

CASE STUDY

MinuteBox is a win for alternative legal service providers like CEO Law.



CEO Law is a Toronto-based ALSP providing Canadian corporations with access to the best lawyers in the country at a fraction of the cost.

A screenshot of the CEO Law website header. It shows the CEO Law logo on the left, a social media icon, and a menu icon on the right.

CEO Law

A screenshot of the CEO Law website hero section. It features a dark background with a statue of a winged figure holding a scale. The text reads: "Traditional law is broken. We want to fix it." Below the text is a red button that says "LEARN MORE".

Traditional law is broken.
We want to fix it.

LEARN MORE

CASE STUDY OVERVIEW

CEO Law is a Toronto-based alternative legal service provider (ALSP). To the team at CEO Law, traditional law is broken. Their goal is to change the status quo by providing corporations with world-class lawyers and continuity of service at a fraction of the cost through efficient, technology-enabled solutions.

CEO Law strives to enable their clients to get more out of their legal spend. Technological adoption is key to this goal.

MinuteBox solved two immediate needs:

1. Providing a distributed legal services team with the ability to view, edit and share minute books in the cloud.
2. Providing a transaction platform for highly complex deals that would otherwise require sophisticated project management and specialized tools.

["CEO Law is built on a simple idea. Customers deserve a great lawyer at a fair price, delivering solutions in a responsive, connected way."](#)



Traditional law is broken. We want to fix it.

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Progressive law firms are finding new ways to disrupt the traditional legal business model. CEO Law is leading the way. In order to make its innovative business model work, its founder Steve Monk needed to get away from the traditional reliance on the billable hour, without doing away with it altogether.

Today, clients are demanding transparent pricing, efficient legal solutions and even greater levels of service. For law firms to deliver on that demand, the earliest innovators are finding ways to create predictable and repeatable revenue streams.

“We spent more time waiting for the documents than working on the documents”

The process began with an on-site scanning of Coinsquare’s paper records (after being requested by their legal team before the MinuteBox team’s arrival). Once digitized and OCRRed (PDFs rendered searchable), the Coinsquare minute books were then uploaded onto MinuteBox.

That same day, the Coinsquare team was up and running on MinuteBox – managing their entities, updating internal shareholdings, and completing other corporate governance matters.

BENEFIT 1: A DIGITAL LIBRARY OF EVERY MINUTE BOOK

Operating in a remote-first environment has plenty of benefits. Rent is typically a major overhead expense for law firms. That overhead usually translates to increased fees to clients. With no major rent expense, those same savings can trickle-down and save clients thousands of dollars.

Being remote requires a new way of thinking when it comes to operating a law firm. Going paperless is just the beginning. With no central office to store paper records, there's still a need for a centralized place to store minute books and the corresponding information.

For CEO Law, MinuteBox was the only solution that could offer secure minute book storage in the cloud with an easy-to-use interface and the performance needed for a distributed team of lawyers.

After incorporating MinuteBox across their team of talented lawyers, corporate transactions run smoother, delays due to document delivery are gone and most importantly, clients are happier.



Steve Monk

Founder

THANK YOU, MINUTEBOX!

“MinuteBox enables alternative legal service providers like us to do our best work to serve our customers”

the “way faster” way

ANNUAL CORPORATE MAINTENANCE IS NOW WAY FASTER THAN
OUR PREVIOUS WORKFLOW...AND WE CAN DO IT FROM ANYWHERE

BENEFIT 2: AN EASY WAY TO AUTOMATE COMPLEX TRANSACTIONS.

As an ALSP, CEO Law promises its customers the best legal service at the most affordable prices. Disrupting traditional legal business models is a challenge, as is offering top legal talent at competitive rates.

To achieve their objective of offering unbeatable legal services, CEO Law is a highly technology-enabled law firm, reducing much of the expensive overhead that burdens more traditional firms, requiring higher fees. CEO Law leverages MinuteBox’s advanced automations and workflows to create time-efficiencies for its work product that reduces the amount of time spent on repeated tasks.

After implementing MinuteBox to achieve workflow efficiencies, CEO Law quickly realized additional benefits from the MinuteBox platform. The advanced document automation has reduced errors typical of manual document production, leading to better work-product and even more time-savings since document packages now require even less review.

After implementing MinuteBox, CEO Law achieved a reduction in time spent on fixed-fee services like incorporations and corporate annual minutes. With less time spent on these fixed-fee services, CEO Law recognized a significant reduction in unrecoverable fees, leading to a major increase in margins for its work.

“MinuteBox is our secret weapon. It makes things infinitely better than before and easily pays for itself”