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Modular platform to transform admin work for lawyers

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THE PROBLEM

A small law firm with an average revenue of €1.2–1.5M loses **€500K** annually because of the fragmented tools and manual admin work

FACT

66% of lawyers experienced burnout in 2023. Top 3 causes:

- tight deadlines
- long working hours
- manual admin work

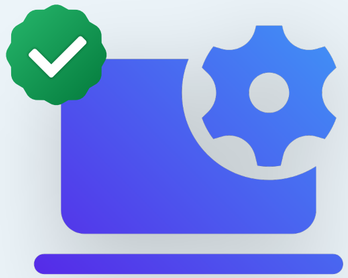
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SOLUTION

Legal Super App

to boost efficiency 5-10X



Base product

Legal Practice Management



Smart modules

ML, AI, NLP features.

5-10X Efficiency boost



Plug n Play Marketplace

for niche #LegalTech startups

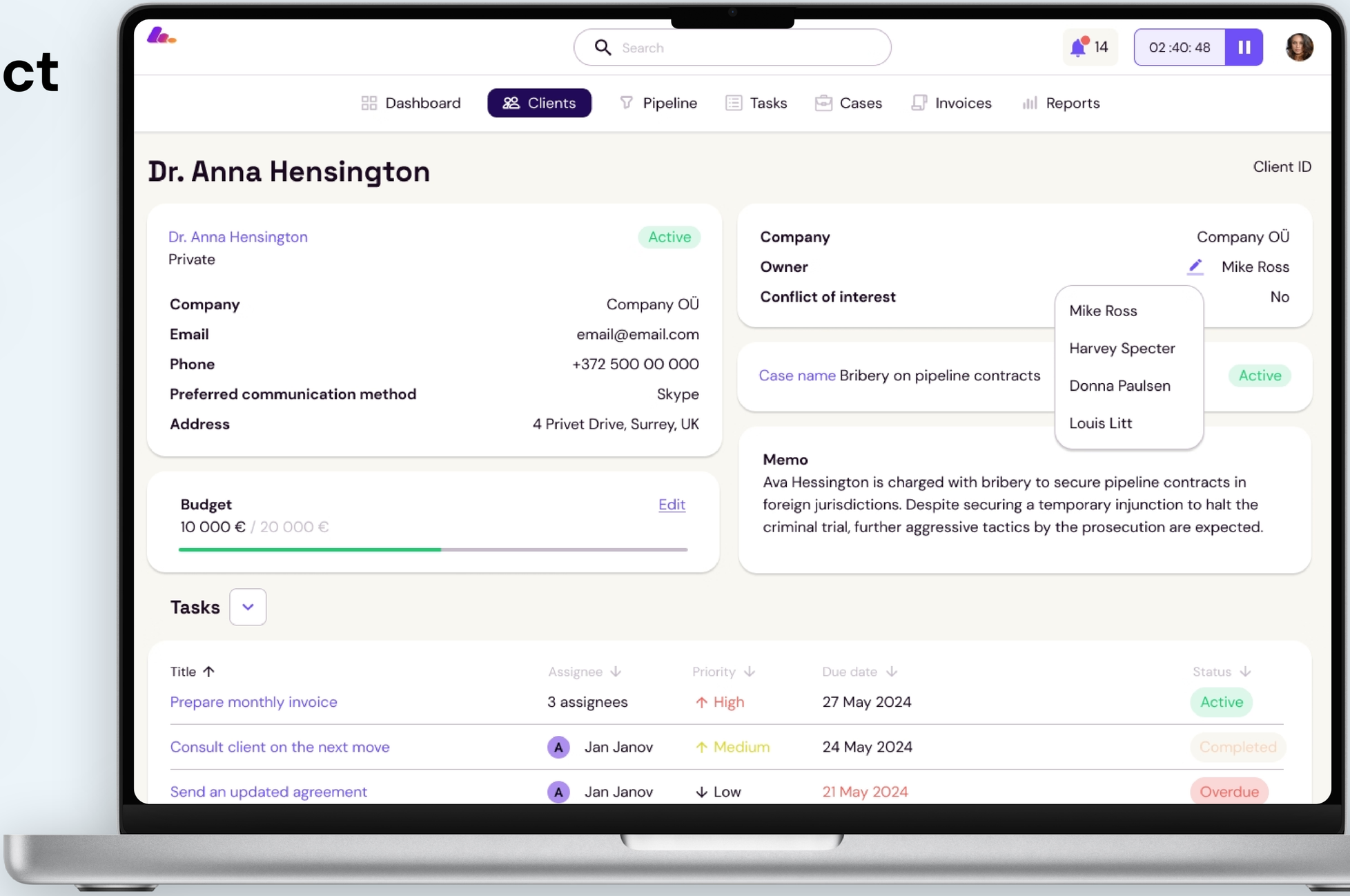
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Base product

(bootstrapped)

Time Tracker
Clients
Pipeline
Tasks
Cases
Invoices
Notifications
Reports



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REASONING

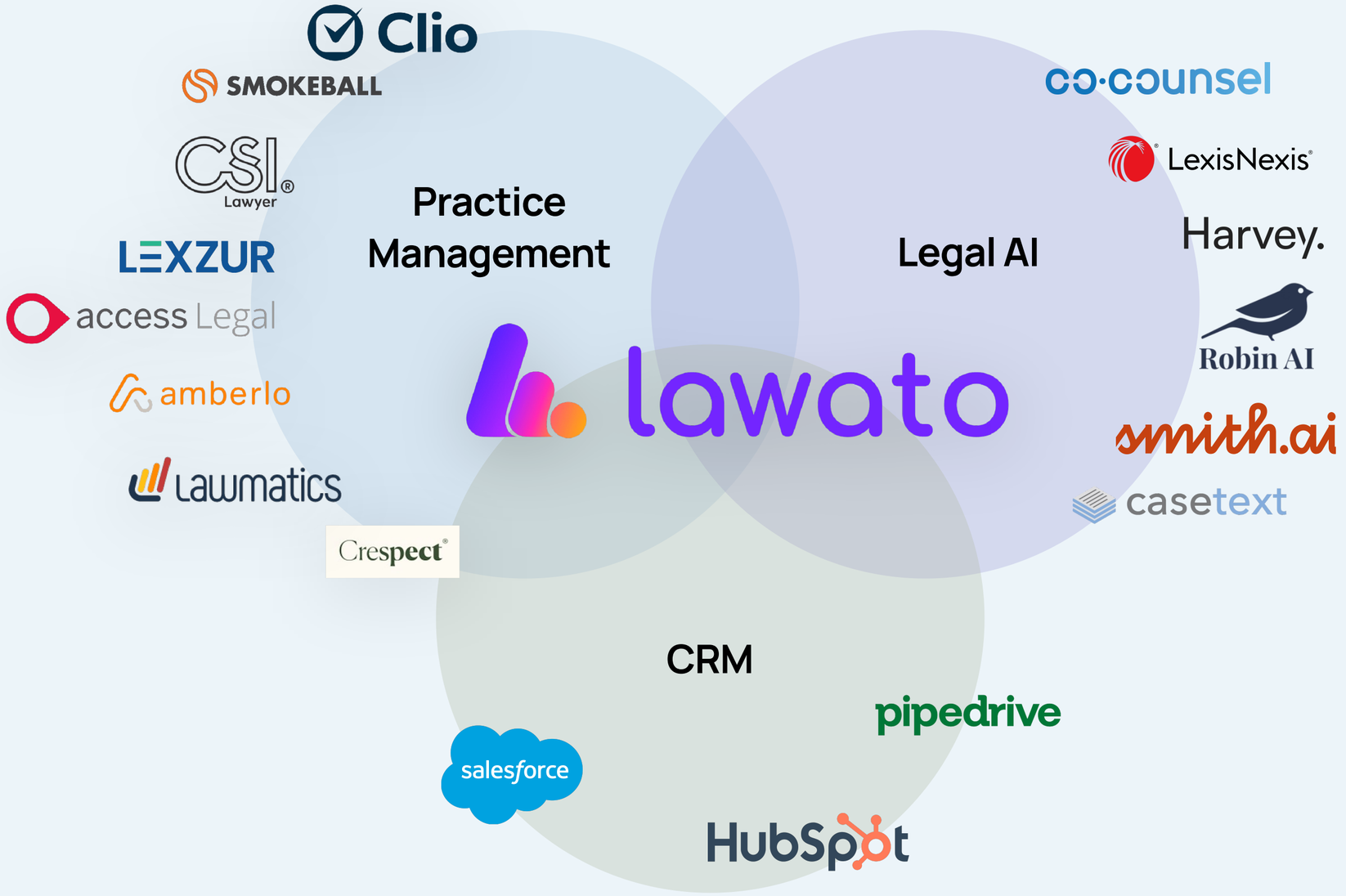
Lawyers are at the stage of technology acceptance. They explore the best value tech with the least learning curve. At the same time, discussions around "AI replacing lawyers" are ongoing.

We are witnessing 3rd wave of LegalTech (AI)

Source: NFX

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COMPETITION



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COMPETITIVE ADVANTAGE

40%

Software cost saving with modular approach

60%

Increased billing accuracy with AI time tracker

90%

Faster adoption rate with simplified UX/UI

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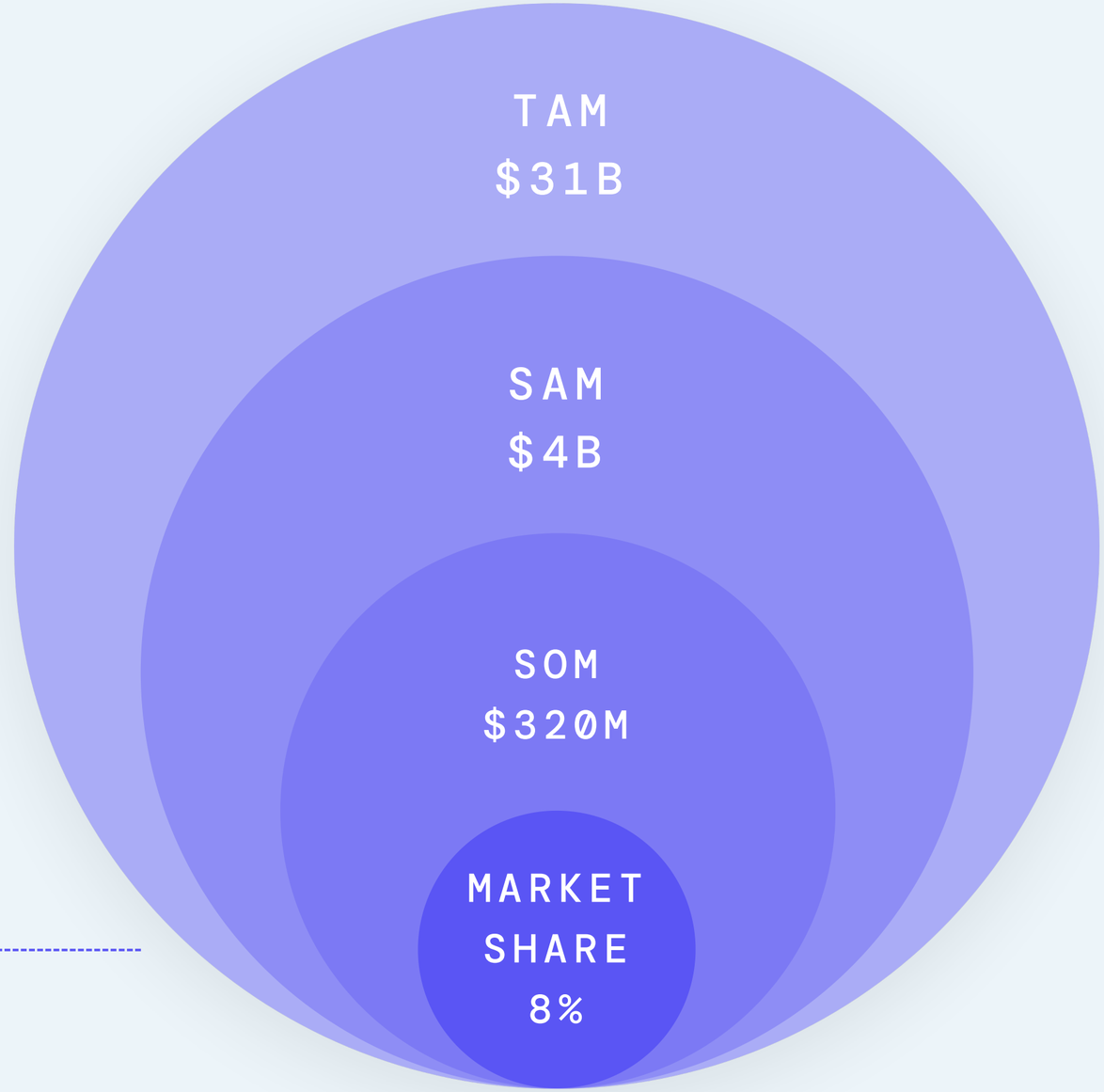
MARKET OPPORTUNITY

$4B MARKET



SME Law firms

SME Legal offices



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GO-TO-MARKET

works | work in progress | not yet implemented



Direct Sales



Cold personalised outreach



Founder-led business process audit



Strategic Partnerships



Social Selling



Collaboration with niche #legaltech startups



P2P referrals



Content Marketing



Cross-selling partnerships

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BUSINESS MODEL

Modular Subscription

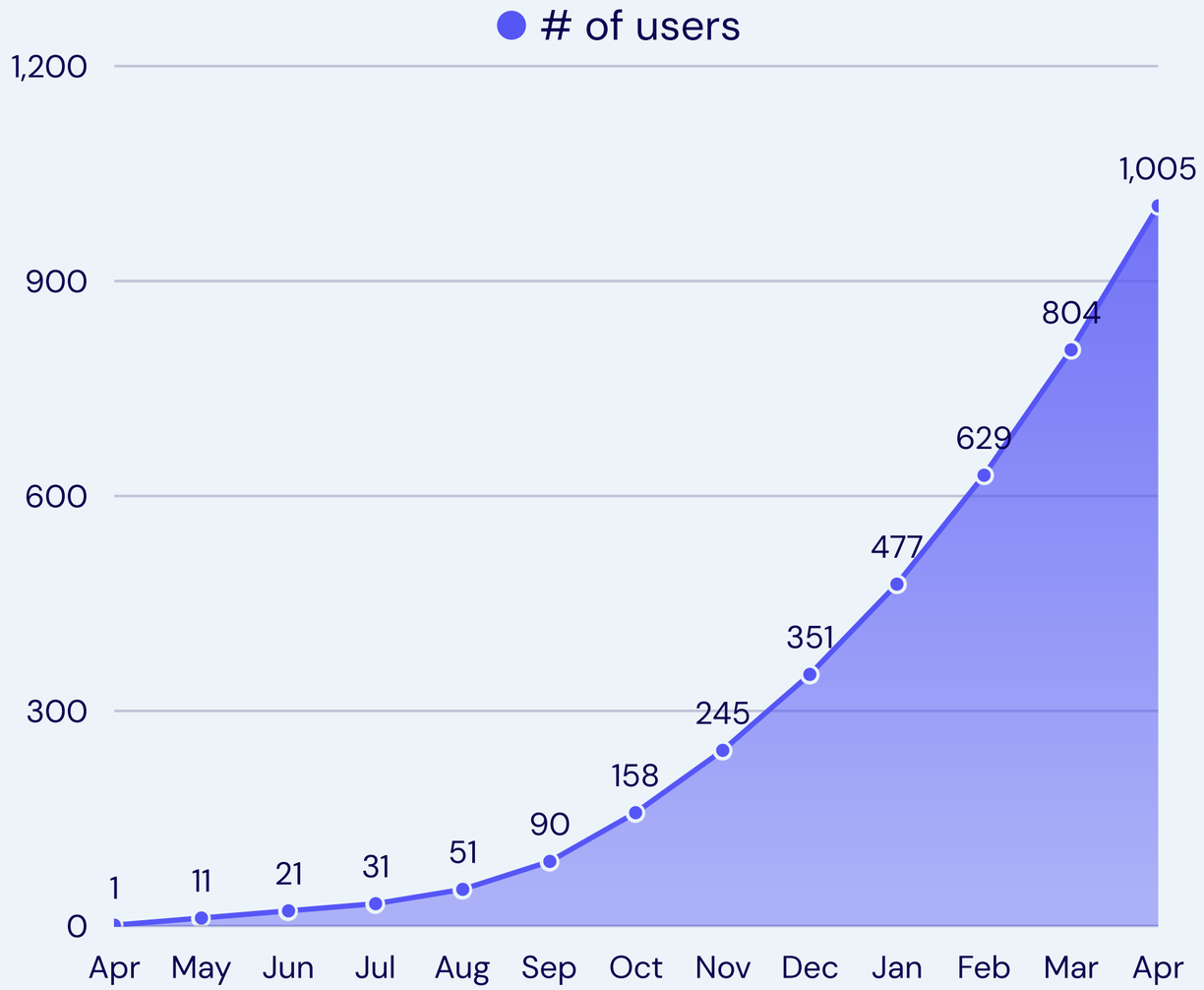
AVG €75/user

LTV 60 mo/€67K

Traction:

1 paying client

18 trial clients



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TEAM

Founders



Roman Ivanushkin

CEO

Skills: Business process optimization, CX, strong communicator, negotiator, leader

Experience (16y): top-tier manager, internal auditor, 2x founder (Ex Wezeat)



Paul Opmann

Head of tech

Skills: Engineering, DevOps, Web3, strategic thinking, fast learner, leader

Experience (7y): full-stack engineer, 2x founder (ex Wezeat)

Sales



Lawyer

Development



Service Design, UX/UI



Advisors/Mentors



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MILESTONES

2024 Q1

- Completed MVP
- **Onboarded $ user**
- Base product
- **Tenity**
- Initial team as FTEs
- Estonian market
- **Strategic Partner**

Q2

- +20 new clients
- 4 conferences
- 5 pitch events
- **1st Process Audit**
- 1st email campaign
- Pre-Seed funding
- Modular architecture

FUNDRAISING

Q3

- +2 modules
- +30 new clients
- NLP for emails
- **User self-onboarding**
- Marketing 1 lvl.
- SOC2, ISO prep
- Latvia entry

Q4

- AI time tracker POC
- ML implementation
- **Product launch**
- Process Audit automation
- Lithuania entry

2025 Q1

- SOC2, ISO audit
- Marketing works
- Expand the team
- Set country teams
- Poland entry
- +4 modules
- **LegalTech Marketplace**
- Seed funding

FUNDRAISING

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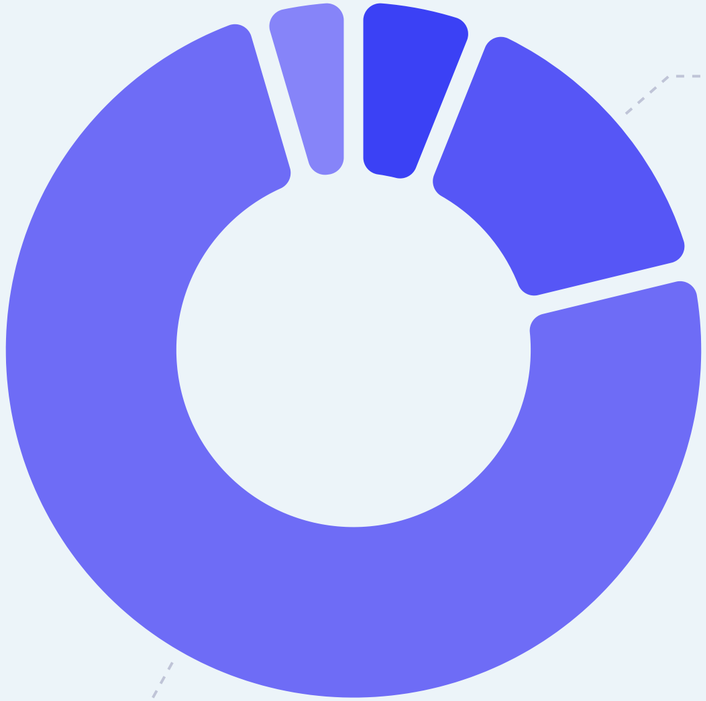
Pre-Seed €330K

Convertible / SAFE by June 15, 2024

Soft commitments
15.000 €

Dev. Partner
20.000 €

Tenity
50.000 €



Open call
245.000 €

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IDEAL INVESTOR

- Ex founder(s)
- Our values are aligned
- Sees AI not just as a trend
- Believes in this idea
- Ready for the long play
- Will help with scale phase

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Let's transform legal admin work together!

Supported by

prototron

Startup Incubator by Tehnopol

NORTHBOUND STARTUPS

THE INVESTMENT READINESS PROCESS FOR FOUNDERS BY BEELS

Baltic Legal Tech Sandbox
Accelerate Your Growth

Tenity

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