Cooley Launches Gen AI Chatbot 'Cooley GObot', New Collections for Quicker Entrepreneurial Insights

**By Stephanie Wilkins**

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When Cooley launched Cooley GO over a decade ago, it set out to be a go-to information source for entrepreneurs. A decade later, its mission hasn't changed, but the way that information is delivered has.

Last week, Cooley brought the latest technological advances to the platform with the launch of Cooley GObot, a generative AI-powered chatbot designed to surface Cooley GO's insights and data even faster. "Artificial intelligence is here to stay, and Cooley is proud to be a market leader in the space," the firm said in a blog post. "In a testament to our tech-forward approach to law, we're introducing Cooley GObot, an AI-powered chatbot, as your go-to resource on Cooley GO."

In deciding to roll out a chatbot at the firm, Cooley GO seemed like a natural fit, Matthew Bartus, global co-chair of Cooley's Emerging Companies & Venture Capital practice and one of the co-founders of Cooley GO, told Legaltech News. As the firm's largest
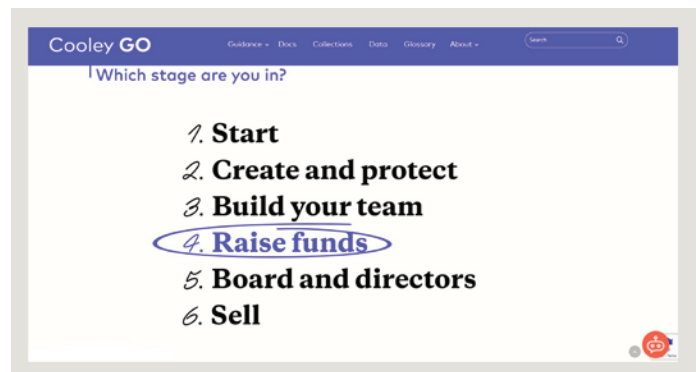
Screenshot of Cooley GO.

practice group, the ECVC practice often serves as a great test case for various kinds of legal tech the firm explores, and the client base of early-stage, non-public companies are very open to trying new things and expecting new technologies to be rolled out, he explained.

"Cooley GO has always been about providing best-in-class information to people," Bartus said. "What the Cooley GObot is about is using new technology to find that information and expose that information in a much easier way, in a way that people expect to consume it."

Cooley GObot is positioned as a 24/7 resource to help simplify the search

process and help users find the information they need from Cooley GO and Cooley. com materials. It's accessed via an orange robot icon in the bottom right corner of the Cooley GO screen.

In addition to Cooley GObot, the firm also introduced new collections to the platform, which are curated sets of articles and documents intended to accelerate users' ability to learn in areas most critical to their success and act on that knowledge. The collections focus on specific topics, such as AI, ESG or equity compensation, and are a new way of compiling all information relevant to a given topic in one easily accessible resource, which is also shareable. The collections supplement Cooley GO's existing tips, guides and document-generation tools.

One other notable resource Cooley GO provides for free is more than 10 years' worth of venture data, including financing and valuation trends. This includes interactive charts, comprehensive reports, interviews with venture capitalists and more. "All of that is a front end to a much more robust and sophisticated set of things we do internally, both in terms of data, but also document generators," Bartus explained, "So it's sort of like the tip of the iceberg, I would say, for what we do internally, but we expose what we think is relevant and helpful to the community."

A New Cooley GO for a New Decade

Cooley marked Cooley GO's tenth anniversary with a fresh redesign, even before
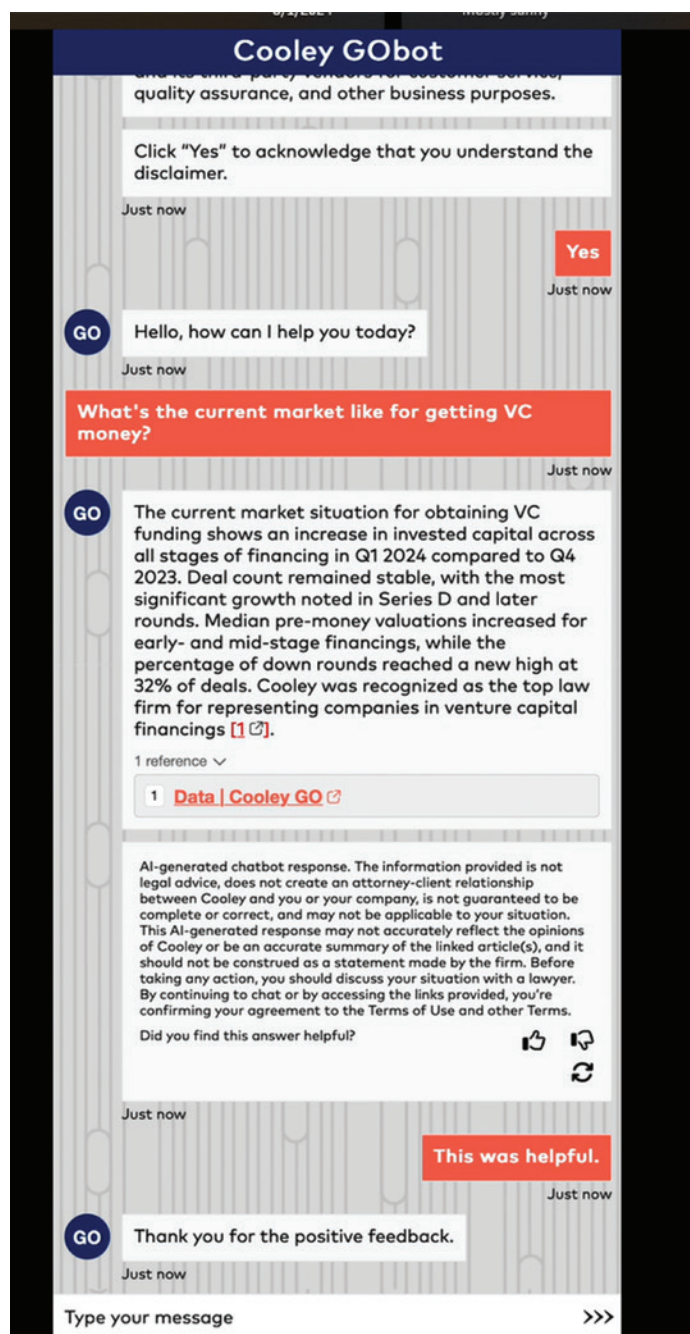
Screenshot of Cooley GObot.

the addition of the new chatbot. As it has been from the beginning, though, the firm stressed that the focus of Cooley GO remained on the users, not the firm. "Since we launched 10+ years ago," the blog post states, "Cooley GO has been about you—the innovators solving business challenges at all stages of the growth cycle. Our goal has

always been to help you turn great ideas into great companies, and we're excited to build on that promise with a refreshed look and new features."

The redesign came in large part because of a desire to mirror the change in the way people now ingest information. "The way people find information and access information is changing, and we want to be at the forefront of providing that," Bartus explained. "And, frankly, we give all this information away for free. We spend a lot of time working on it. We have dozens of lawyers across the firm who are contributing to Cooley GO, and we want to make sure people can find it in a really good way."

The idea is for people to have the information they need in front of them as quickly as possible—which was also the reason for adding Cooley GObot. For example, Cooley GO was originally organized in chronological order according to the lifecycle of a company. Once that proved to be popular, the firm leaned into that structure to make it even more central to the design of Cooley GO.

According to Bartus, it wasn't just startups and early stage companies who were finding the information useful. "We've always been surprised when a large company tells us that they use our NDAs or other materials on the site," he said. "And it's been quite fun to find out that law school classes and professors use it."

In fact, Bartus said that several law school classes teaching entrepreneurship have used Cooley GO as the basis for working through the lifecycle of a company and organizing their educational curriculum for the different stages of company development.

Of course, Cooley is no stranger to evolving when it comes to innovation. Just days before launching Cooley GObot, the firm announced that it had hired its first chief innovation officer in David Wang, who created the same role at Wilson Sonsini four years earlier.