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Aubrey Chapnick 

Product Marketing for growth stage
 B2B Fintech and Vertical Software...

Toronto, Ontario

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 Your Premium features

Scott Stevenson • 2nd
Co-Founder & CEO @ Spellbook | AI for Contracts
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2w • Edited •

ChatGPT has had CustomGPTs for legal work for over 2 years. Below you can see hundreds of "contract review" tools inside ChatGPT.

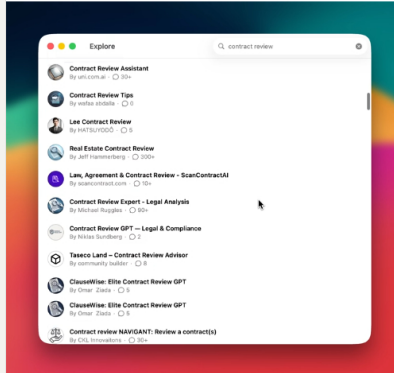
Claude's new plug-in marketplace works similarly. Within your chat interface, you can access some convenient tools that might give you slightly better outputs.

But how much business did ChatGPT CustomGPTs take from legaltech vendors? Very little.

Why? Because professionals are willing to pay for highly specialized tools that go beyond a generalized chat interface: they want intuitive ways to redline in Word, they want CLM-like features, they want access to legal data sources, they want systems to be built on deep legal datasets, and to connect to their rest of their workflow in intuitive ways.

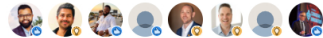
Don't get me wrong: Claude is awesome, and Anthropic is an incredible partner of ours. There is a place for generalized AI tools.

But there is so, so much to build beyond the chat box.



 Shubham Datta, CPA, CA and 268 others 38 comments · 16 reposts

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Dr. Lukas Wollenschlaeger ✓ • 3rd+
Founder @ Palito | Patent Litigator | Ex-Hogan Lovells

I don't agree - OpenAI's GPTs are basically running on a system prompt. But with Claude Cowork & legal plugins, I get actual agentic performance with file access and long-running tasks.

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 Zunaira Koradia • 3rd+

Dr. Lukas Wollenschlaeger Hi,
I'm Zunaira from Global Assist Inc. (Canada). We help businesses scale faster and cut costs with reliable, ready-to-work Virtual Assistants—no hiring hassle, no overhead.

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Antoinette Duffy • 2nd
GTM Systems Leader | Revenue Architecture | LegalTech & Agentic AI | x-Co.

Valid points on chat limitations. But that market reaction wasn't just about the plugin, it was about the signal. Foundation models competing directly with the vendors built on top of them. Case in point with Anthropic + ServiceNow embedding legal AI into infrastructure, where ServiceNow is already deployed at 85% of Fortune 500 companies (announced Jan 26, Legal Plug-In Feat. ...more

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Alexander Vulkanovski • 2nd
Legal (Ops + Tech + Engineering)

This 'differentiation' is something that comes up so often in discussion (and no doubt in sales calls) - but IMO is under-addressed by legal AI providers. Surprised it's not a core part of product marketing / education from most vendors! [Scott Stevenson](#) maybe an opportunity?

Like ·  1 | Reply

Jigar Mehta • 2nd
Founder - MyNextDeveloper | Enterprise AI & LLM Engineering | Building RA...

CustomGPTs didn't kill legaltech for the same reason Zapier didn't kill SaaS-generalized tools are great for hobbyists but fall apart at a professional scale. Domain-specific products win when they solve the 20% of edge cases and integrations that matter most to daily users.

Like · 1 | Reply

 Christophe Henner • 2nd
Something wicked this way come.

It's not about Anthropic or OpenAI taking work from Legal Tech, but the value perception. With that announcement it has become clear that what was a Premium Feature has now been commoditized.

The floor has been raised, but we haven't seen deep innovation in the ...more

Sid J. • 2nd
Founder, Dockvine. Ex-Disney

(edited) 2w ...

Same reason people paid for Loom instead of using the free screen recorder built into their laptop. Loom's UX was customized for a specific use case.

Customers pay for UX and "feeling." Not the underlying tech.

Like · 1 | Reply

Eric H. • 2nd
Founder & CEO @ A.J. Esquire | You Spend Money On Marketing. Then The C...

What I found remarkable was Anthropic's power over the market. Just the release of the legal tools caused other legal tech companies like Wolter Kluwer and LegalZoom to decline sharply.

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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 Zunaira Koradia · 3rd+ · ...

Eric H. Hi,
I'm Zunaira from Global Assist Inc. (Canada). We help businesses scale faster and cut costs with reliable, ready-to-work Virtual Assistants—no hiring hassle, no overhead.

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 Valentine Boyev · 2nd

CEO @ Havo Lab · Leading a 130+ design-driven B2B software company → ...

generalized tools raise the floor, specialists still raise the ceiling

Like · 7 · Reply · 1 reply

 Scott Stevenson · Author

Co-Founder & CEO @ Spellbook | AI for Contracts

Valentine Boyev Well said

Like · Reply

 Sid J. · 2nd

Founder, Dockline, Ex-Disney

A 17 year old built a ChatGPT wrapper called calAI. Take a photo of your meal and save it to your food journal.

Everyone hated on him because it's "just a wrapper."

...more

Like · 1 · Reply

 Kevin H. · 3rd+

Project and program management, analyst, technologist.

You seem to be ignoring the agentic capabilities of Claude Cework and Claude Code. Anthropic has moved far beyond the Chatbot.

Like · 1 · Reply



 Messaging

... ⌵ ⌶