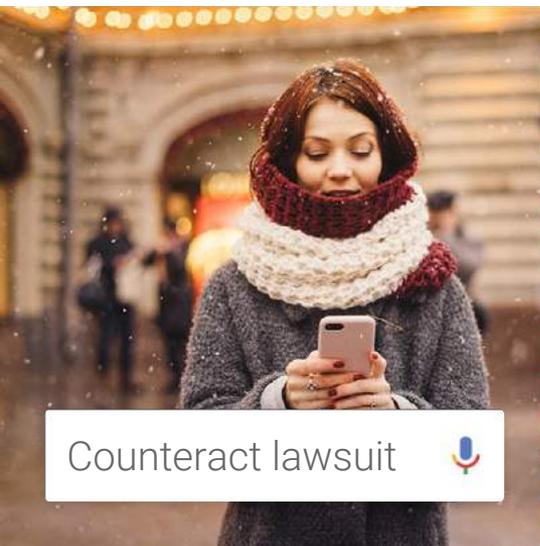
Scan contracts 



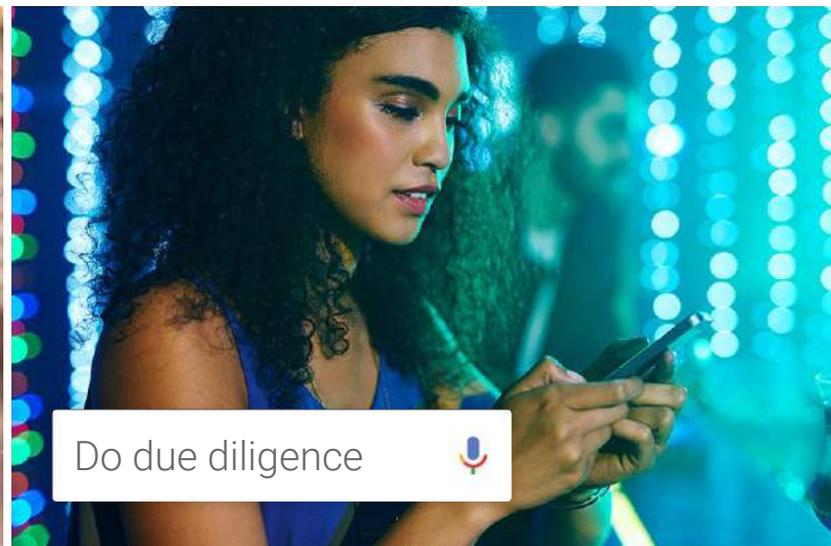
Help from lawyer 



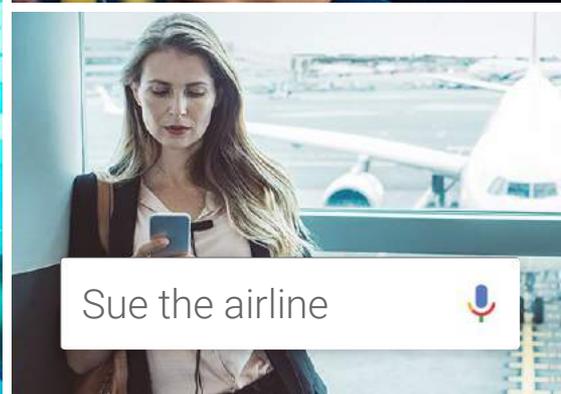
Create NDA 



Counteract lawsuit 



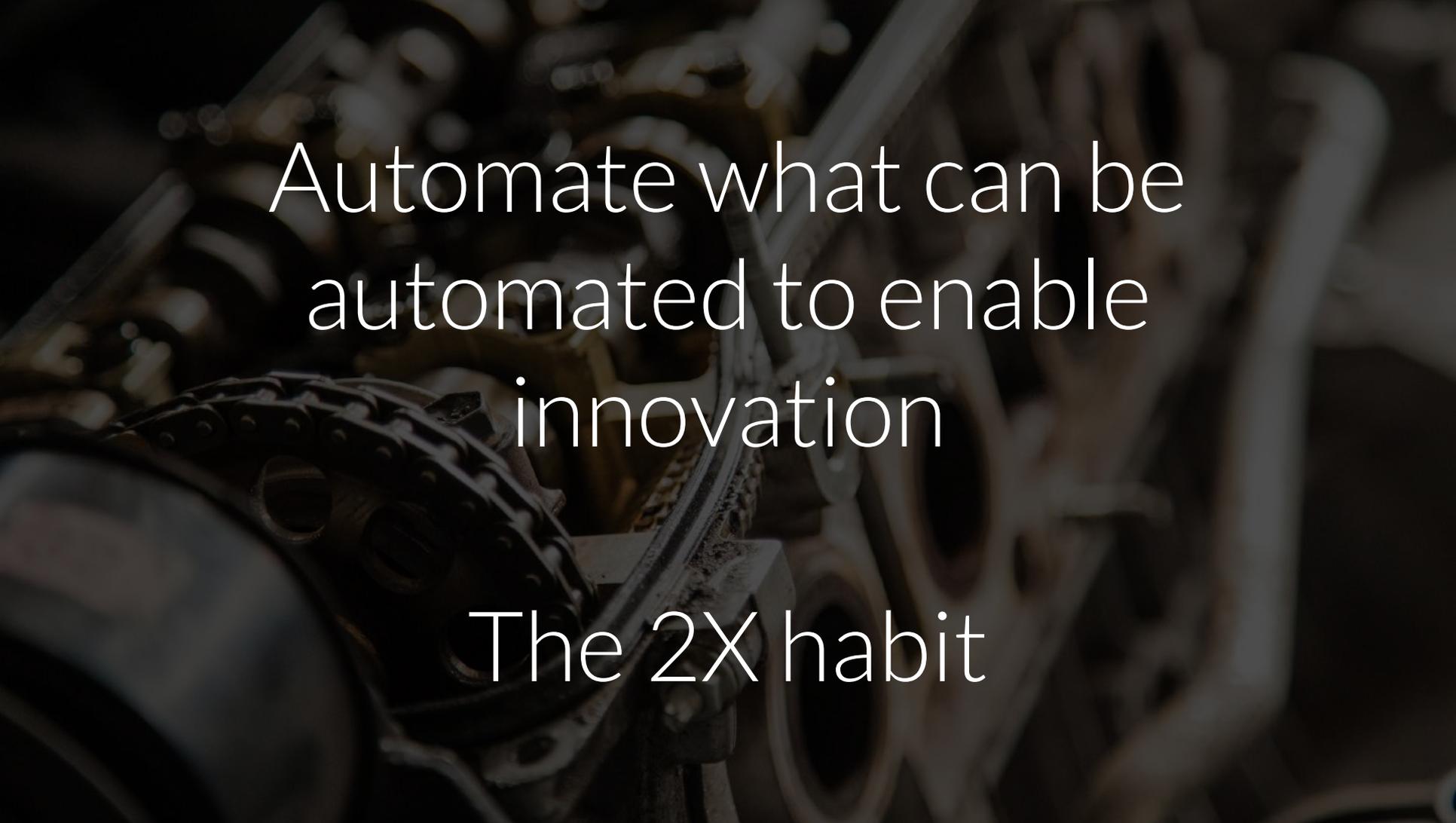
Do due diligence 



Sue the airline 

Being relevant &
convenient starts with
removing all friction from
the user journey

AUTOMATE



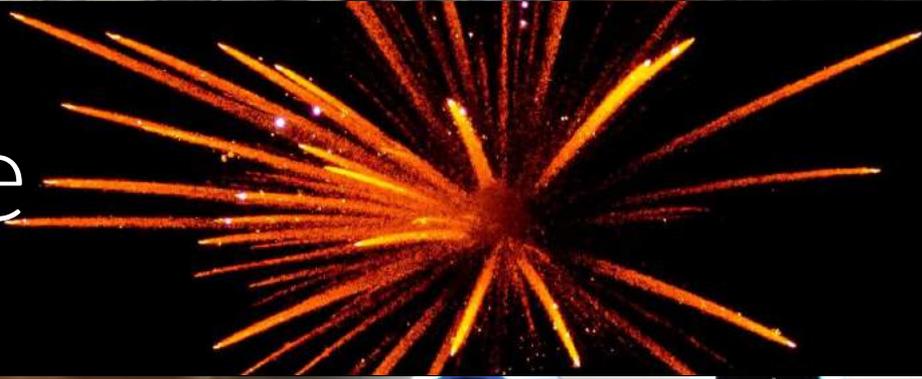
Automate what can be
automated to enable
innovation

The 2X habit

Learn



Innovate



Automate



FIRST ASSESS THE
LANDSCAPE, THEN PICK
SOMETHING AND
BECOME GREAT AT IT

OBSESS
ABOUT THE
USER





Coolest

It is not the thought
that counts