



Portfolio Media. Inc. | 230 Park Avenue, 7<sup>th</sup> Floor | New York, NY 10169 | [www.law360.com](http://www.law360.com)  
Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | [customerservice@law360.com](mailto:customerservice@law360.com)

## Debevoise Builds Tool To Help In-House Attys Assess AI Risk

By Sarah Martinson

*Law360 (July 22, 2025, 3:16 PM EDT)* -- Debevoise & Plimpton LLP is currently building a subscription platform to more efficiently assist in-house counsel with managing risks while adopting artificial intelligence tools.

Avi Gesser, partner and co-chair of Debevoise's data strategy and security group, told Law360 Pulse on Monday that the firm launched a beta version of Suite of Tools for Assessing AI Risk, or STAAR, in June to a few early adopters who are helping shape the platform.

On the platform, users can access a wide range of content related to AI, including generic use cases, regulatory trackers, sample policy documents, trainings and lessons learned on adoption, according to Gesser.

Gesser, who joined Debevoise in 2020, said that STAAR organically came to fruition as he built the firm's AI practice over the past several years.

"We've slowly been iterating towards this as almost the only way we could figure out how to deliver the kind of AI service that we're trying to deliver to our clients," he said.

Gesser said that, in the process of building the firm's AI practice, they learned that clients' projects fall into two buckets: unique business projects and routine administrative projects.

The firm continues to charge hourly rates for unique, proprietary enterprise AI projects, while STAAR is designed to assist clients with more routine AI projects, according to Gesser.

STAAR is not the first platform that Debevoise has created for in-house counsel. Gesser said the firm launched a subscription cyber portal in 2021 to help clients meet their data breach notification obligations.

STAAR was developed by Debevoise's data strategy and security group and information services team, according to Gesser.

Gesser said one of the benefits of STAAR for in-house counsel is the platform's efficiency. Instead of clients having calls with Debevoise attorneys only to learn they need documents that the firm already has, they can go to STAAR and see all the firm's available AI policy documents and risk assessments, he said.

As part of their subscription, clients can also request that the firm do additional AI risk assessments, if they are not already available on STAAR and would be beneficial to other users, according to Gesser.

"There's a real value in having all the work that's been done previously in STAAR plus all the new work that's being done in STAAR every month," he said.

Gesser said one of the benefits of STAAR for Debevoise is it allows the firm to monetize work it would normally do for free.

"We want to solve our client's problems before they happen as opposed to after they happen, and so the economics of that is complicated. We end up doing a lot of work that we're not paid for in anticipation of what our clients may need," he said.

One of the biggest challenges of creating STAAR is finding the right level of specificity for content, according to Gesser.

Gesser said that if STAAR's content is too specific or too general, it is not useful for clients.

"We've been iterating over time with a small group of clients to figure out how to get that right," he said.

Debevoise is not the only firm to launch a subscription platform for clients. In 2021, Wilson Sonsini Goodrich & Rosati PC debuted Neuron, a platform that helps startups navigate common legal matters they will encounter, like incorporation and financing.

In 2023, Akin Gump Strauss Hauer & Feld LLP introduced OverRuled, a data analytics platform that makes it easier for clients to search sanctions data. The platform includes a world map for users to see what U.S. sanctions are being imposed on other countries.

Gesser said he predicts that more law firms will create subscription-based content sharing platforms.

"As clients become more sophisticated about the use of these kinds of document-sharing platforms, and to be frank, as AI creates a lot more content quickly, my guess is you'll see more of these being offered," he said.

--Editing by Nicole Bleier.