

Team 12: LegalSG



Members: Javen, Adora, Yu Jie, Cai Xuan, Xin Mei



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Target Audience

- Age 17 to 30
- Young Adult



01 : The Problem

THE PROBLEM

Accessibility

Legal document and judgement are not easily accessible to the general public.

Cost

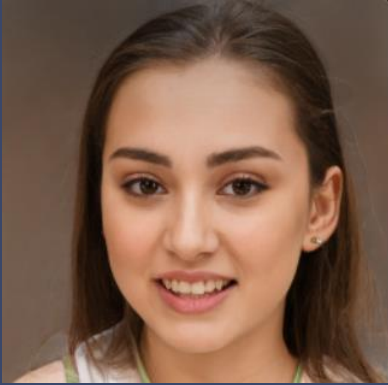
Consulting professional lawyers for advice or service can be costly.

Empowerment

Without knowledge and understanding individuals might not be aware of their rights, leading to potential exploitation or missed opportunities to seek justice.

you will find law firms charging an hourly rate ranging from \$300 to \$1,000 per hour. As it is hard to predict how long your case will take to close, being billed based on the hourly rate can add up to a hefty legal bill.

Linda Hill (Persona 1)



"I'm seeking an app that provides insights into business law, allowing me to gain knowledge and potentially reduce the costs of hiring a lawyer"

Biography

Linda is a budding entrepreneur in her late twenties. She is passionate about launching her startup. However, her knowledge about legal matters is limited. She knows that understanding legalities is crucial for the smooth functioning and success of her business, but hiring a full-time lawyer is out of her budget at this early stage.

Goals

- 1) To minimize expenses
- 2) Efficiently gather information about business law
- 3) Ensure that her startup sticks to all legal and industry regulations

Frustrations

- 1) Spends too much time finding information about business law
- 2) Can't afford to hire a lawyer

John Tan (Persona 2)



“ I am seeking an app that help to verify if my actions are in violation of the law and find a cheaper options to resolve my case file.”

Biography

John is a young adult in his earlier twenties. When he was working part time in a tech company , he accidentally told his friend working in another tech company some confidential information of the company when both company are competitor. He is unsure whether he is going against the data protection and privacy law of the company.

Goals

- 1) He wants to use the app to check whether is he going against the law.
- 2) He wants to check the possible legal consequences he would face in the future.
- 3) He hopes to find ways to resolve the problem with getting a case file against him

Frustration

- 1) Does not know where to find accurate and reliable information online
- 2) He is hesitant to seek assistance from those around him

02 : The Market

The Market

Number of Practitioners

IN THE LAST FIVE YEARS

5,365
2018

5,920
2019

5,955
2020

6,333
2021

6,273
2022

Years in Practice

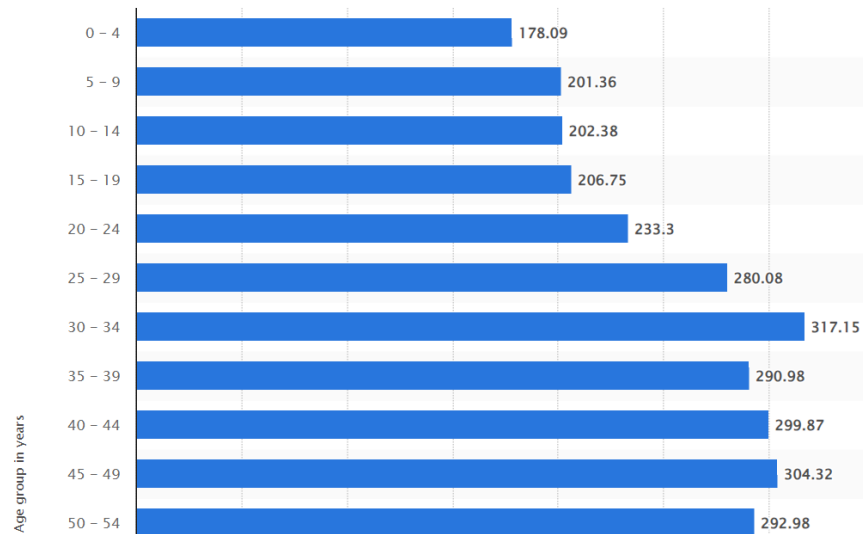
BASED ON DATE OF ADMISSION IN 2022

2,048
< 5 YEARS

1,768
5 - 15 YEARS

2,457
15 YEARS

Population of Singapore as of June 2022, by age group (in 1,000s)



The Market

Projected Market Size

300,000
based on
our
target sg's
age group

Projected Money Earned

\$10 - \$1000 a month
per customer

People impacted

- 70% of the users
- direct users and indirect beneficiaries

03 : The Solution

03 : The Solution

Scan to try the app



The Solution

Affordable Legal Consultation

This app has marketplace of legal professionals who are willing to provide advice at reduced rate through virtual consultations via chat, call, or video.

Comprehensive Law Library

Contains expansive library of law resources such as summaries of key business laws and regulations, frequently asked questions (FAQs) on common legal topics and case studies showcasing real-life examples.

Peer Support and Community Forums

Contains expansive library of law resources such as summaries of key laws and regulations, frequently asked questions (FAQs) on common legal topics.

AI-Powered Search

To address the issue of spending too much time finding information, the AI-powered search allow users to quickly find specific information related to their queries

04 : Solution Resolution

Cost

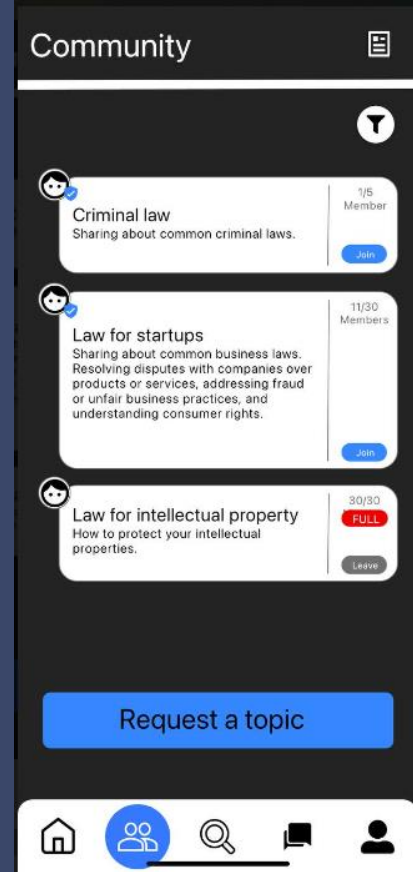
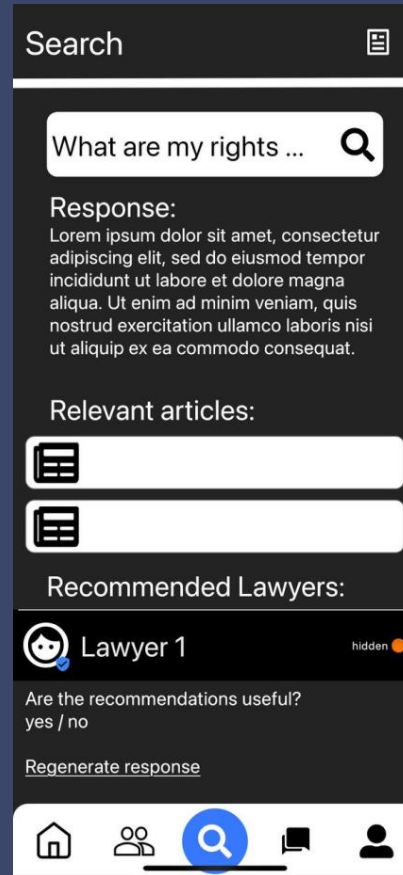
“ hiring professional lawyer or having a consultation with them are costly.”

- Lawyer will charge user a minimum of **\$20 per hour** and a maximum of **\$100 per hour** for consultation

Empowerment

“I am unsure whether he is going against the data protection and privacy law of the company”

- by using the **search engine** and joining the **community** in the app , users can gain **law knowledge** from the app and **prevent** themselves from doing any **illegal activities**.



Empowerment

" I need professional, accurate and detailed information about starting my business"

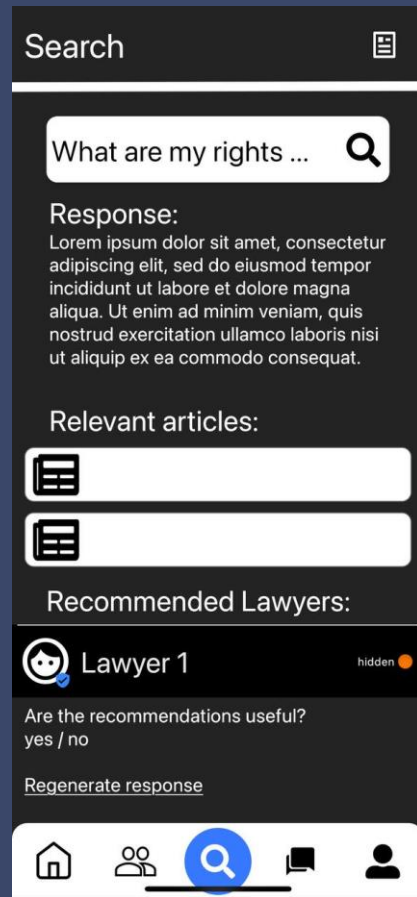
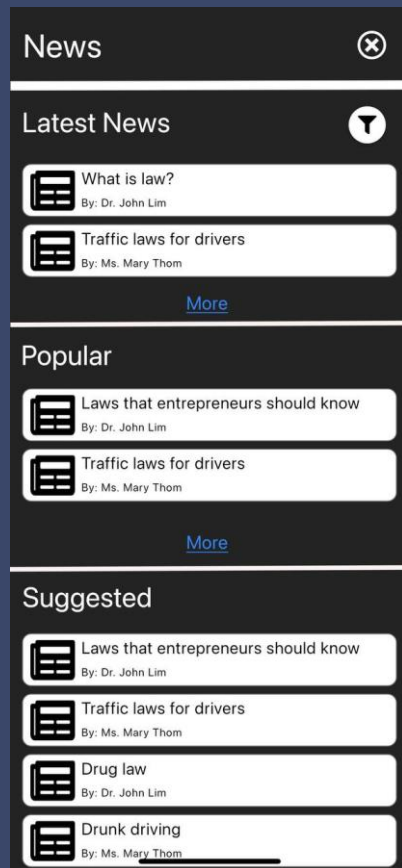
- By using this app, she can consult a professional lawyer that meet her requirement



Accessibility

“ My knowledge about legal matters is limited.”

- Through the app , user are can **know more** about the law and **gain legal education**



05 : The Competition

The Competition

- **LawNet:** A service by Singapore Academy of Law, which provide legal research, eLitigation services, and practice management tools for the Singapore legal community.
- **Reddit (Community Forums):** An online communities in Singapore where legal matters are discussed. It also acts as informal avenues for people to seek advice.
- **GLS (Global Legal Service):** Provide accessible legal solutions, particularly in the Asia-Pacific region such as online legal resources and consultation service



06 : Execution

Implementing App: React Native, Flutter

Database: To store user and chat data

Chat AI: Train model using law data to build a model to recognize prompts from users and suggest relevant laws, articles, and lawyers who specialize in the issue.

Web Scraper: To source for news articles related to law

Verifying a Lawyer's account:

- take a photo of all documents to prove they are a qualified and licensed lawyer
- verification requires payment of \$5
- each client has to pay a deposit in the chat to prevent safeguard potential misuse of the platform.



Thank You for your attention !