
Provenant Sprint Case Study

What a 20-Person Legal Firm Couldn't Build Before

How Pulse Law used a Provenant Sprint to explore custom AI in their due diligence workflow, built with trust from the start, and get clear answers about where to invest that were previously out of reach for a firm of their size.

The Structural Problem

Small firms in regulated professional services have always faced a hard constraint in building tailored digital solutions that drive their organizations forward. Without large digital transformation teams or budgets, they are typically limited to licensing existing software and conforming to whatever those products do. The firms that could build something purpose-built for a specific workflow have historically been priced and structured for organizations ten times their size.

Agentic AI has changed the economics of building. Custom workflow-specific solutions can now be produced quickly by a small team. But in a fiduciary context, a law firm, a physician group, any organization where professional obligations attach to every output, agentic AI built without governance infrastructure creates liability the firm cannot absorb. Speed and safety have not always arrived together.

Primal has been working on exactly that problem for fifteen years, long before the economics shifted to make this kind of exploration accessible to smaller firms.

The Firm

Pulse Law is a sub-20-person Canadian corporate firm focused on corporate, transaction, and commercial support with a particular focus on start-ups, venture financing, and corporate transactions. Their clients move fast. The firm has a mandate to evolve the way it delivers. They had no internal AI capability to act on it safely.

The Challenge

Historically, due diligence intake for corporate teams follows a familiar pattern. Large document sets arrive at the start of every transaction. Associates work through them manually, map checklists by hand, and estimate effort from experience. Missing items surface late. Pricing conversations start before anyone has a structured basis for the estimate.

The team at Pulse Law had been working with technology to address this, including database management and AI tools to review, organize, and manage diligence processes, but had never explored building a diligence tool from the ground up. Getting a clear answer through traditional means would have likely meant months of vendor evaluation and internal analysis, and a firm of Pulse Law's size would still have ended up choosing between licensed SaaS products built for someone else's workflow.

The Provenant Sprint

Pulse Law ran a one-day Provenant Sprint with Primal. At the end of that day, the firm had a working prototype built around their actual intake workflow, documentation of every decision made during the build, and a concrete set of recommendations for what to pursue next.

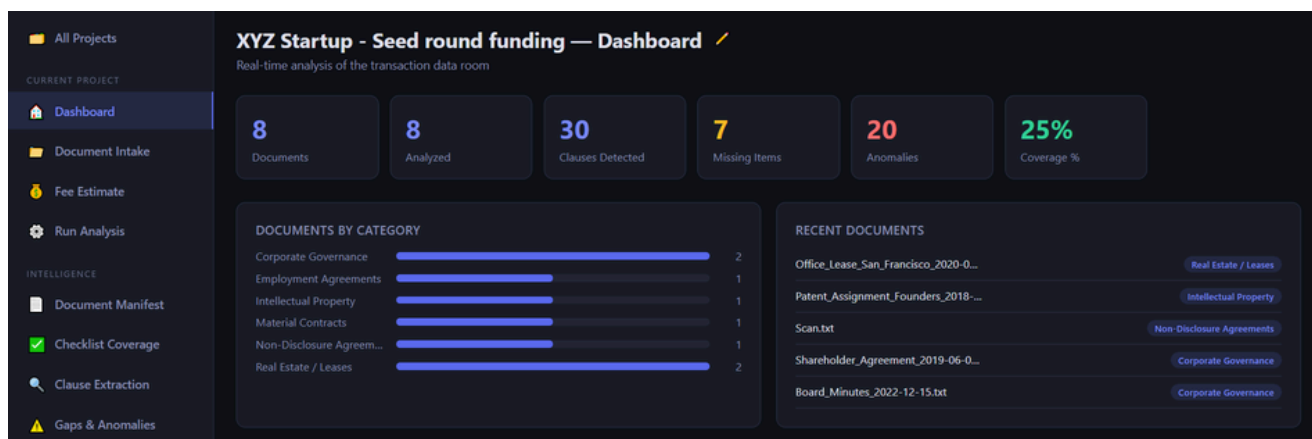
The format is worth understanding because it is different from a vendor demonstration or a consulting engagement. Primal came in, learned the workflow, and generated AI solutions in the room with the firm's team. The goal was to explore what was genuinely possible in Pulse Law's specific context, quickly enough to surface real answers, with accountability and trust built into the work from the first session. Traceable, auditable, and explainable outputs are the design constraints that shape every Sprint build and are applied from the start.

To keep the work grounded without touching live client files, Primal provided synthetic due diligence datasets modelled on real transaction structures, including edge cases. This is standard practice across all Primal Sprints. In legal engagements, live client files stay untouched. In healthcare engagements, patient records stay protected. In both cases, the prototype runs against conditions close to production reality from day one, because confidentiality in regulated environments needs to be answered structurally, not managed around.

Primal arrived with a deep working knowledge of how diligence checklists function, what a document manifest requires, and where corporate practices lose time at intake. That legal depth meant sessions moved quickly to building.

What the Exploration Produced

The work placed a structured intelligence layer over incoming document sets. At the start of a transaction, the team could begin with a clear picture of what they had and where the gaps were. Capabilities included document classification across diligence categories, checklist mapping against requested items, clause detection and extraction, and gap and anomaly identification, producing a document manifest, checklist coverage view, gap report, and clause summaries in formats that mirror familiar legal work products.



Pricing conversations, restructured

The most commercially significant discovery of the day was that the same initial pass used to structure the document set could also generate a transparent, defensible effort estimate before substantive review began. Primal built a pre-processing stage that produces that estimate at the front of every matter. Pricing conversations for corporate transactions can now start from a structured basis rather than from a guess made after intake is already underway. This wasn't in the original scope. It came from experienced practitioners working through real scenarios together and recognizing a workflow problem that mattered to the practice.

Missing signature detection

Partway through the day, while working through real transaction scenarios, Pulse Law identified a specific issue: documents that appear complete but are missing signatures. Common sources of delay, easy to overlook, are typically caught at the wrong moment. Primal added detection directly into the gap and anomaly reporting. Practical knowledge of how transactions break down, applied by a team that understood both the legal context and the technical constraints, put it there.

Checklist Coverage Matrix
Due diligence checklist mapped to data room documents.

25% Overall Coverage
1 Covered, 4 Partial, 7 Missing, 12 Total

All Statuses | All Categories | Export CSV

CODE	CHECKLIST ITEM	CATEGORY	STATUS	MATCHING DOCUMENTS	NOTES
CG-001	Certificate of Incorporation / Articles	Corporate Governance	Missing	—	No Certificate of Incorporation or Articles of Incorporation/Association documents found in the provided document list. While several Corporate Governance documents are present (Shareholder Agreement, Board Minutes), none of these satisfy the specific requirement for foundational incorporation documents. The Certificate of Incorporation and Articles are essential corporate governance documents that establish the legal existence and governing structure of the company and are not present in this collection.
EM-001	Executive Employment Agreements	Employment	Partially Covered	Employment_Agreement_CEO_2021-01-01.txt	One executive employment agreement (CEO) has been identified. However, due diligence typically requires review of all executive-level employment agreements. Additional executive agreements for other C-suite positions (CFO, COO, CTO, etc.) may be needed to achieve complete coverage.
IP-003	Copyright Registrations	Intellectual Property	Missing	—	No documents related to copyright registrations were found in the provided document list. The checklist requires evidence of copyright registrations (such as certificates of registration from the U.S. Copyright Office or equivalent), but the available document set does not contain any such registrations.

Gaps & Anomalies

SEVERITY	TYPE	DESCRIPTION	DOCUMENT	RECOMMENDATION
High	Unsigned Document	"Intellectual Property Assignment Agreement – TechCo Inc., Robert Johnson, Sarah Williams, May 2018" appears to be an unsigned draft. A fully-executed copy is required for closing.	Patent_Assignment_Founders_2018-05-01.txt	Patent assignment agreements require party execution signatures, but this document shows only printed names and dates without actual signatures, initials, or e-signature indicators.
High	Unsigned Document	"Commercial Lease Agreement – Downtown Property Holdings Ltd. and TechCo Inc., January 2026" appears to be an unsigned draft. A fully-executed copy is required for closing.	doc1.txt	This is a commercial lease agreement that requires party execution signatures, but the signature blocks contain only blank lines with no names, titles, or execution dates filled in.
High	Unsigned Document	"Executive Employment Agreement – Robert Johnson (CEO), January 1, 2021" appears to be an unsigned draft. A fully-executed copy is required for closing.	Employment_Agreement_CEO_2021-01-01.txt	This is an executive employment agreement that requires party execution signatures, but the signature block shows only titles and placeholder information without actual signatures, initials, or /s/ notation.
High	Unsigned Document	"Master Services Agreement – TechCo Inc. and Acme Corporation, March 2022" appears to be an unsigned draft. A fully-executed copy is required for closing.	MSA_Acme_Corp_2022-03-15.txt	This is a Master Services Agreement that requires party execution signatures, but the signature lines contain blank spaces with only printed names, titles, and dates filled in, indicating this is an unsigned draft.

Everything produced during the Sprint belongs to Pulse Law. Documentation, prototypes, recordings, governance specifications. Primal keeps the engine. The firm keeps what it produces.

What the Firm Has Now

The Provenant Sprint gave Pulse Law something that would have been structurally difficult to access before: high-quality information about where AI creates real value in their intake workflow, produced in a day rather than over months of analysis, and governed and defensible from the start.

The firm knows which ideas are worth pursuing further and which ones to set aside. They know what production would require. They explored all of it without committing to a large engagement first, without exposing client data, and without a slow vendor evaluation process. For a firm of fewer than twenty people, that kind of custom exploration is new.

"We were already working with AI in our due diligence workflow, but unable to iterate in real time on possibilities that would actually hold up for our clients and our practice. What surprised me was how quickly we had real answers, and not just about what to build. We found out just as fast what wasn't worth pursuing. That kind of clarity would have taken us months to get to on our own, if we got there at all."

– Todd Bissett, *Pulse Law*

What Comes Next

Pulse Law is preparing to move from prototype to pilot: production readiness, integration with existing systems, and validation in live client matters. For firms that want to keep building, Primal offers ongoing enablement to expand into new workflows, deepen existing work, and carry the trust methodology forward as AI use grows.

The Judgment Behind It

Any capable developer can build an AI prototype in a day. What shapes a Provenant Sprint is the judgment running through it: knowing what accountability questions to ask before writing a line of code, what breaks when the edge case arrives, and what a lawyer or clinician needs to say when a regulator asks how the AI reached its conclusion. That thinking is backed by fifteen years of R&D and over 180 patents covering trust, verifiability, and governance in AI systems. It is how Primal thinks while building.

Ready to See Your Workflow?

A Provenant Sprint starts with a 30-minute call. Bring one or two workflows that feel like they should be faster, more consistent, or less dependent on a single person knowing the right answer. We will learn about your organization and tell you honestly which tier makes sense for where you are.

Book a call: trust@primal.com