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Evolve Law Launches Community to Advance Legal Tech Adoption

Law firms, legal tech companies join collaborative effort to kick-start innovation in the legal industry.

Erin E. Harrison, Legaltech News

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What began as an idea shared between two entrepreneurs over lunch has evolved into a full-blown business entity aimed at accelerating the adoption of legal technology in an industry notorious for its dated practice models.

Mary Juetten, CEO of Traklight, along with Jules Miller, COO of Hire an Esquire, teamed up to launch Evolve Law, which is billed as an open membership organization focused on driving technology innovation and adoption in the legal industry.

On Sept. 21, Evolve Law formally launched the new online community and website, which is designed to promote collaboration between entrepreneurs and law firms and attorneys, and speed adoption of new technology. The marketplace also opens up the door to startups and small technology companies introducing new approaches and ideas to the legal industry.

Juetten, a former accountant who later earned a law degree, met Miller two years ago and the duo immediately clicked, Juetten told Legaltech News in an interview.

“We both have a ‘just do’ it style. We started talking about ideas for how we can get a buzz going...and so far now, we’ve done five events together throughout the U.S.,” she said.

The goal of those events has been to educate the legal community on technologies that can help lawyers do their jobs more effectively; the events have purposefully been held in locations where it’s more difficult to find legal tech resources.

“Throughout that people started asking, ‘When are you going to make Evolve a thing?’ explained Juetten. “Jules and I said, ‘Why don’t we make it a summer project, gather information and see if there is an appetite from law firms and law schools?’”

As it turns out, there was an appetite so big that the two women were able to sign on more than 20 partners and decided to formally launch the project.

“Of course when we first started, we were trying to sell more of our own technology into the legal space. We created what we call the Legal Tech Toolkit and came up with the idea that it would be great if we could direct lawyers to one place...to create an online marketplace, but a place where as attorneys you can go and look at what is the latest and the greatest technologies out there,” said Juetten.

Founding members of the Evolve Law community include: Avvo; Clio; CuroLegal; Domain Skate; Davis Wright Tremaine LLP; eBrevia; FactBox; Good2bSocial; Hire an Esquire; Hotshot Legal; lawLytics; Legal Hero; NextGenJustice; Patdek; PlainLegal; Traklight; and Valcu.

As part of its launch, Evolve Law will host two East Coast [events](#): Boston Evolve Law: “Investment in Legal Technology” on Sept. 30, at Suffolk University Law School; and NYC Evolve Law: “Big Data in the Legal Industry” on Oct. 1 at Benjamin N. Cardozo School of Law.

“We want to be that catalyst by outing this front and center; we are actually going to accelerate adoption,” added Juetten. “There are some law firms that are very innovative, and then you have some firms that would prefer to not embrace technology. It that’s big piece in the middle we are going after; the lawyers who know that their clients are demanding the technology but they aren’t sure how to put it together.”

As part of its online service, Evolve Law will expand its online [Legal Tech Toolkit](#) to showcase innovative products and serve as a resource for attorneys, firms and departments seeking to extend use of technology in their businesses and practices.

“It’s no secret that the legal industry has been slow to change,” Miller said. “By raising awareness of developing technologies, products and services, we can help the legal industry become more agile and move faster to keep up with business needs, other industries and most importantly, client demands.”

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