



**Brief Base**

Guidance | Clarity | Confidence



# BriefBase® Pilot Programme

From messy enquiries to structured legal clarity.

Prepared for:





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## BriefBase for Law Firms

BriefBase helps law firms manage early-stage enquiries more effectively. It captures unstructured enquiries, guides clients to explain their situation clearly, and organises that input into a structured format your legal team can immediately understand.

A large proportion of enquiries never convert into clients. Often, these individuals leave without clarity, direction, or support. BriefBase ensures these enquiries are still handled. Users are guided to better understand their situation and provided with clear next steps, even where they do not proceed with legal services.

For your firm, this means reduced time spent reviewing incomplete or unclear enquiries, and a visible commitment to supporting your wider community. You are no longer turning people away. You are supporting them at the earliest stage.

This improves efficiency, enhances client experience, and positions your firm as a modern, accessible legal provider.





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## How It Works in Practice

BriefBase sits at the first point of contact on your website. When a visitor has a legal issue, they are guided through a simple, structured conversation in plain English.

As they respond, their situation is organised into a clear, structured format. This removes ambiguity and creates a more useful starting point for your team.

Once complete, a structured brief your legal team can immediately understand is generated and delivered directly to your firm. This allows your team to quickly assess the enquiry and decide on next steps with far greater clarity.





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# Extending Access to Justice Through Your Firm.

A significant proportion of people who contact law firms are unable to proceed. This may be due to cost, uncertainty, or the nature of their situation. Traditionally, these individuals leave without support.

BriefBase changes this. Every user is guided through a structured process that helps them understand their situation and identify appropriate next steps, even if they do not instruct a legal professional. You are not only supporting paying clients, but also providing meaningful guidance to those who would otherwise be left without direction.

This strengthens your reputation locally, supports community engagement, and demonstrates a modern, responsible approach to legal services.

BriefBase allows your firm to support everyone who reaches out. Not just those who become clients.





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## What Your Firm Receives

### Integration:

Embedded directly into your website or shared via a simple link. Clients explain their situation in plain English, giving your team a clearer, more structured starting point.

### Output:

A clear, structured brief your legal team can immediately understand, delivered directly to your firm. No back-and-forth, no guesswork. Just the information you need, organised from the start.

### Customisation:

Aligned to your firm's branding and tone. Creates a seamless experience for clients while reinforcing your firm's professionalism from first contact.





## Pilot Structure and Next Steps

### Pilot Duration

Three-month pilot to test, refine, and measure impact.

### Implementation

Full support for setup, integration, and onboarding.

### Iteration

Ongoing improvements based on real usage and feedback.

### Pilot Fee

£3,000 per month. Covers setup, support, and iterative improvements.

Following the pilot, we review results and agree a longer-term rollout based on performance and fit.





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## Who's Behind BriefBase



**Joel Bailey**

**Founder**

Responsible for product direction, problem definition, and shaping a practical solution around real user needs.



**Lena Shukurova**

AI Systems & Conversational Design, focused on clarity, structure, and user experience.



**Mark Thelwall**

Responsible for brand, website, and user-facing experience, ensuring a clear and professional presentation

For pilot enquiries or further discussion:

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