Quarterly Report – Corporate Project

Platform: Next Generation of Lawyers

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Project Duration: 12 months (2025)
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1. Introduction

This report refers to the third quarter of activities for the capstone project *Next Generation of Lawyers*, currently under development. The project consists of designing and implementing a digital platform that aims to connect young legal talents with professional opportunities in law firms and companies.

Through the use of technology, the platform seeks to optimize the legal recruitment process by offering a dynamic and accessible space where young professionals can present their profiles and apply to openings, while companies and firms can filter and evaluate potential candidates.

The product is part of a real-world program (NEXT), supported by stakeholders from the legal sector and validated by mentors and decision-makers from partner organizations.

2. Project Objectives

2.1 General Objective

To develop a web platform that connects young legal professionals to internship and junior-level opportunities at leading firms and companies through a recommendation and filtering system.

2.2 Specific Objectives

- Identify the needs of key stakeholders: students, recruiters, and mentors.
- Create a technical and strategic plan using agile methodology.
- Define and validate MVP requirements and user flows.
- Begin technical development of the user interface.
- Align the platform with the real context of the NEXT Program and its partner organizations.

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3. Methodology

The project follows **Agile methodology**, divided into Sprints (2-week cycles), with planning, execution, delivery, and retrospective stages. Throughout each Sprint, tasks were defined and tracked using Kanban.

In parallel, the project used **UX research techniques**, including user interviews, persona creation, and journey mapping. All documentation and code are maintained in a public GitHub repository and are version-controlled.

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4. Timeline and Deliverables (Sprints 11–15)

Sprint	Period	Planned Deliverables	Status
11	Aug 5 – Aug 18	Go to Market strategy outline and presentation materials	✅ Completed
12	Aug 19 – Sep 1	MVP testing sessions with users	✅ Completed
13	Sep 2 – Sep 15	Participation in academic and legal fairs	✅ Completed
14	Sep 16 – Sep 29	Lead capture and feedback analysis	✅ Completed
15	Sep 30 – Oct 13	Definition of goals and KPIs for lead generation	✅ Completed

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5. Current Progress and Deliverables

✅ **Delivered:**

- Execution of **Go to Market plan** with presentations in **university and law firm fairs**.
- Creation of **initial database of potential users (students and recruiters)**.
- **Usability testing sessions** conducted with young users to validate navigation and forms.
- **Visual and UX adjustments** applied based on collected feedback.
- Definition of **lead generation metrics** and **monthly growth targets** for Q4.
- Update of institutional and marketing materials to align with new phase.
- Implementation of lead tracking dashboard

🔜 **Pending for Next Phase:**.

- Launch of pilot version for companies.
- Expansion of marketing partnerships and communication channels.

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6. General Assessment of Progress

The project has entered a key stage of **public visibility and real-world validation**.
All technical components required for user testing are stable, and early results from fairs and pilot users show high engagement and strong alignment with the initial hypotheses of the project.

The transition from internal development to external testing marks a significant milestone, positioning the platform for scalable adoption in the following quarter.

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7. Next Steps (November–December 2025)

- Launch pilot version for a closed group of partner firms.
- Continue expanding user base and measuring engagement.
- Monitor lead generation and conversion rates.
- Apply final usability refinements before full public release.

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8. Summary Table

Phase	Completion Status
Research & Planning	✅ 100%

UX and UI Design	✅ 100%	
Stakeholder Validation	✅ 100%	
MVP Architecture	✅ 100%	
Development	✅ 90%	
Pilot Deployment & Testing	🔄 In progress	
Go to Market & Lead Generation	🟣 Initiated	

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9. Project Supervisors and Support

This project is supervised by the academic team at, in alignment with mentors from the **NEXT Program**, including stakeholders from leading law firms and legal departments. The technical and strategic direction is monitored by project advisors and professionals involved in the legal talent development ecosystem.

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11. Public Resources

- 🔗 **Documentation:** https://plataforma-next-five.vercel.app/docs/intro
- 💻 **GitHub Repository:** https://github.com/gabrdgs/next_gen
- 🧠 **Figma Wireframes:** https://www.figma.com/design/G9YeMM6I7O7xDzspsSwwg7/Plataforma--BT--NEXT?node-id=1-2&t=qPUbmMdK0KMAQSdX-1
- **Public Platform:** https://civicshub.com.br
- **Forecast Report:** https://lookerstudio.google.com/s/gbswR6-762I