# Mark Doble revolutionises legal industry with AI-powered platform Alexi



Mark Doble, a former lawyer turned tech entrepreneur, is at the forefront of a significant transformation within the legal industry through his AI-powered platform, Alexi. Recognising the limitations of traditional legal practices during his tenure at a law firm, Doble aimed to create innovations that would streamline workflows and enhance efficiency in legal services.

Founded with a clear mandate to modernise the legal sector, Alexi has made remarkable strides in just a year. The company gained acceptance into the Techstars AI accelerator program in Montreal and has successfully raised over $15 million in funding. Mark Doble is now collaborating with prominent law firms in Canada, including Osler, Hoskin & Harcourt LLP, as the company works to reshape the operational landscape of legal practices.

Doble's transition from practicing law to leading a tech company was influenced by his dual passions for law and technology. He mentioned to The Edge, A Leader's Magazine, "In law school, I spent half of my time building technology alongside my studies." This blend of experiences illuminated the potential for technological innovation within the legal framework. He articulated his vision, stating that he sought to bring a fresh perspective to solving legal problems through software.

Alexi's platform utilises AI to aid law firms in navigating extensive amounts of legal data, thereby optimizing operations and enhancing client services. "In a given litigation file, lawyers typically handle thousands of documents, and understanding this information in detail is critical...Our platform simplifies this by streamlining document review and analysis," Doble explained. Through this approach, lawyers can focus on delivering quality legal assistance while improving outcomes and conserving resources.

Doble believes AI is fundamentally reshaping the legal industry, transitioning it from a model characterised by high margins and low volume to one that is more accessible and efficient. Traditionally, legal services have often been financially prohibitive, limiting access for individuals unless they had significant financial means. Doble highlighted that increasing adoption of AI can lower these thresholds, making legal assistance more widely available.

However, the adaptation of AI in the legal field is not without its challenges. The primary obstacle has been the education of legal professionals on the utility of AI technologies. Doble observed that many in the legal profession were initially unfamiliar and hesitant regarding AI. "Instead of focusing on the fancy aspects of AI, we prioritized focusing on value and how it could solve real problems," he elaborated.

For those looking to innovate in traditional sectors, Doble offers insights drawn from his journey. He notes the importance of believing in one’s vision amidst skepticism and criticism. He advised, “My advice is simple, believe in your vision even when others don’t, and push through that initial negative criticism.” Through continuous testing of ideas while holding onto core convictions, innovators can navigate the road filled with challenges and rejections, ultimately shaping what can become conventional practice.

Doble's work with Alexi represents a notable shift in the intersection of law and technology, pointing towards a future where AI optimises legal practices, making the sector more efficient and accessible to a broader audience.

Source: [Noah Wire Services](https://www.noahwire.com)

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