



Leagle AI

AI-DRIVEN LEGAL RESEARCH



Agenda

- Background on Law
- Executive Summary
- Products
- Market + Competitors
- Pricing
- Strategy + Execution
- Goals
- Customer Outreach Plan
- Operations + Team
- Financials



Common Law – The Need for Research

Most of Canada uses a Common Law system

The Law comes from:

- Statutes (written laws)
- Cases



Executive Summary

Develop AI-driven legal research tools

Based in Vancouver, BC

Owned privately – seeking investors

Mission:

Create and deliver innovative tools that help lawyers provide high-quality services to their clients by employing advanced technology.



Leagle AI - Products

AI Search

- Search by concept, not keyword
- Accept plain-language or Boolean searches
- Broaden or narrow search as needed to find relevant results

Document-Based Search

- Allows search by uploading an entire document

Document Analysis

- Provides feedback on uploaded documents, such as missed cases
- Can be used on opposing party's submissions

Overruled Case Indicator

- Flags cases that have been overruled and should not be relied upon

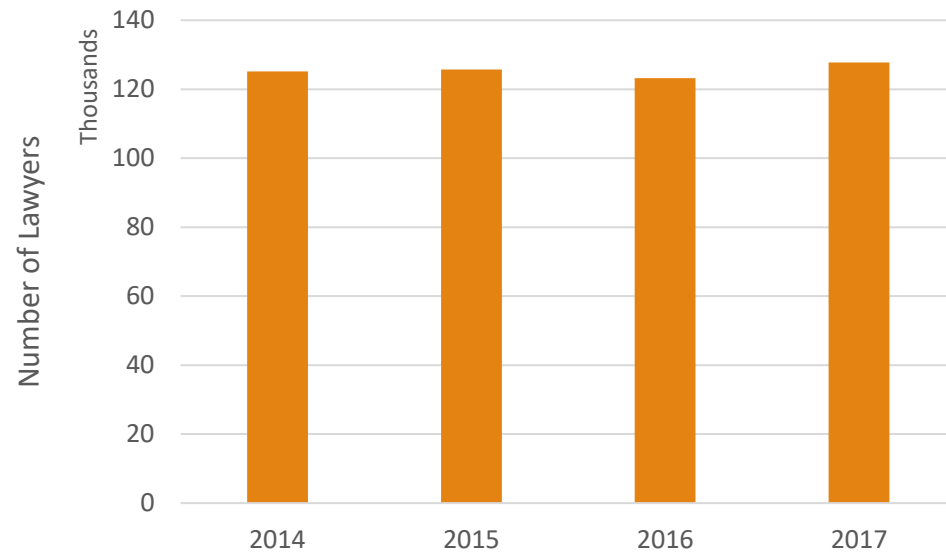
Statistics

- Shows historical data to help inform strategy



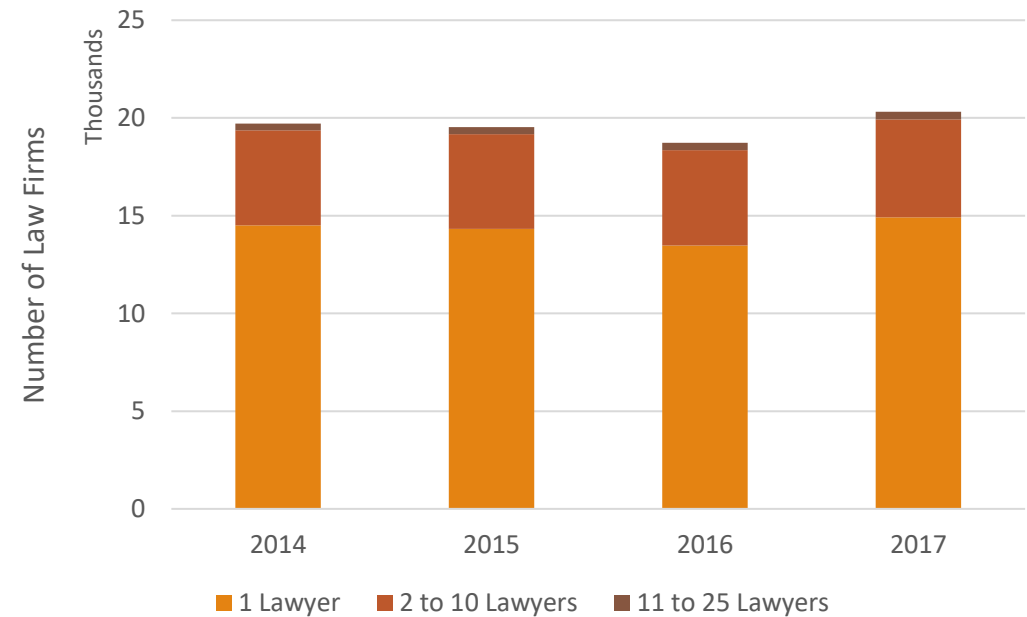
Market

Lawyers in Canada



The number of lawyers is stable at 120,000

Small Law Firms in Canada by Size

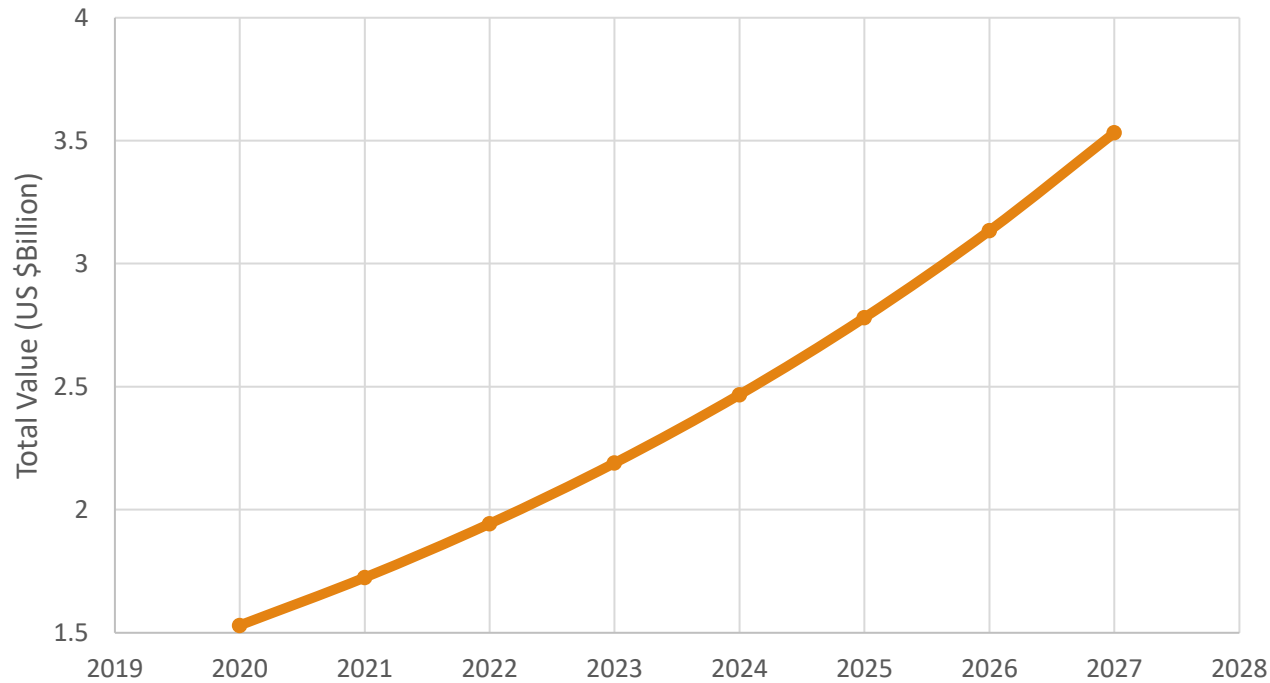


The number of small firms is stable at 20,000



Market

US Legal Software Market Size
(Projections)



Legal software market is growing rapidly

Projected x% annual growth

The opportunity is in capturing a share of this growth



Competitors

Traditional legal research
market dominated by x and y

Use traditional search methods

Start-ups are bringing
innovative features and
AI

z went bankrupt after
litigation from x

Traditional Legal Research	✓	✓		
AI-Driven Tools			✓	✓
Available in Canada	✓	✓		



Pricing – Monthly Costs Per User



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<competitors>

AI Search: \$a	Basic: \$a1	Basic: \$a2	Basic: \$a3
+ Document-Based Search: \$b			Advanced Research: \$b3
+ Document Analysis: \$c			Drafting: \$c3



Strategy

1

Develop the minimum viable product as quickly as possible

2

Work closely with a few small firms to test the product and get early feedback

3

Release the product and grow the number of clients

4

Expand to other parts of Canada, and ultimately the US

Continue developing the technology and adding features



Strategy Execution

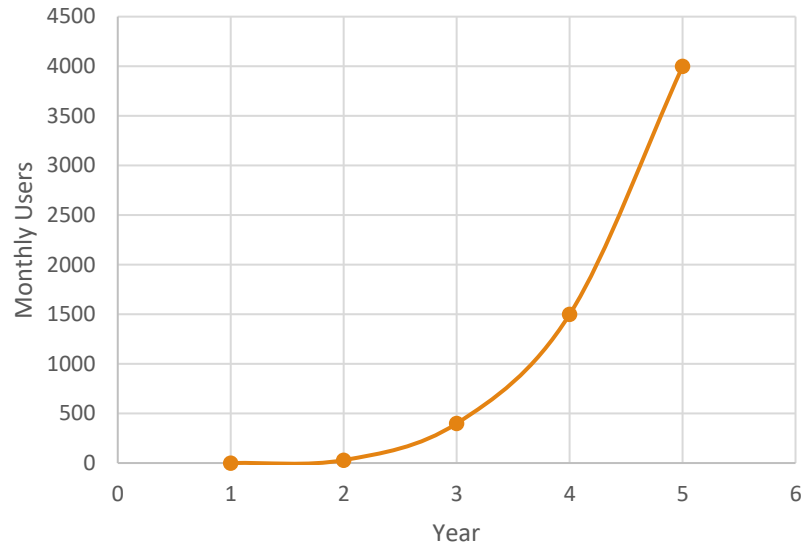
Year 1	Year 2	Year 3	Year 4	Years 5+
Focus on developing minimum useful product	Beta testing with solo or small firms	Sales and marketing expansion	Expanding in Canada	Expanding into US
Keep costs low	Marketing and outreach for launch	Increasing customer support, technical support		
Small, mostly technical team	Product launch	Developing advanced features		
No revenue	Small revenue			



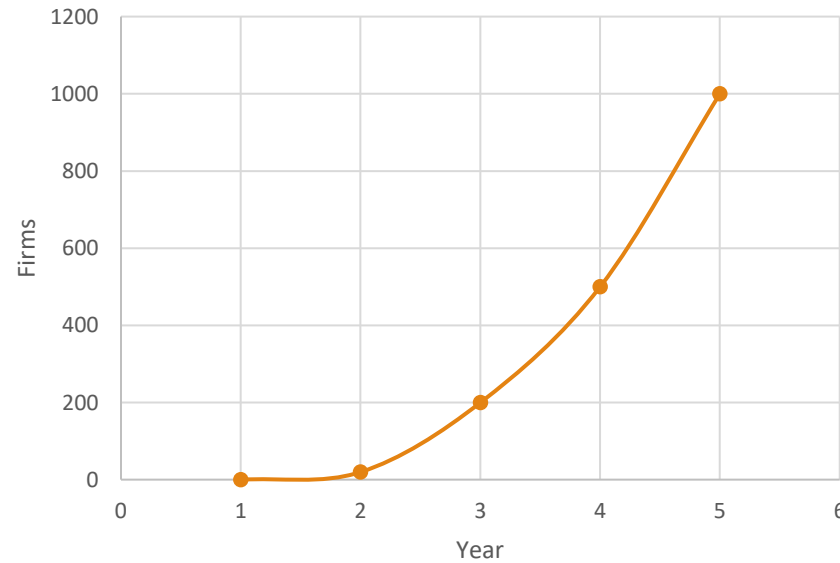
Goals

1. Begin Beta Testing by start of 2nd year
2. Create minimum viable product by 2nd half of 2nd year

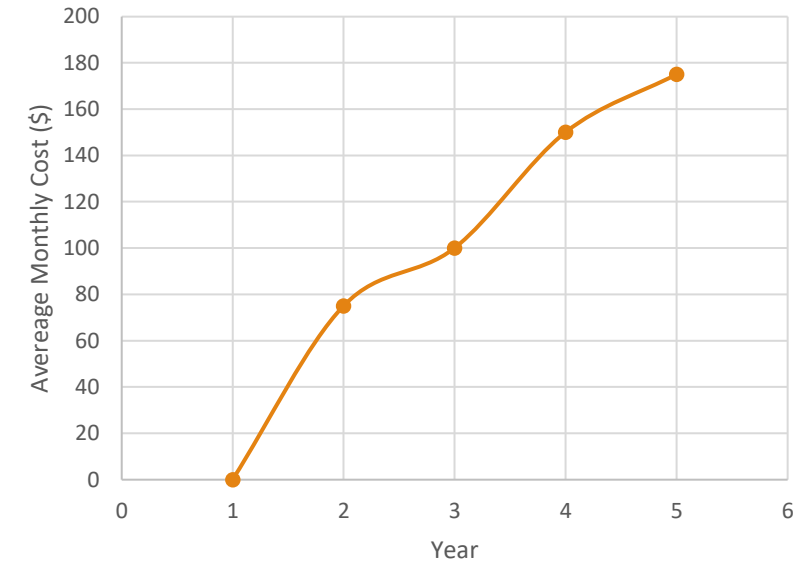
Number of Monthly Users



Number of Firms as Clients



Average Monthly Cost Per User



Customer Outreach Plan

Beta Testing

- Find firms using the professional network of the company

Release

- Word of mouth from beta firms
- Professional network of the company
- Advertising in Law Society publications
- Advertising in publications of clubs (examples)
- Outreach to students:
 - Sponsor Law School clubs and events
 - Sponsor Engineering capstone projects



Operations

No office for first year

Then 50% of team in offices

- First: Vancouver
- Later: Montreal and Toronto

HR Outsourced

Technical presence: cloud-based



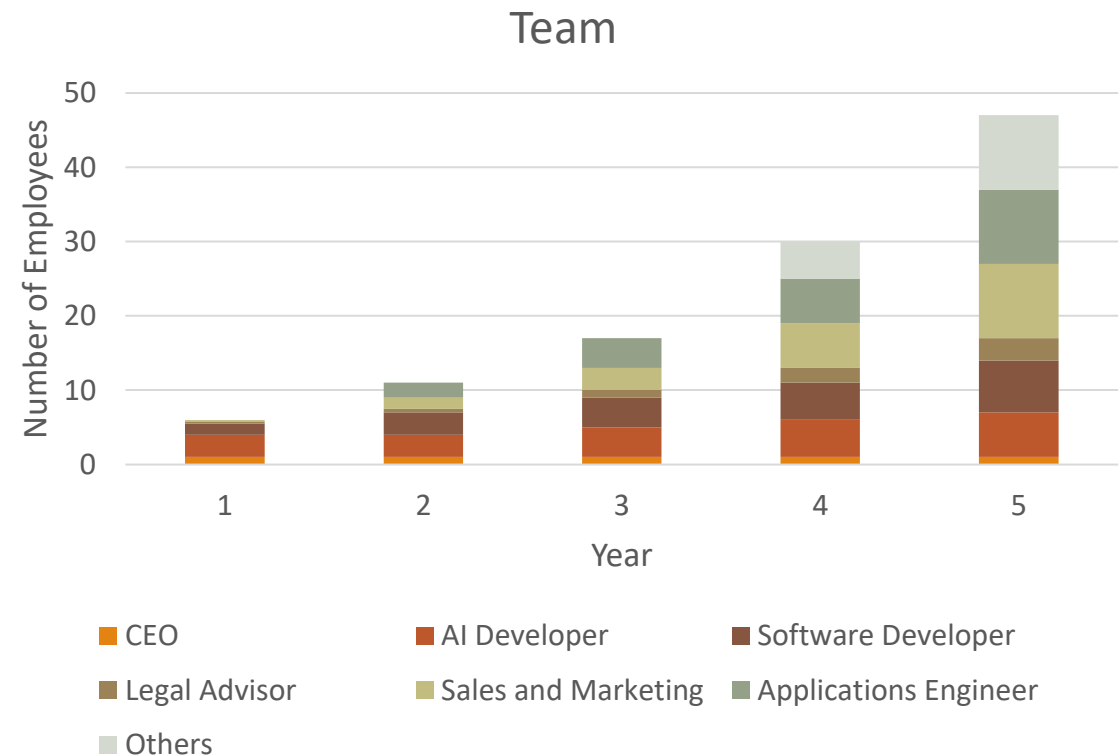
Team

Initial team primarily technical

- AI developers
- Software developers
- Part-time Legal Advisor

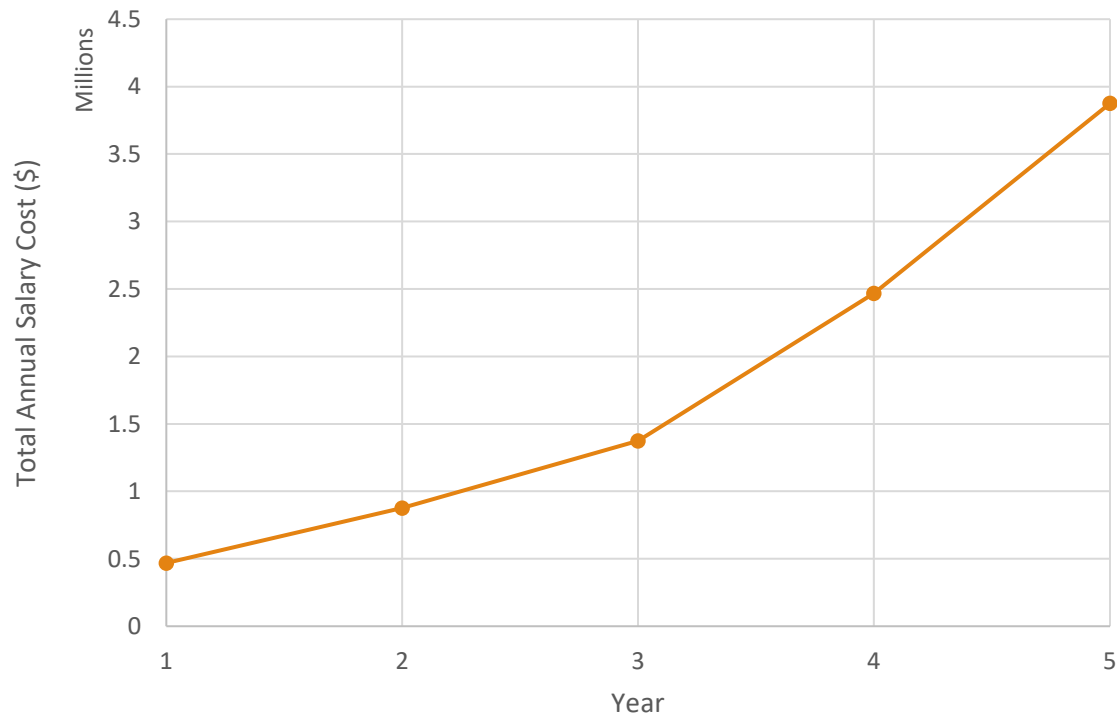
Roles added as focus turns to customers

- Marketing
- Sales
- Technical Marketing Engineers
- Technical and Customer Support

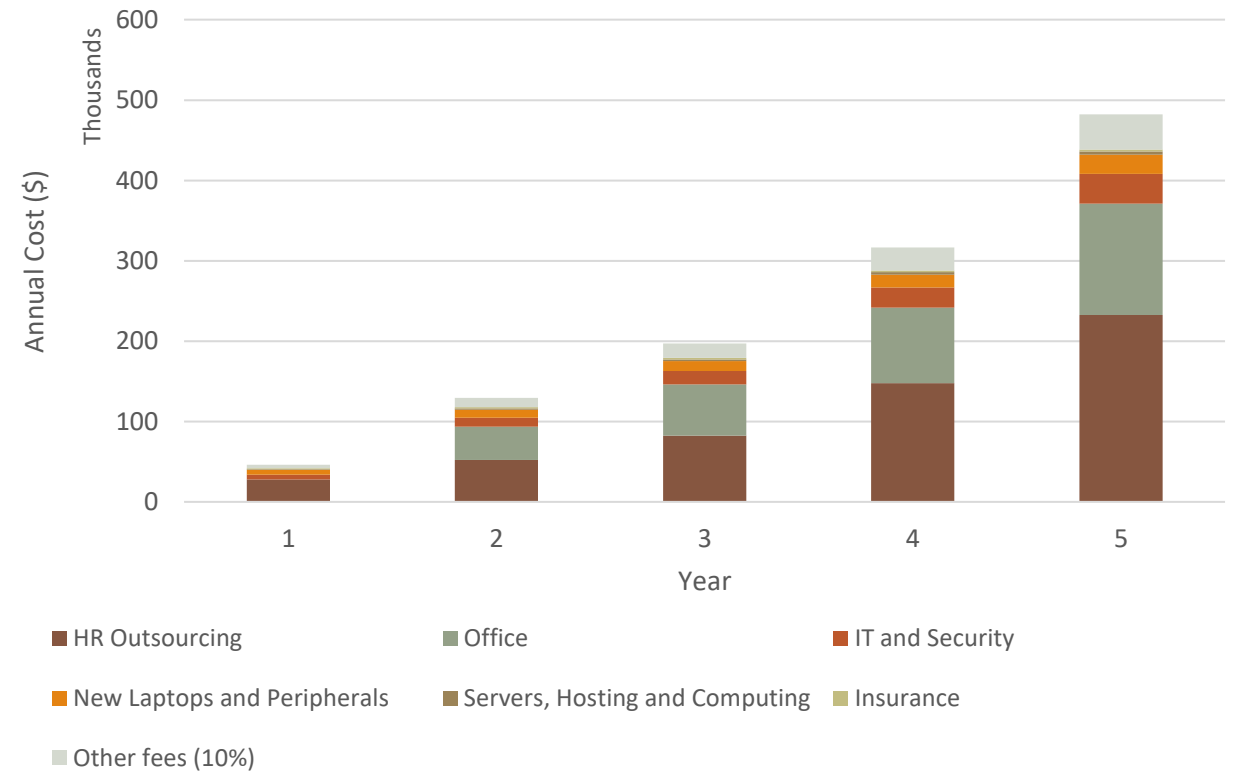


Financials - Costs

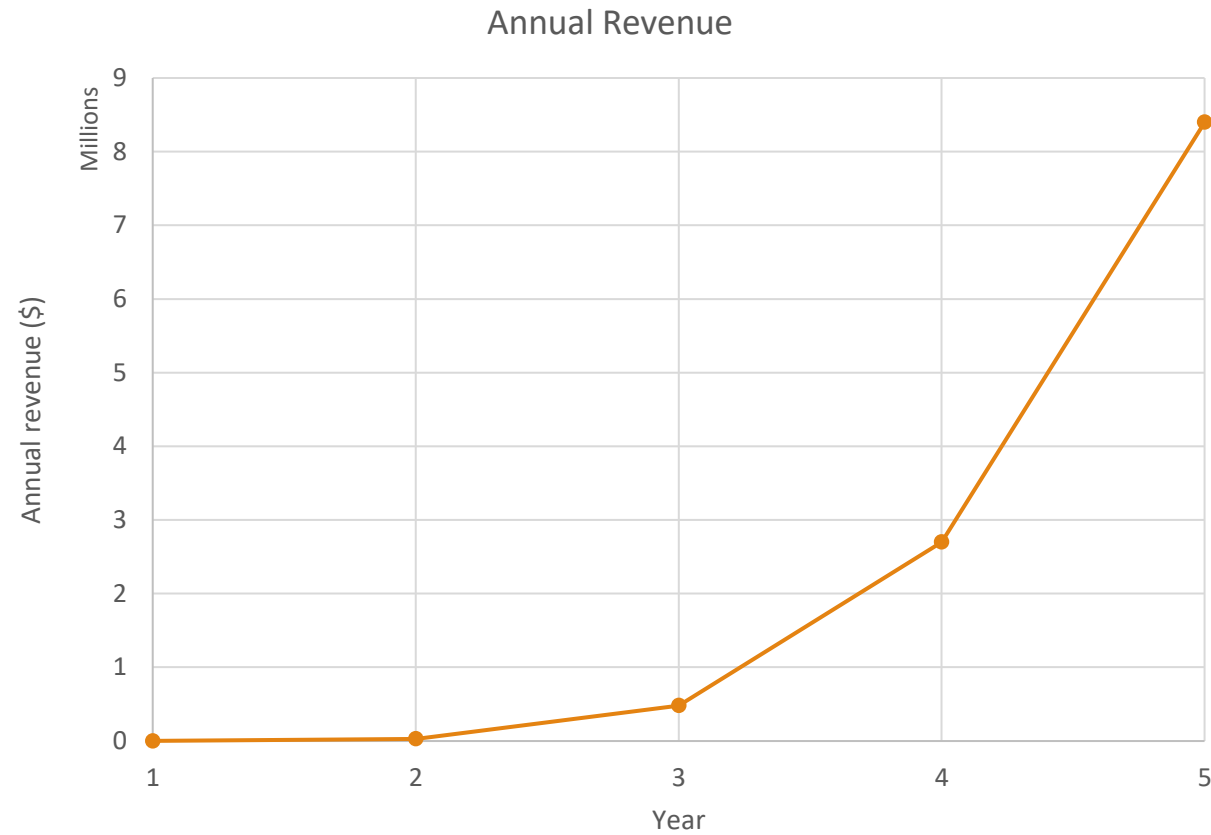
Salary Costs



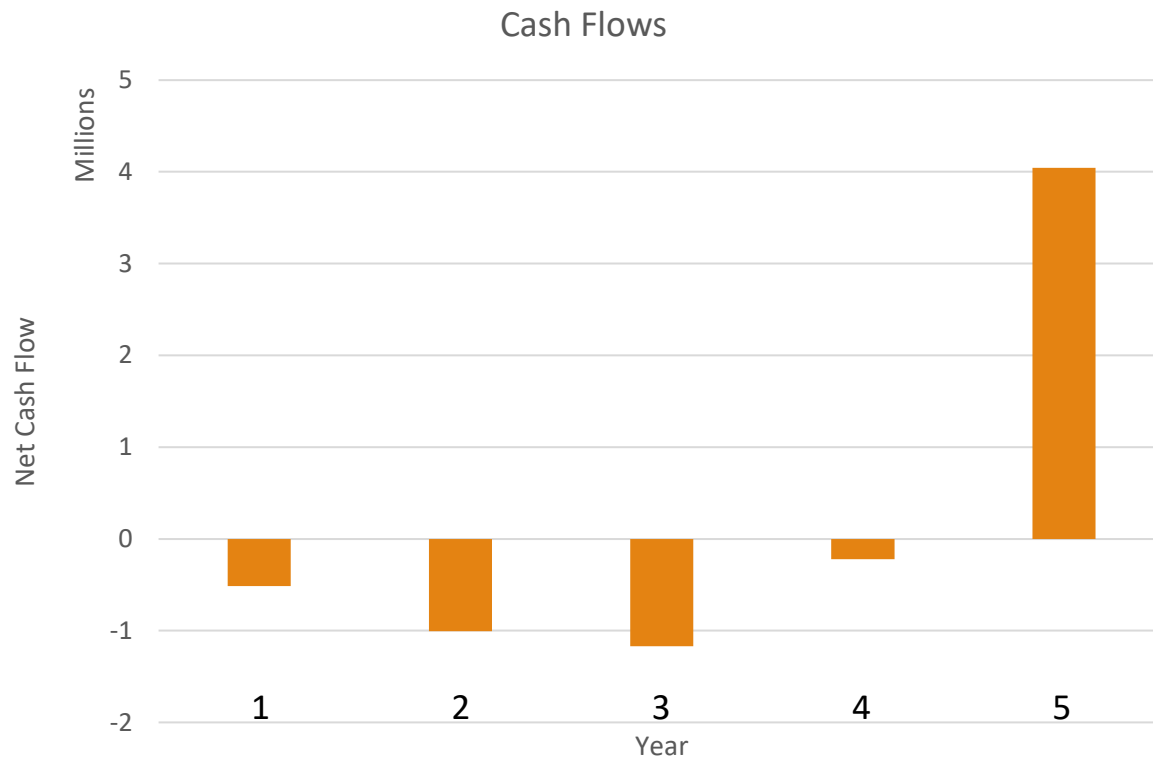
Non-Salary Costs



Financials - Revenues



Financials - Summary



Capital Injection Required

- \$yyy,000 to start
- Max debt load: \$x,000,000 in year a

Profitable in xx years

IRR of yy% over first ww years





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Appendix



Founder

<description of background and interests>



Barriers to Entry

Cost of switching software services

- If we can be the first AI software that firms implement, competitors would need to convince firms to take on the cost of switching software
- There is opportunity to earn customers before they choose other software since there are few competing firms in Canada offering AI products

