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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 fragmented tools and manual admin work

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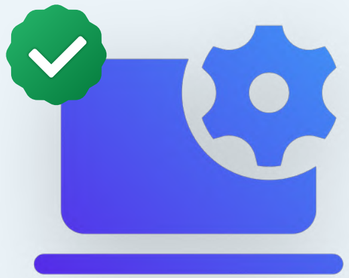
SOLUTION

Legal Super App

to boost efficiency **up to 10X**



Base product

Legal Practice Management



Smart modules

10X Efficiency boost with ML, AI, NLP features.



Plug n Play Marketplace

for niche #LegalTech startups

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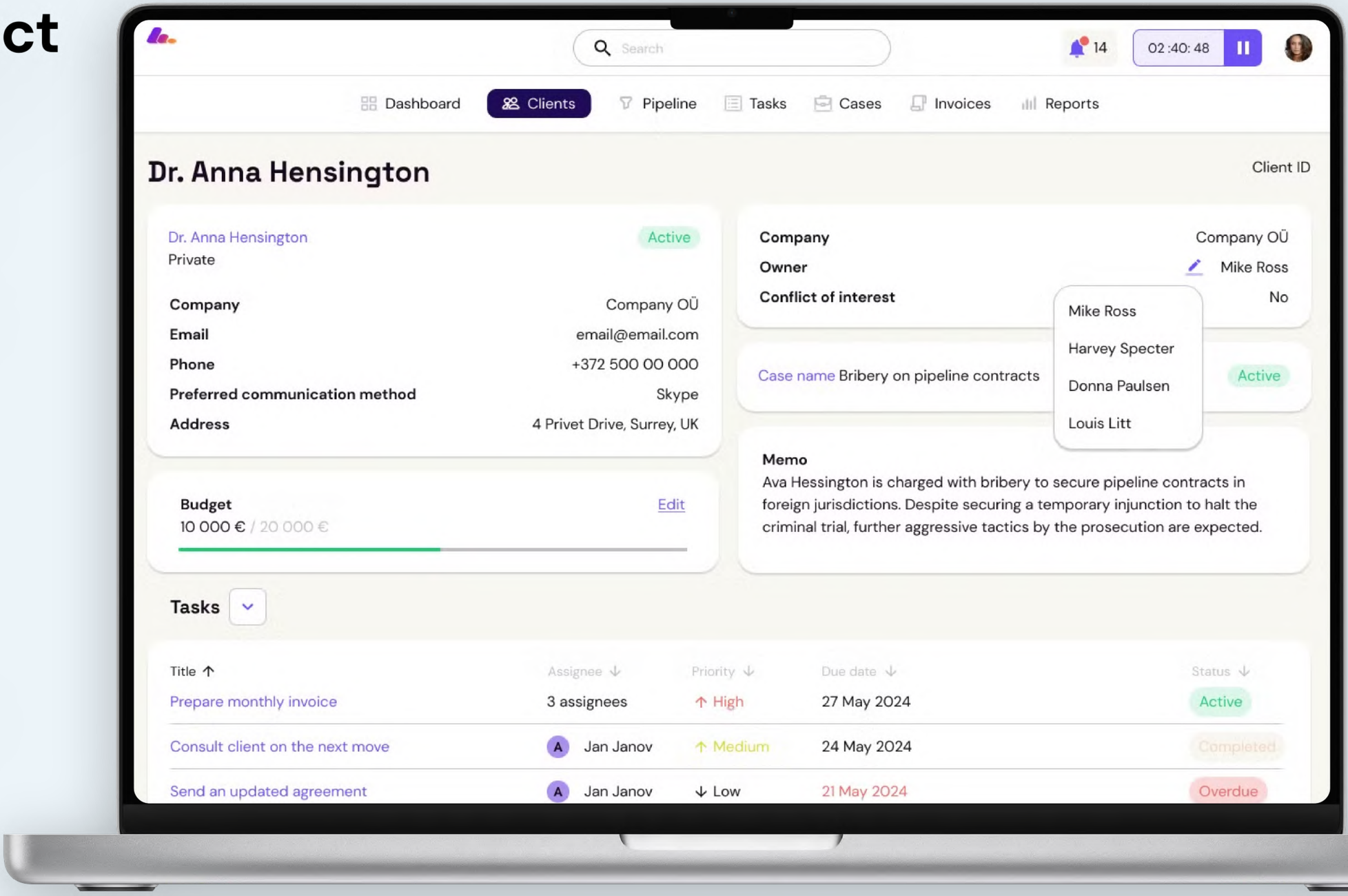
Base product is ready

(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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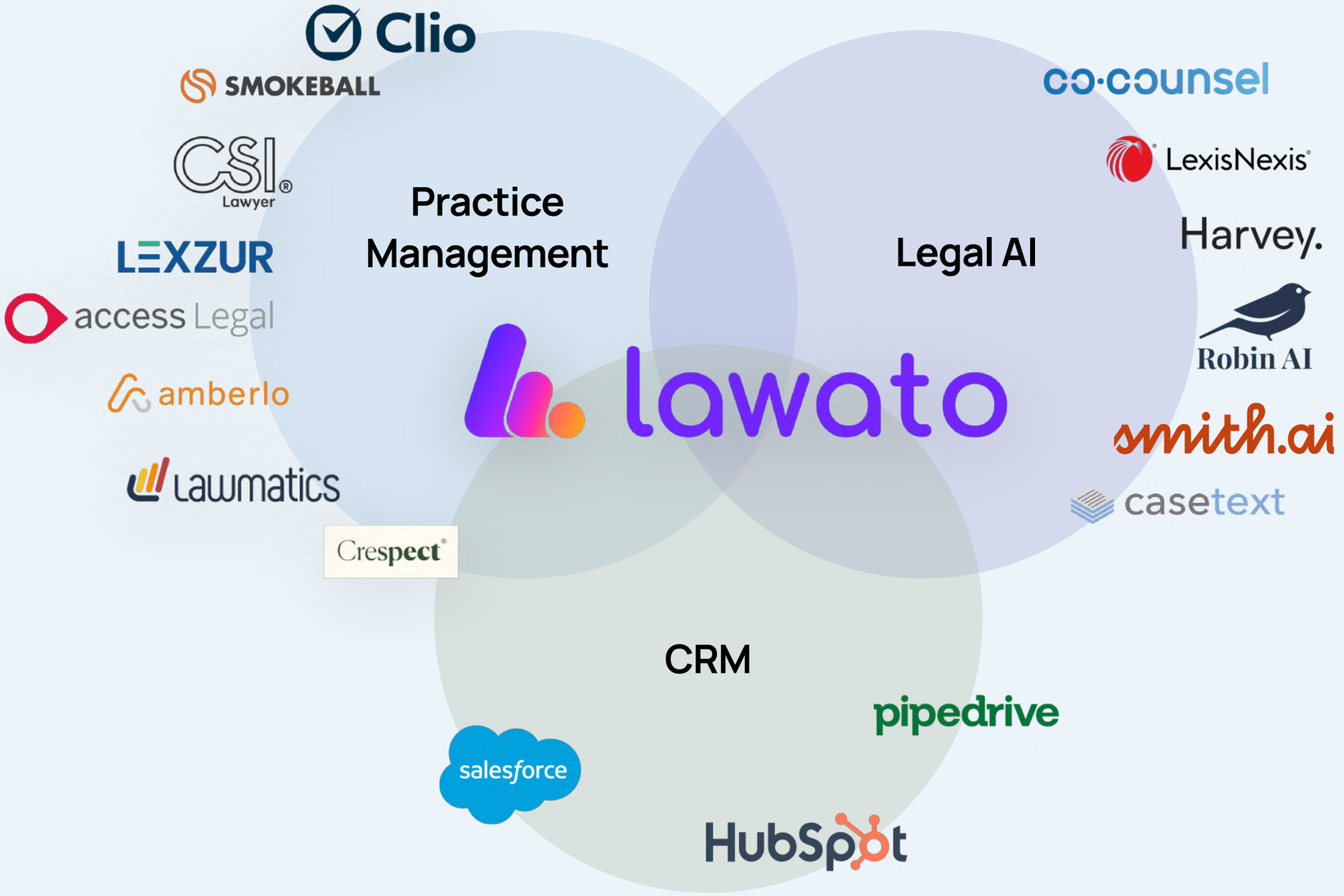
COMPETITION



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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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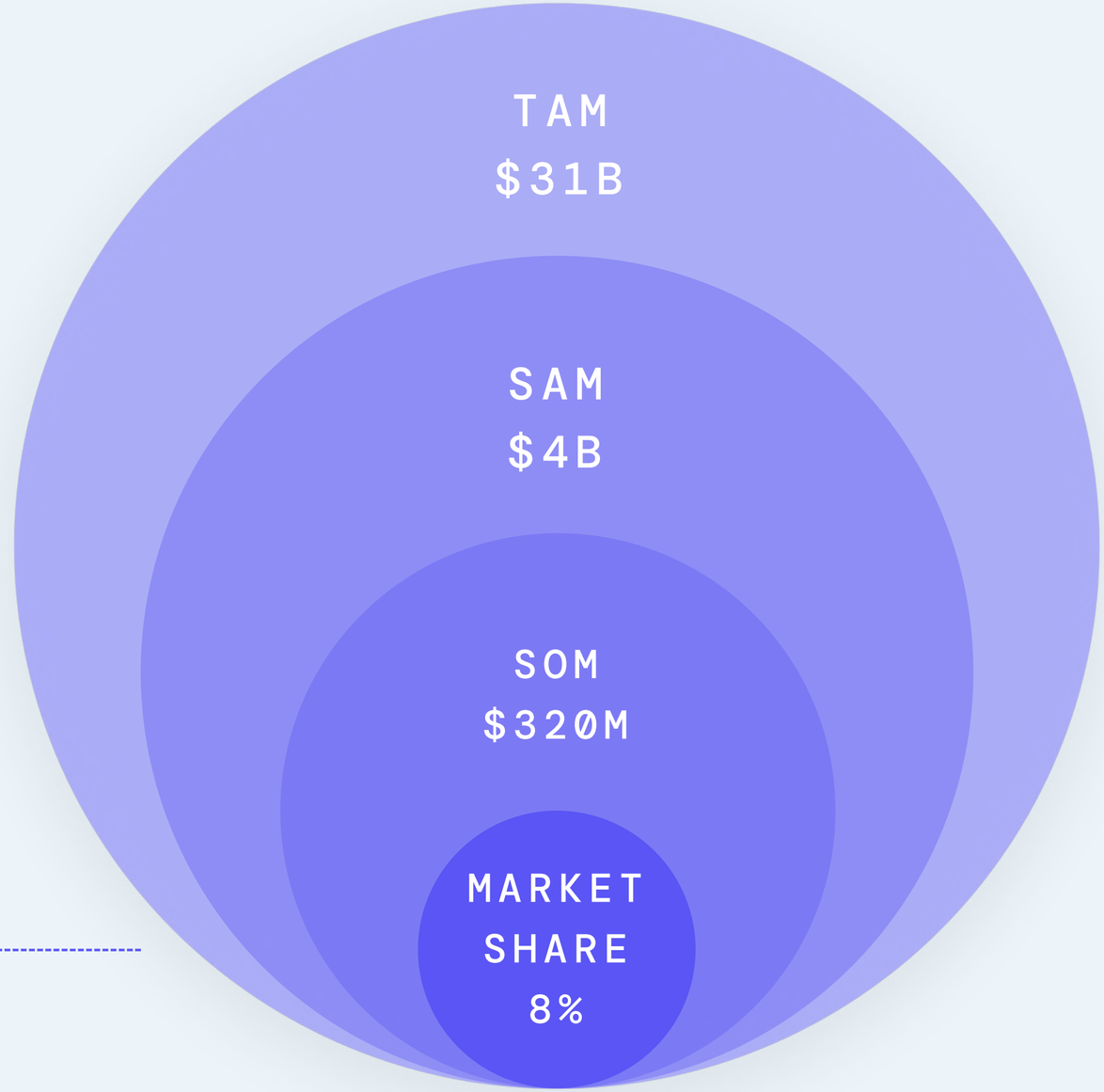
MARKET OPPORTUNITY

$4B MARKET

SME Law firms

SME Legal offices



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Change is inevitable

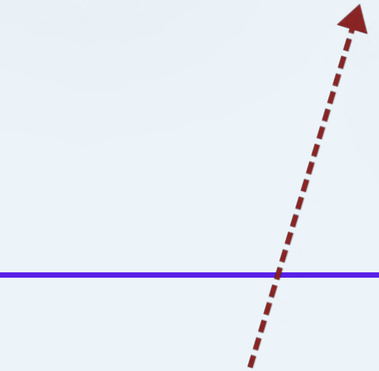
Analog → **Digital** → **Automated** → **Augmented**

Paper

Data digital but processed manually

Real-time overview, artifacts generated & systems integrated

Intelligent algorithms will help to make better decisions



Most of our target market is still here

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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

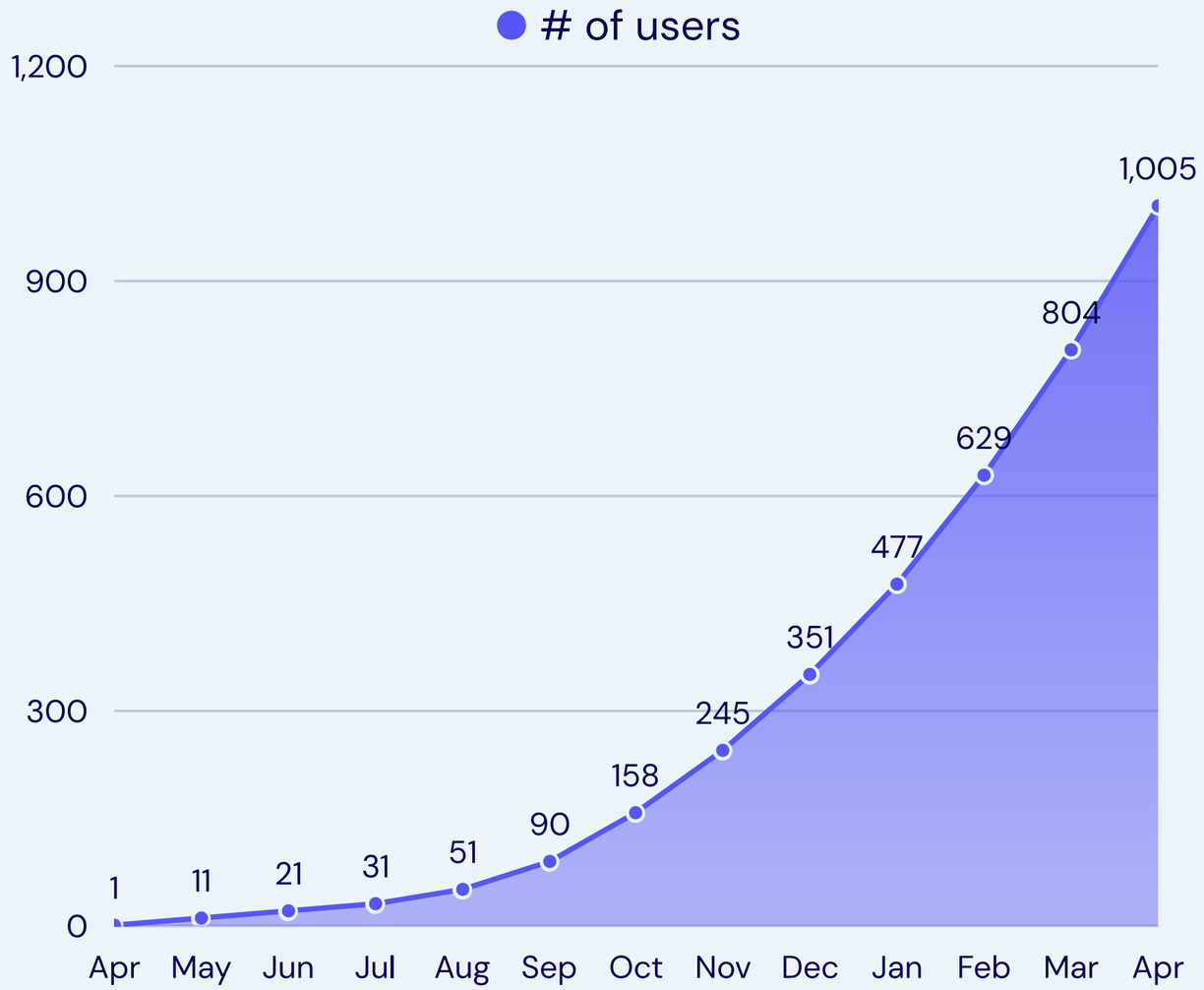
AVG €75/user

LTV 60 mo/€67K

Traction:

Paying clients: 3

Trial clients: 30



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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

CTO

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 Beta
- **Onboarded $ user**
- **Tenity program**
- Initial team as FTEs
- Estonian market
- **Pre-Seed €170K**

Q2

- +10 new clients
- 4 conferences
- 5 pitch events
- 1st email campaign
- Pre-Seed funding
- **Strategic Partner**

Q3

- +2 modules
- +30 new clients
- NLP for emails
- **User self-onboarding**
- Latvian market

FUNDRAISING

Q4

- **AI time tracker POC**
- POC>MVP
- ML implementation
- SOC2, ISO prep
- Product enhancement

2025 Q1

- SOC2, ISO audit
- Marketing efforts
- Expand the team
- Lithuanian market
- Test South Korean market

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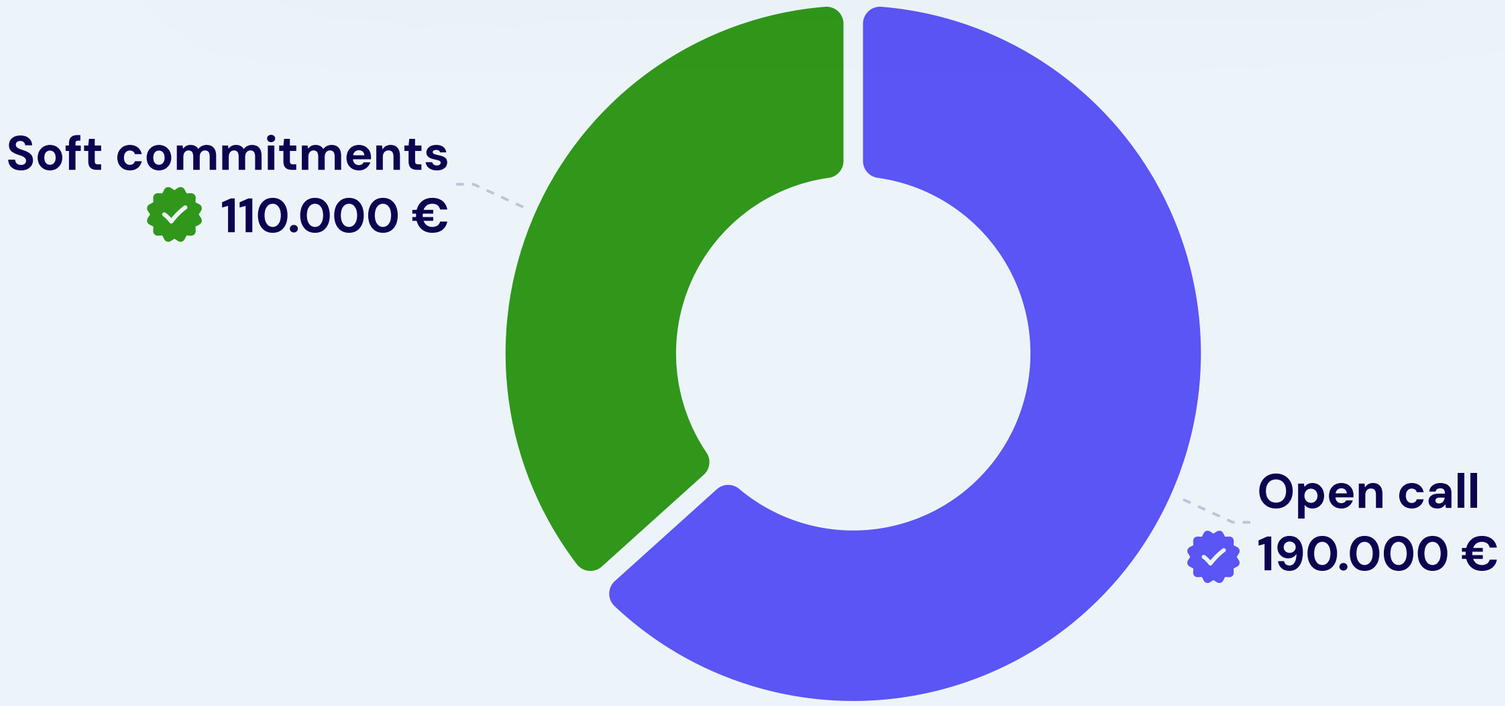
Bridge €300K

Convertible / SAFE by August 31, 2024



Backed by: Founders, Sweat Equity partner, **Tenity VC**

USE OF FUNDS

- Launch of public version
- AI time tracker POC>MVP
  (There are soft commitments)
- Onboard ±3000 users in
  Baltics, South Korea

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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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