LEGAL FLOW UK

LEGAL FLOW UK Pitch Deck

Criminal Law Streamlined

Legal Flow UK transforms criminal law operations with a smart, scalable platform for case management, document automation, scheduling, and billing – purpose-built for duty solicitors and legal SMEs

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LEGAL FLOW UK

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Executive Summary

Legal Flow UK: Reinventing Criminal Law Practice for SME Firms

Key Highlights

Legal Flow UK empowers small criminal law firms to operate with the structure, efficiency, and professionalism of larger practices by providing a platform that streamlines duty callouts, automates critical forms and letters, ensures compliance, and reduces the administrative burden across the full case lifecycle

Problem Statement

Criminal law SMEs struggle with outdated tools, fragmented workflows, and high admin loads across every case lifecycle

Market Analysis

5,000+ UK firms in criminal defence lack tailored case management software optimised for duty solicitor workflows

Technology

Cloud-native platform with integrated scheduling, secure document management, audit trail, & automated form generation for legal teams

Financial Plan

Recurring SaaS revenue from subscriptions, onboarding packages, compliance modules, and integrations with LAA and third-party tools

Solution

Legal Flow UK manages duty callouts, interviews, forms, billing, and compliance through one streamlined legal operations platform

Competitors Analysis

Unlike other platforms in this area: LEAP, Clio, or Cromwell, Legal Flow UK is purpose-built for criminal law firms and station reps

Marketing Plan

Leverage JP Legals network, legal forums, duty rep communities, and regional Law Society partnerships to gain early traction

Overall Business Impact

Enables small firms to deliver faster, more compliant legal services while cutting administrative and billing inefficiencies significantly

Company Overview

Built for duty solicitors, station reps, and small criminal law firms across the UK

Introduction

Legal Flow UK is a case management platform designed for criminal law SMEs. It replaces outdated tools like Word docs, spreadsheets, and WhatsApp chats with structured scheduling, case tracking, and compliance automation for real-world legal operations

Mission

Our mission is to modernise and simplify how small criminal law firms manage callouts, legal forms, interviews, billing, and compliance. We give solicitors and reps a reliable, purpose-built system that works the way they do — fast, secure, and tailored for Legal Aid workflows

Vision

We aim to become the trusted digital backbone for every small criminal law firm in the UK. Legal Flow UK enables duty-based solicitors to operate more efficiently, stay fully compliant, and deliver higher-quality client service with confidence, precision, and consistency

Challenge & Solution

Streamlining how legal teams manage callouts, cases, documents, billing, and compliance in one unified system

CHALLENGE

High Administrative Burden
Manual callouts, forms, and billing consume valuable time and increase the risk of human error across cases

Limited Technology Adoption
Most small criminal firms lack affordable software, relying instead on paper files, Word docs, and messaging apps

Fragmented Case Management
Information scattered across systems creates duplication, inefficiency, and difficulty maintaining consistent case visibility

Compliance Complexity
Legal Aid billing and SRA reporting remain manual and time-consuming, creating errors and payment delays

SOLUTION

Workflow Automation
Legal Flow UK automates duty callouts, document creation, invoicing, and reporting - reducing admin time and human error

Simple SaaS Platform
Cloud-based system tailored for small firms, delivering instant productivity gains without costly setup or IT expertise

Unified Case Platform
Single, secure workspace connecting scheduling, documents, notes, and billing with full audit visibility

Built-in Compliance Tools
Automated LAA billing and SRA/GDPR-aligned workflows ensure every case stays compliant from start to finish

Risks & Opportunity

Navigating Risks, Seizing Opportunities: Building a Sustainable Future for Legal Flow UK

Regulatory Uncertainty
Evolving SRA, GDPR, and Legal Aid compliance frameworks may require continuous platform updates

Adoption Resistance
Traditional firms may be slow to migrate from manual or legacy systems to digital workflows

Data Security Risks
Handling sensitive case and client data demands the highest cybersecurity & encryption standards

Resource Constraints
Early-stage development and scaling require careful prioritisation of capital and engineering resources

Regulatory Alignment
Positioning Legal Flow UK as the go-to system for compliant, auditable criminal law workflows

Digital Transformation Push
Government and Law Society initiatives are accelerating adoption of digital case management tools

Trusted Data Environment
Opportunity to lead with secure, encrypted, and SRA-compliant storage for sensitive legal data

Scalable SaaS Model
Expanding from pilot firms into a national subscription base of 5,000+ SME criminal law practices

Technical Architecture

Powering Secure & Scalable Legal Workflow Automation

📱 User & Firm Platform

- Web and mobile portals for solicitors, station reps, and admin teams
- Real-time case sync, notifications, and offline data capture

⚖️ Security & Compliance

- Role-based access, user permissions, and case-level encryption
- Full audit trails aligned with SRA and UK GDPR requirements

💾 Data & Storage

- Secure AWS-hosted environment with UK-based data residency
- Redundant backups and encrypted document management for case files

🧠 Workflow Engine

- Automates case creation, document generation, and task scheduling
- Configurable rules for duty rotas, case stages, and handoffs

💳 Payments & Billing

- Automated LAA billing calculations, travel logs, and expense tracking
- Seamless invoice generation and submission for faster Legal Aid recovery

🚀 Scalability & API Integration

- Modular microservice architecture for onboarding new firms and features
- APIs for email integration, calendar, and third-party compliance tools

Business Model

How Legal Flow UK Creates Value Across the Legal Ecosystem

Services

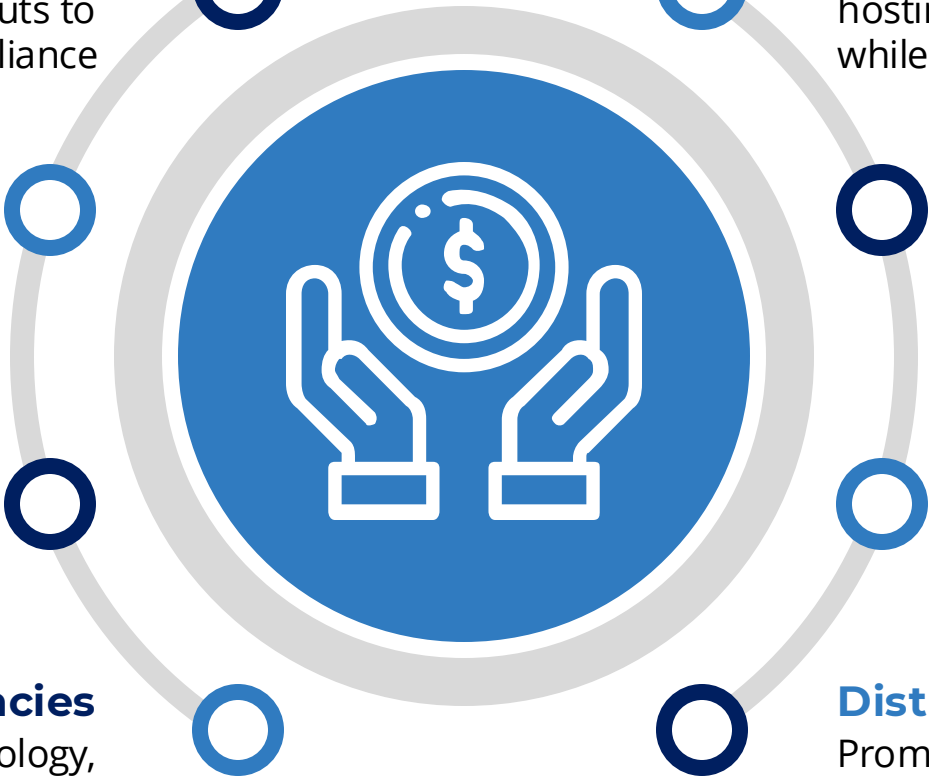
Offering end-to-end workflow management for criminal law firms, from duty callouts to automated billing and compliance

Costs

Managing platform development, data hosting, support, and integration costs while maintaining affordable SaaS pricing

Revenue

Generating income through subscriptions, onboarding services, compliance modules and integration partnerships



Management

Led by experienced founders in SaaS, legal tech, and criminal law, combining technical expertise with on-the-ground insight

Customers

Serving small criminal law firms, duty solicitors, and station reps managing Legal Aid and compliance-heavy cases

Products

Core offerings include workflow automation, document generation, case scheduling, billing, and compliance tracking modules

Competencies

Leveraging deep knowledge in legal technology, workflow automation, and compliance frameworks to deliver scalable solutions

Distribution

Promoting through pilot partnerships, legal networks, and Law Society channels supported by digital and referral marketing

S.W.O.T Analysis

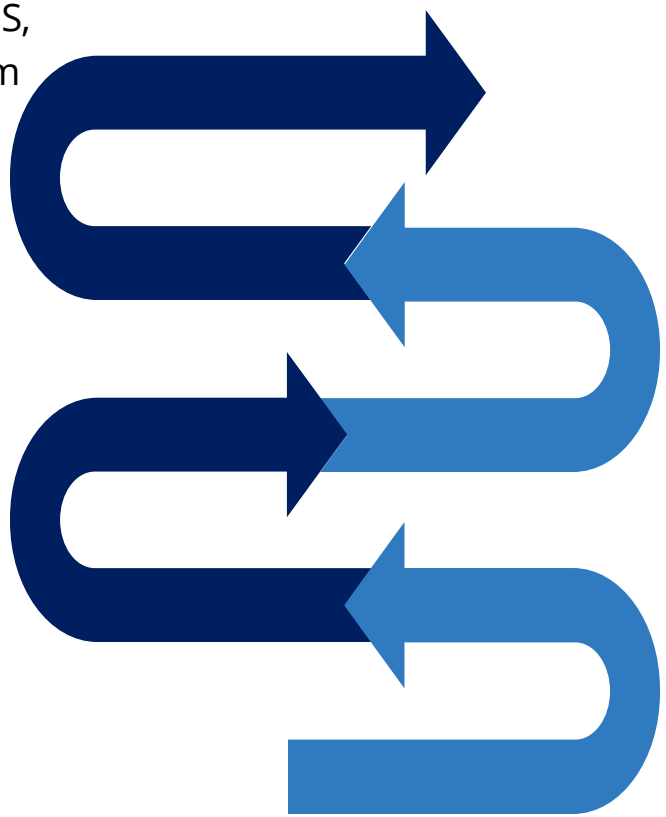
Legal Flow UK's Competitive Position: Strengths, Weaknesses, Opportunities, and Threats Analysis

Strengths

- Deep experience across legal tech, SaaS, and compliance with direct insight from practicing criminal lawyers
- Purpose-built platform focused solely on the needs of small UK criminal law firms and duty solicitor workflows

Opportunities

- Growing demand for affordable legal automation tools as SRA and LAA compliance pressures increase
- Potential to scale nationwide as the first criminal-law-specific SaaS solution with mobile and billing automation



Weaknesses

- Early-stage platform with limited brand visibility beyond pilot firms and early adopters
- Dependence on third-party hosting, integrations, and ongoing updates to maintain full regulatory alignment

Threats

- Larger legal tech players (LEAP, Clio) could move into the criminal law space with generic modules
- Rising cybersecurity and data protection expectations for handling confidential legal and client data

Product Overview

Everything a small criminal law firm needs, in one seamless platform

Duty Callout Manager

Automatically logs police station callouts and assigns available reps with rota scheduling and instant notifications

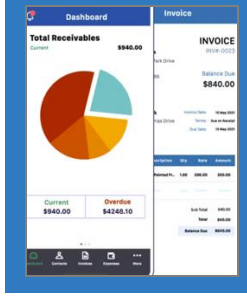
Case Workflow Dashboard

Visual overview of all cases by status, enabling fast access to notes, forms, and deadlines

Document/Form Automation

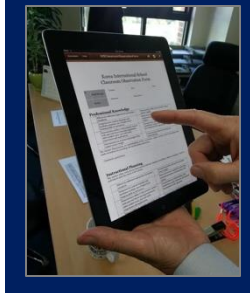
Auto-generates CRM14, MG6, and rep order forms with built-in templates and digital signatures

Billing & Compliance Centre



Tracks time, mileage, and expenses while producing LAA-compliant invoices and audit-ready reports

Mobile Rep App



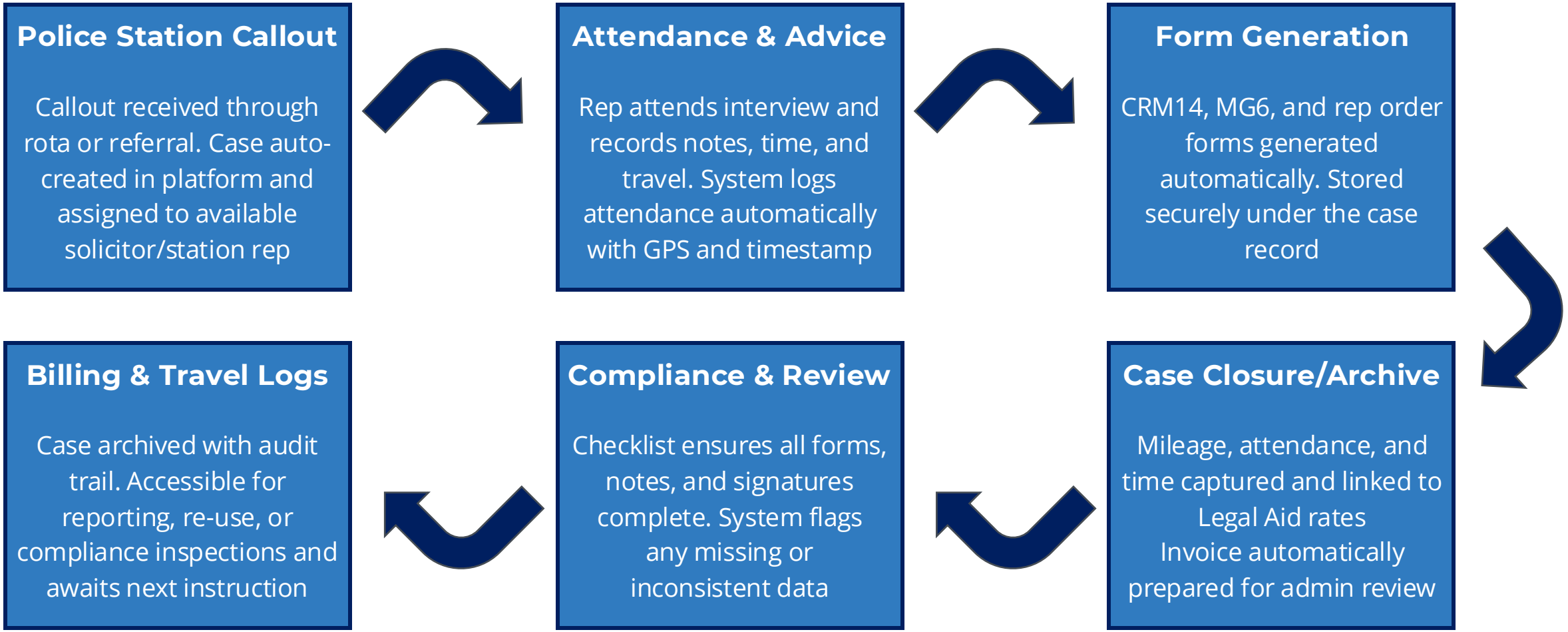
Allows duty solicitors to record attendance, notes, and travel on the go, synced instantly to the case file

Reporting & Analytics

Provides operational insight into workload, case duration, and billing performance across the firm

Process Flow

From police station callout to case closure — simplified, automated, and compliant



Market Size & Growth

Defining the opportunity for Legal Flow UK in the criminal law technology sector

TAM – £100M+	Over 5,000 UK criminal law firms, the majority operating under manual or semi-digital systems, representing a Total Addressable Market exceeding £100 million annually in legal operations and technology spend
SAM – £60M	Approximately 3,500 small and medium-sized criminal law firms manage Legal Aid and duty solicitor workflows, defining a Serviceable Available Market of around £60 million
SOM – £10M	An achievable target of 500 early adopters — regional practices and independent duty solicitors — gives Legal Flow UK a Serviceable Obtainable Market estimated at £10 million
Digital Adoption Gap	Nearly 80% of firms lack modern workflow and compliance technology, relying instead on spreadsheets, Word templates, and manual billing processes
Growth Drivers	Rising regulatory pressure, Legal Aid digitalisation, and demand for operational transparency are accelerating technology adoption within the legal sector
Market Outlook	The UK legal tech market is forecast to grow over 7% annually, with criminal law remaining one of the most underserved verticals for automation and workflow innovation

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Go-To-Market & Traction

Turning early traction into national adoption through trusted legal networks

Pilot Validation	MVP in development with JP Legal as first pilot firm, focused on testing core workflows, rota scheduling, and billing automation under real case conditions
Regional Expansion	Targeting five additional criminal law firms across key regions through referrals and partnerships with existing duty solicitor networks
Early Engagement	Initial interest from regional practices and independent solicitors who manage Legal Aid billing and compliance-heavy workloads
Distribution Channels	Growth driven through Law Society forums, solicitor associations, legal tech events, and compliance consultants acting as referral partners
Marketing Approach	Direct outreach to firms via digital marketing, social media campaigns, and word-of-mouth referrals supported by case study success stories
Future Rollout	Scaled launch in 2026 to onboard over 100 firms through SaaS subscriptions, network partnerships, and integrated legal technology alliances

Finance Summary

Scaling Legal Flow UK from pilot validation to sustainable national growth

Business Model	Recurring SaaS subscriptions supported by onboarding fees, compliance add-ons, and API integrations
Revenue Trajectory	Growing from £40k in 2025 to £2.4 m by 2029 with 80 percent gross margins typical of legal SaaS models
Cost Structure	Lean architecture with minimal infrastructure overhead, outsourced compliance testing, and scalable cloud hosting
Profitability Outlook	Breakeven forecast by Q4 2026, reaching 50 percent PAT margin by 2029 as recurring revenue compounds
Investment Ask	Seeking £250k seed investment to finalise MVP, onboard early firms, and accelerate marketing and integration partnerships
Exit Potential	Positioned for acquisition or strategic merger with established legal tech platforms within 3–5 years as market digitisation matures

Projected Profit & Loss Summary

Financial Outlook: Projected Profit & Loss Overview (2026–2030)

	2026	2026	2028	2029	2030
Net Sales (Revenue)	£40,000	£250,000	£750,000	£1,500,000	£2,400,000
SaaS Subscription Fees	£30,000	£200,000	£600,000	£1,200,000	£2,000,000
Setup & Onboarding	£5,000	£25,000	£50,000	£100,000	£150,000
Compliance & Add-Ons	£5,000	£25,000	£100,000	£200,000	£250,000
SaaS White Label Platform Product	$177,000	$295,000	$590,000	$1,180,000	$2,950,000
Net Costs	£60,000	£175,000	£350,000	£650,000	£850,000
COGS Sub-Total	£40,000	£120,000	£220,000	£400,000	£500,000
Operating Expenses	£20,000	£55,000	£130,000	£250,000	£350,000
EBITDA	-£20,000	£75,000	£350,000	£850,000	£1,550,000
% EBITDA Margin	-50%	30%	47%	57%	65%
Profit After Tax	-£20,000	£60,000	£275,000	£650,000	£1,200,000
% PAT Margin	-50%	24%	37%	43%	50%

Contact Us

Let’s Transform Criminal Law Operations Together

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THANK YOU