Lexstudy

Phase 3 Results

Global score

72

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
21	13	16	22

Comments from Evaluator 1:

Lexstudy is an attractive project as it focuses on law studies : both law students and law firms. Students are the first target and should find on the site short videos on specific topics - done by peers - and opportunities to complement their studies in niche segments such as aeronautic law (mentionned twice). Law firms should find skilled students and future partners/employees and be able to offer internships. By providing internships, the site could increase its visibility and legitimacy. But technology is not there. They plan to use opensource edx platform but are they well aware of the community-building dimension of their work? They have agreements with 2 irish universities but not clear connections with the rest of law universities European wide. It is an interesting project and I would like to understand more about the team's motivation (not clear).

Comments from Evaluator 2:

The user scenario covers the whole spectrum: from content consumer to content creator. Therefore the first question arises: how will they ensure the quality of content (to make the platform attractive)? I liked the fact they cunt with permission from EdX to use their open source technology and would like to know more about it. Also, in regards to the business model, I would like to understand better their B2B approach, both in regards to universities and top law films. I think guerrilla MKT sounds in this proposal and that a competition will help (even when it takes some time and effort to make it move and receive proposals, etc.). Maybe visibility in front of Top law firms may be an incentive to participate. It would be good to learn how the pilot with the Trinity College goes. I also would like to learn how they will manage growth from a geographical perspective.