



## Legaltech marketplace Priori Legal raises \$6.3M Series A

On-demand legal marketplace disrupts the BigLaw model for Fortune 500 companies by using data and technology to unbundle legal services

**NEW YORK, NY** - [Priori](#), the leading legal marketplace for in-house legal teams to find and hire outside counsel at law firms of all sizes, announced today its \$6.3M Series A financing.

Existing investors Hearst Corporation, who will join the board, Great Oaks Venture Capital, and Jambhala participated, alongside legal industry heavyweights including Tim Steinert, former General Counsel of Alibaba Group; Mindset Ventures whose Partner Jules Miller is an experienced legal technology founder and operator; Bridge Investments whose Venture Partner Mike Suchsland is the former President of Thomson Reuters Legal Business; and Orrick's Legal Technology Fund.

Founded by Basha Rubin and Mirra Levitt, who met as classmates at Yale Law School, Priori is disrupting the \$800B business legal services market through its data-driven marketplace. Its end-to-end technology platform drives efficiency at every stage of the process of working with outside counsel, from rigorous attorney vetting, initial RFP, bidding, matchmaking algorithm and easy-to-use billing and invoicing tools.

"We are extremely excited about Basha and Mirra's strategic vision and believe that Priori will bring efficiency to the broader legal industry at scale," said Eve Burton, Hearst Corporation's Chief Legal Officer and Chairwoman of HearstLab.

Client spend has increased more than 200% over the past year. The company's attorney network contains over 1500 lawyers, who undergo a rigorous vetting process with a 10% admissions rate; these lawyers are in all 50 states and 47 countries and cover over 700 practice proficiencies.

"Outside counsel hiring decisions should be made based on facts, not intuition. With Priori's robust data about attorney experience combined with reviews from internal and external peers, in-house teams can do that for the first time. We are transforming how legal purchasing decisions are made," said Basha Rubin, the company's Co-Founder and CEO.

The company will use the funds to scale its operations to meet inbound interest as legal departments turn to Priori to accomplish 'more with less' and to expand its product to further realize the company's mission of leveraging data to ensure teams can hire the right lawyer at the right price every time.

"Where Fortune 500 companies are spending on average \$150M on legal services each year, 60% savings has a staggering impact on legal department budgets. Based on ROI studies with our clients, that's exactly the savings we're seeing," explained Co-Founder and Chief Product Officer, Mirra Levitt.

## **About Priori**

Priori is the legal marketplace changing the way in-house teams find, hire and manage outside counsel. Using data and technology, Priori rapidly connects teams from 1 to 1000+ with the right attorney for any project globally. Priori's clients include Fortune 500 enterprises and leading technology companies, who use Priori's platform to find vetted attorneys at firms of all sizes for projects requiring niche expertise, local counsel, cost-control or overflow capacity support.

Priori was named a Financial Times Intelligent Business in 2018 and 2019 for its work reducing the cost of legal services by 60%.

For further interviews or questions, please contact the following:

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