



From Tbilisi to Washington: How Orson is putting Georgian legal-tech on the map

Alastair Watt

Artificial intelligence is rewriting the rules of professional services, and law is no exception. Across the globe, legal-tech solutions are streamlining research, automating routine tasks, and offering clients greater transparency at lower cost.

While the global conversation has largely revolved around Silicon Valley or European tech hotspots, a quieter revolution might just be unfolding in Tbilisi, Georgia. Better known for its wine and mountains, the country is starting to carve out a place in the world of innovation. Among the catalysts in this movement is **Orson Co.**, a nascent but rapidly growing consulting firm that has developed a knack for blending legal expertise with cutting-edge technology.

This spring, Orson, with the help of AmCham Georgia, made its mark stateside by presenting **Clerix**, its proprietary AI platform currently under development, at **SelectUSA**, a flagship U.S. investment and innovation summit. For the firm, its international debut was also a validation of Georgia's growing profile in digital transformation.

But what does Orson's journey tell us about the future of law and technology and Georgia's role therein?

ORSON AT SELECTUSA

SelectUSA, organized annually by the U.S. Department of Commerce, is one of the world's premier platforms for showcasing innovation and attracting investment. Here, startups and scale-ups converge in Washington to pitch their technologies, forge partnerships, and connect with global investors.

For Orson, the invitation to the American capital was both a recognition and a milestone. The firm became one of the first Georgian consultancies — and one of the first in its field — to present an

in-house **AI-driven legal platform** on such a stage.

Crucially, Clerix's core value lies in **automating the routine but essential parts of legal practice**: reviewing contracts, scanning regulations for compliance gaps, and assisting with due diligence. Moreover, it can bridge Georgian legal know-how and international standards.

ORSON'S DIVERSE TEAM - PRIORITIZING CLIENTS, INNOVATION, AND TOGETHERNESS

Having gained an education and experience abroad, Orson's CEO Lela Gochitashvili returned to Georgia at 29, leaving behind a high-paying role as head of a legal department to launch a start-up in Tbilisi. "It was the biggest risk of my life," she recalls. "But my dream was to come back to Georgia, my homeland. I knew it had untapped potential and wanted to build something innovative from scratch, even if it meant starting over and proving myself all over again."

In just a few years, Gochitashvili has assembled a diverse team whose international and local expertise complement one another. "Lela has a relentless optimism and thirst to try something new; even if she's unsure how to do something, she advances and finds the right team to achieve her vision," says Yoelena Tkebuchava (Business Development and Strategy).

Tkebuchava moved from the U.S., where she graduated from the University of Pennsylvania and spent three years as a management consultant at Deloitte. She also ran her own medical device start-up before moving to Georgia to reconnect with her heritage — despite speaking the language, she had never lived there before.

Mariam Asanidze, Orson's Managing Director, draws on her banking background to instill financial discipline and strategic planning. "That experience lets me keep our growth sustainable while

Yoelena Tkebuchava, Lela Gochitashvili, Mariam Asanidze



preserving the supportive culture we've built," she says. "We look out for one another, which makes the team stronger and more resilient."

Inside Orson's office, staff jump in to help each other — rare in Georgia's typically competitive workplaces. This ethos extends to clients as well, exemplified by Clerix — an emerging AI platform incorporated in Delaware by Orson in partnership with American investors.

CLERIX – AI FOR LEGAL PRACTICE

So what will Clerix actually do? Essentially, it will lighten the workload. The platform integrates natural language processing with legal expertise to streamline workflows. That means that instead of wading through thousands of pages of legislation or contracts, lawyers can turn to Clerix to **flag risks, highlight inconsistencies, and suggest next steps** in a fraction of the time.

For clients, this means three things: faster turnaround times for routine tasks (i.e. efficiency gains); reduced human error (i.e. greater accuracy); and lower expenses.

Some are concerned that such technological advances could render many humans obsolete, but Orson emphasizes

that Clerix is not designed to *replace* lawyers but to *empower* them. By automating repetitive work, the platform frees up professionals to focus on strategy, negotiation, client relationships, and personal and professional development.

By embedding both regional legal nuances and international best practices, this product will be adaptable to diverse jurisdictions.

THE INTERSECTION OF LAW AND TECH IN GEORGIA

Georgia's legal sector, long viewed as conservative, is changing fast. Over the past decade, the country has built a reputation for **e-governance** with digital IDs, electronic registries, and efficient online public services. These reforms have laid the groundwork for a broader digital transformation, and legal-tech looks like the next stop on this journey.

Already, firms are experimenting with automation in compliance, tax filings, and client-facing platforms. And opportunities in other areas may be considerable, particularly the following:

- **Exporting expertise:** Georgian-developed tools like Clerix could serve regional markets in the

Caucasus, Central Asia, and Eastern Europe.

- **Becoming a hub:** By positioning itself as a testing ground for legal innovation, Georgia can attract both investment and talent.
- **Supporting investors:** For foreign companies entering the Georgian market, having access to digital-first legal services reduces friction and builds confidence.

Though the outlook is excitingly positive, there are challenges to be overcome.

Regulatory clarity is a thorny area: questions about AI ethics, liability, and data security are being raised. Pertinently, skills gaps in the legal profession mean not every practitioner is ready to integrate digital tools. And the balance between innovation and legal safeguards is delicate given the sensitive nature of client information.

LOOKING AHEAD

For Orson, Clerix is just the beginning. The firm is plotting to expand the platform's capabilities, integrating it with **cybersecurity modules** and exploring partnerships with Georgian and international firms.

The broader ambition is more than commercial. Orson argues that legal-tech can **democratize access to justice** by lowering costs and making expertise more widely available. In a country where small businesses often shy away from legal services due to price, AI-driven solutions could change the equation.

Orson's debut at SelectUSA was only a small part of a potentially much larger story: Georgia is no longer just a consumer of innovation, but a contributor. And Orson, by combining legal expertise with AI, is putting itself ahead of the curve in a fast-changing industry.

Lela Gochitashvili, CEO



Orson Co. LLC (Orson)
61 Vakhtang Gorgasali St., Office
N5a, Krtsanisi District
Tbilisi, Georgia
Tel (Office): +995 322 560 977
Tel (Mobile): +995 511 778 577
Email: info@orsonco.com
Web: www.orsonco.com
Press/Media Contact:
Lela Gochitashvili, CEO