



RechTUM

APRIL 2021

Pitch



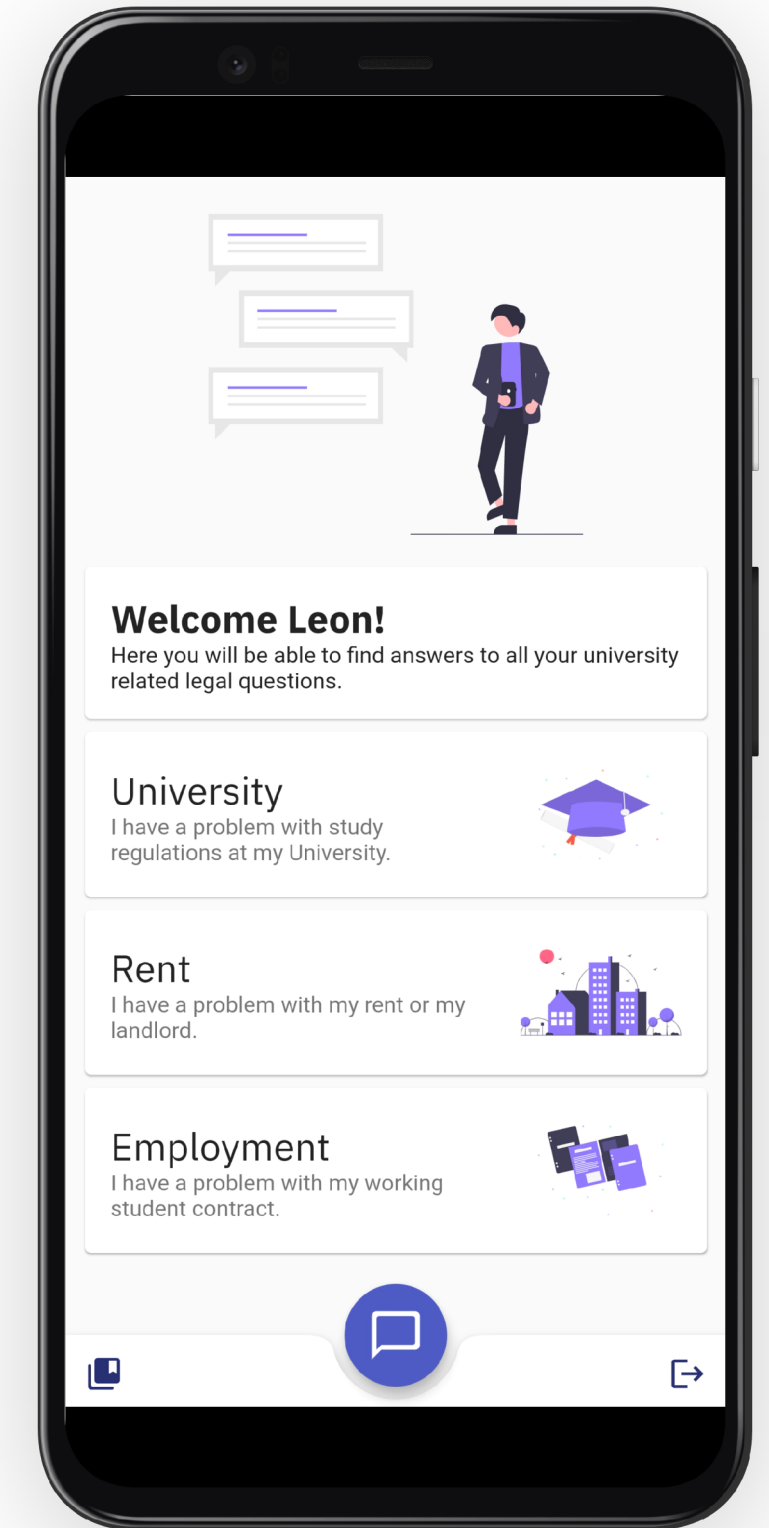
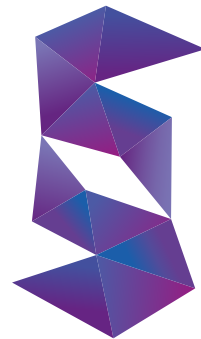
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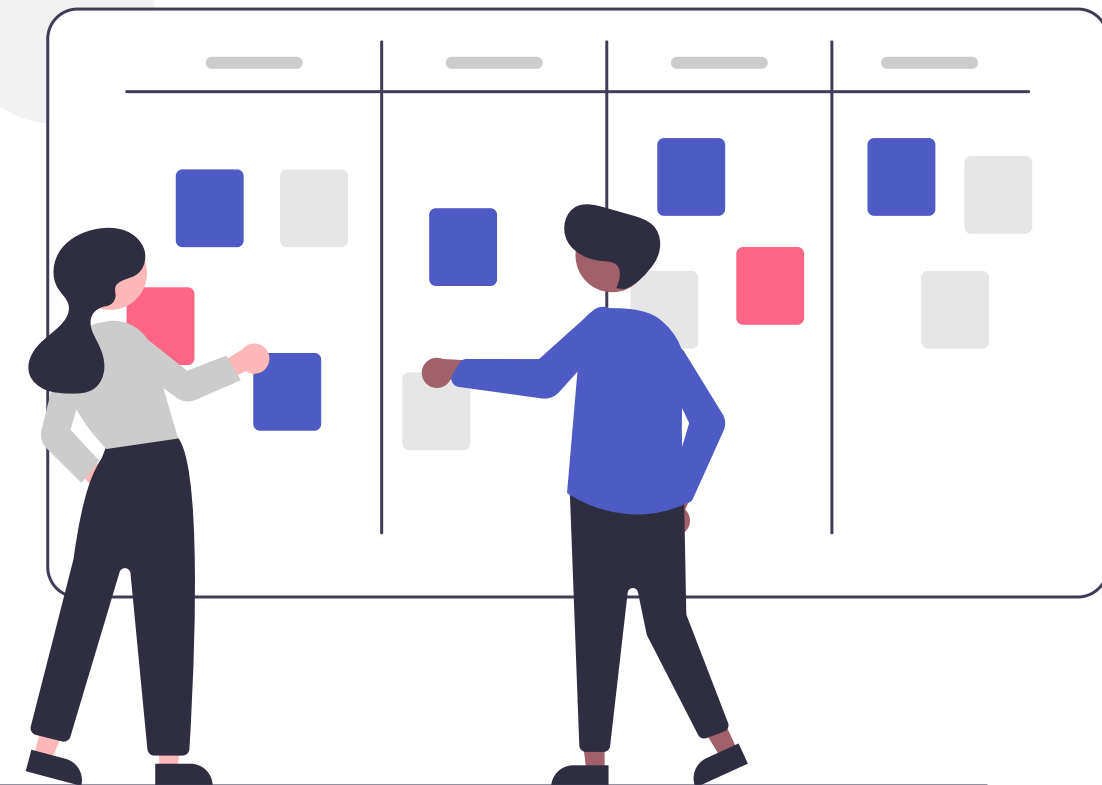
VISION AND VALUE PROPOSITION

We empower students by providing a deeper understanding of legal situations and easy to understand insights.



The Customer

- International students
- Students who are not well informed about their rights
- Students who **cannot afford** or do not have the **time** to ask a lawyer for advice
- Students who want to get an **overview of their situation first** before consulting a lawyer for advice



The Problem

LACK IN UNDERSTANDING

International students are not well informed about the law in Germany

LACK OF MONEY AND TIME

Most students do not have the time and money to ask a lawyer

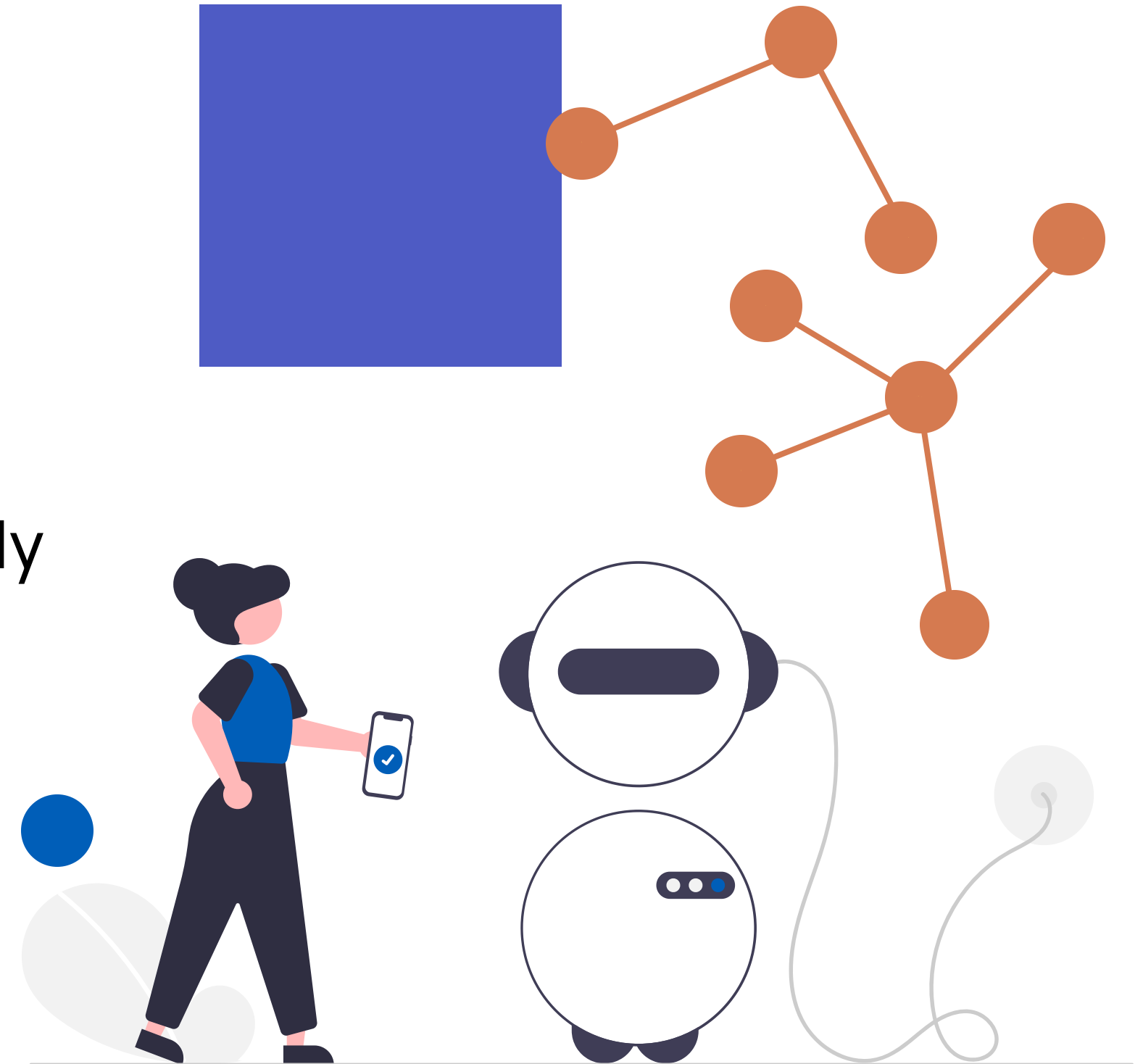
LACK OF SERVICES OFFERED

No service especially for university law



THE SOLUTION

We create a student friendly app which can offer legal insights immediately and accurately with the help of GPT-3.



Solution Presentation

AI CHAT BOT

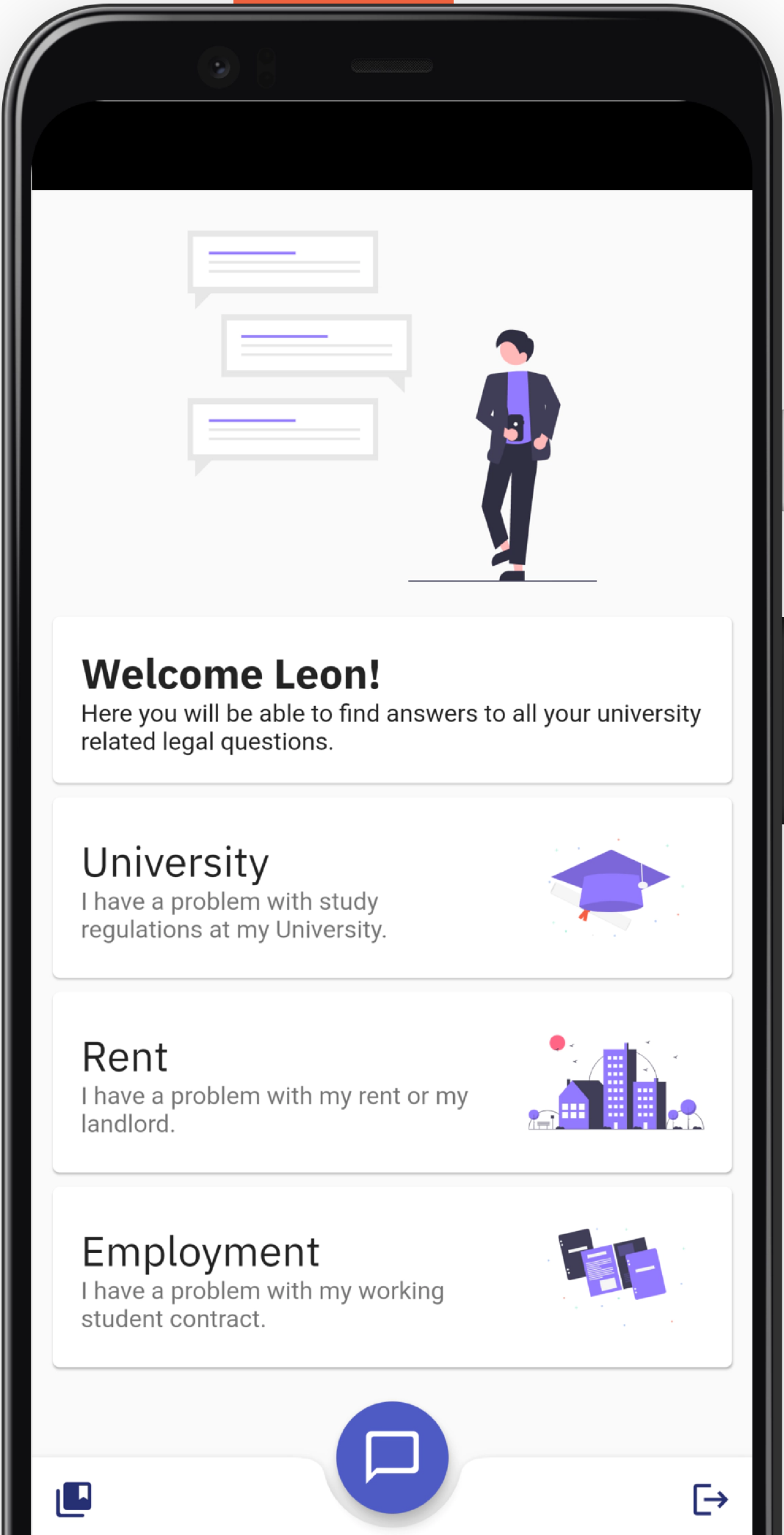
Personal chat with legal assistant that will understand your legal situation and provide you with clarity

DATA-DRIVEN FAQ'S

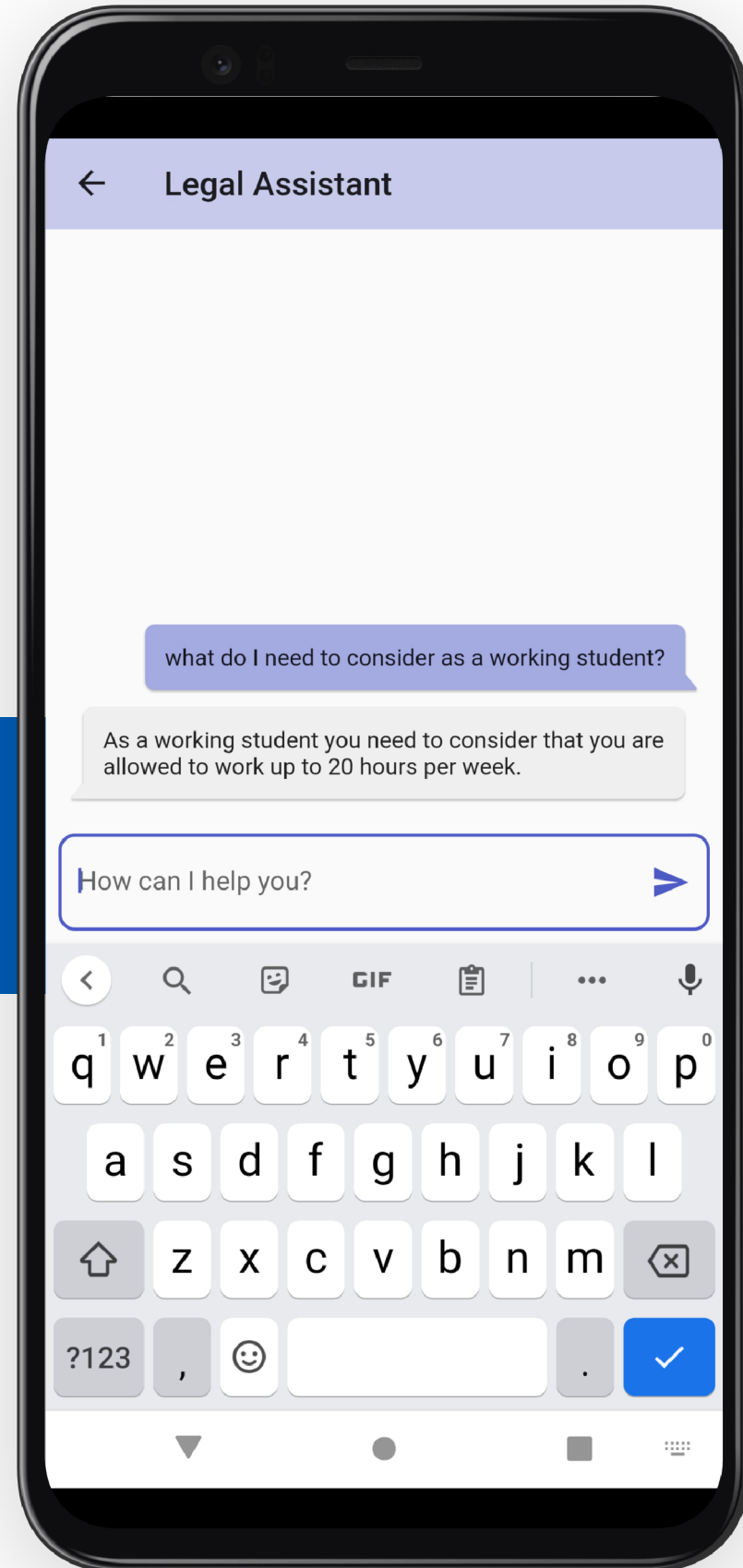
Automatically growing set of meaningful FAQs based on the most questioned topics and answered with the power of deep learning

LAWS

Direct access to law relevant to the current life phase of students



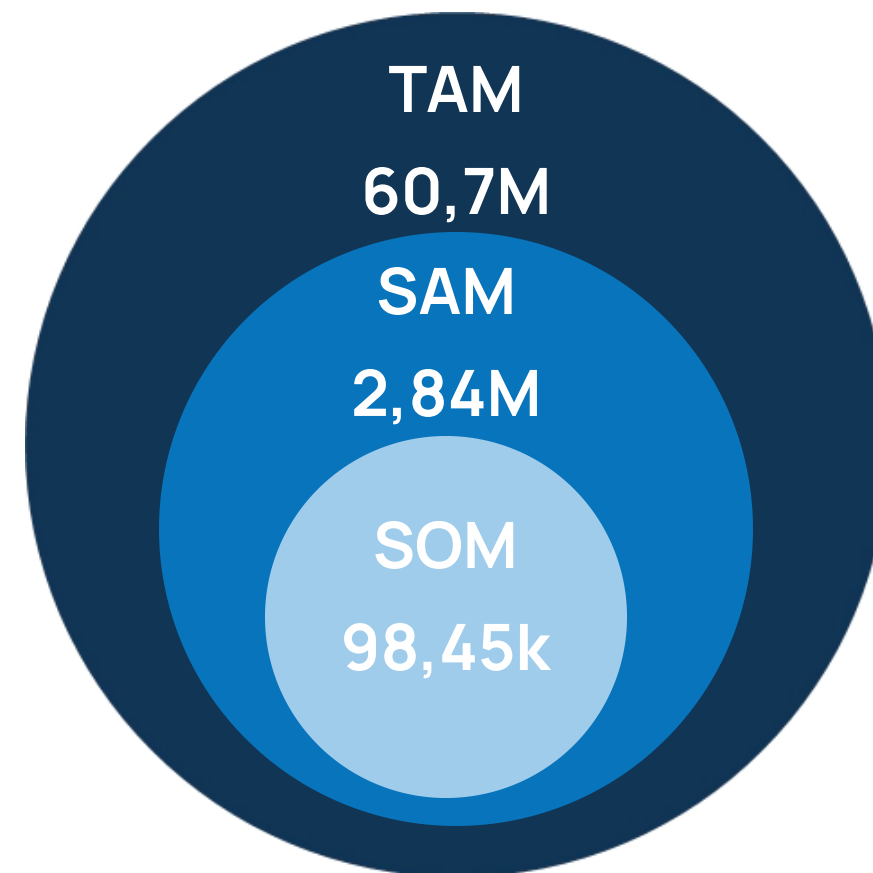
Customer Benefits



- 01 Free base version
- 02 Easy to use and easy to understand
- 03 Immediate Help
- 04 Saves money and time
- 05 In English for International Students

The Market

Entry Market: Student Legal Advice



Number of Users

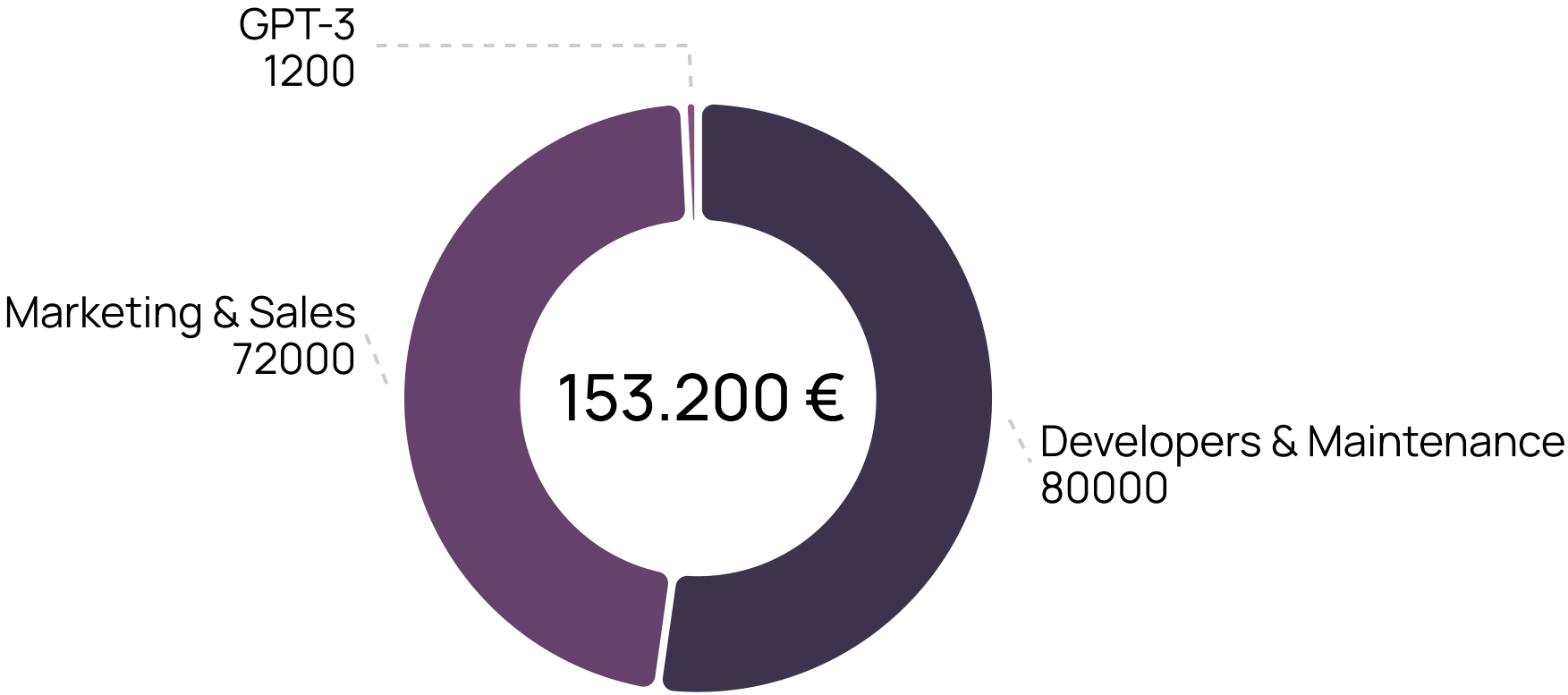
Total Available Market (TAM)
People in Germany with a smartphone

Serviceable Available Market (SAM)
Students in Germany with a smartphone

Serviceable Obtainable Market (SOM)
TUM and LMU students with a smartphone

Business Model

COSTS PER YEAR



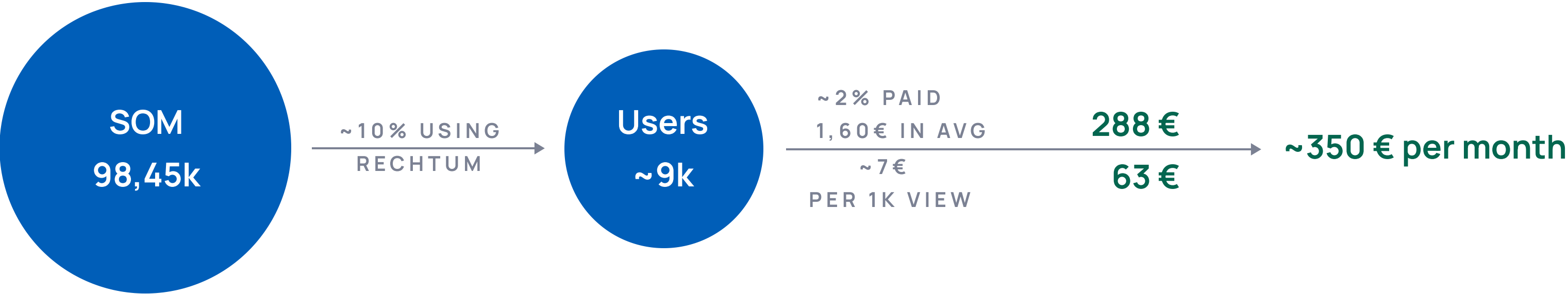
REVENUE PER YEAR

- Transaction revenue model
- Affiliate revenue model
- Ad-based revenue model

Freebie	Transactional
only access to university law	Access to all areas
Advertisement	No Advertisement
Free	5 services for 1,60€
	10 services for 2,99€
The cheap-skate option	20 services for 5,00€

First year

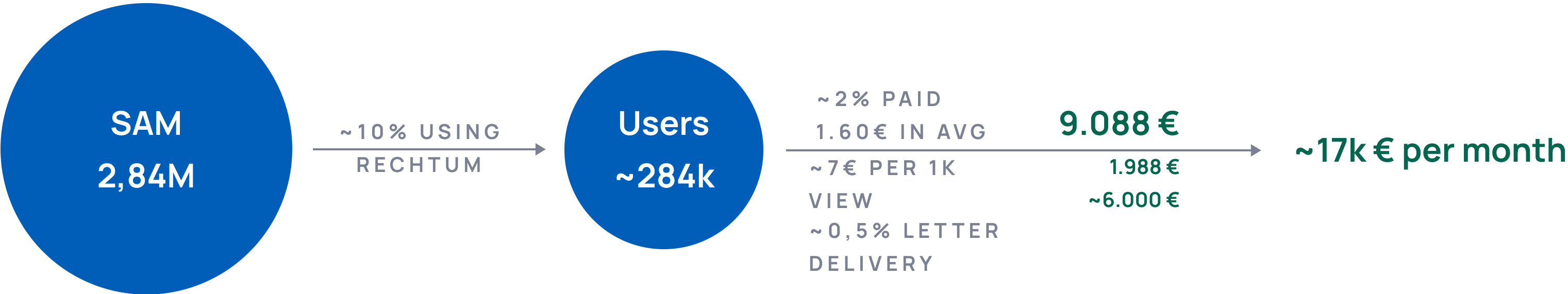
Focus on user growth



Second year

Add paid services

Legally secure letter delivery for 5€: profit = 5€ - 0,80€ - 0,20€ = 4€
Cross-selling insurance coverage for specific cases



The Competition

01

LEGAL PROTECTION
INSURANCES

Often too expensive for a student who does not face legal issues regularly

02

APPS THAT OFFER CHAT
WITH LAWYERS

Time consuming as the user has to wait for response

03

APPS THAT PROVIDE
LEGALLY VALID DOCUMENTS

Lack of trust

04

ALTERNATIVES/
WORKAROUND

Google
Asking classmates

Competitive Advantages

REASONS TO CHOOSE OUR TEAM

01

Some of us are students ourselves and understand our customers the best

02

We use GPT-3 to provide legal advice - which did not exist before

03

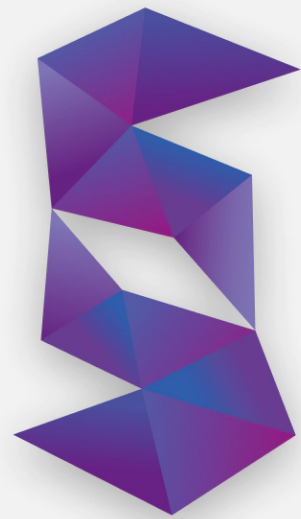
Universities will support us, as it is in their own interest to improve their students' experience and their own reputation

04

We will benefit from TUM's and LMU's reputation

05

Law firms and lawyers will want to partner with us to reach more customers



Why now?

WHY NOT IN 5 YEARS?

With COVID-19 being the accelerator of digital transformation it is important the user can receive aid on the go and on the phone

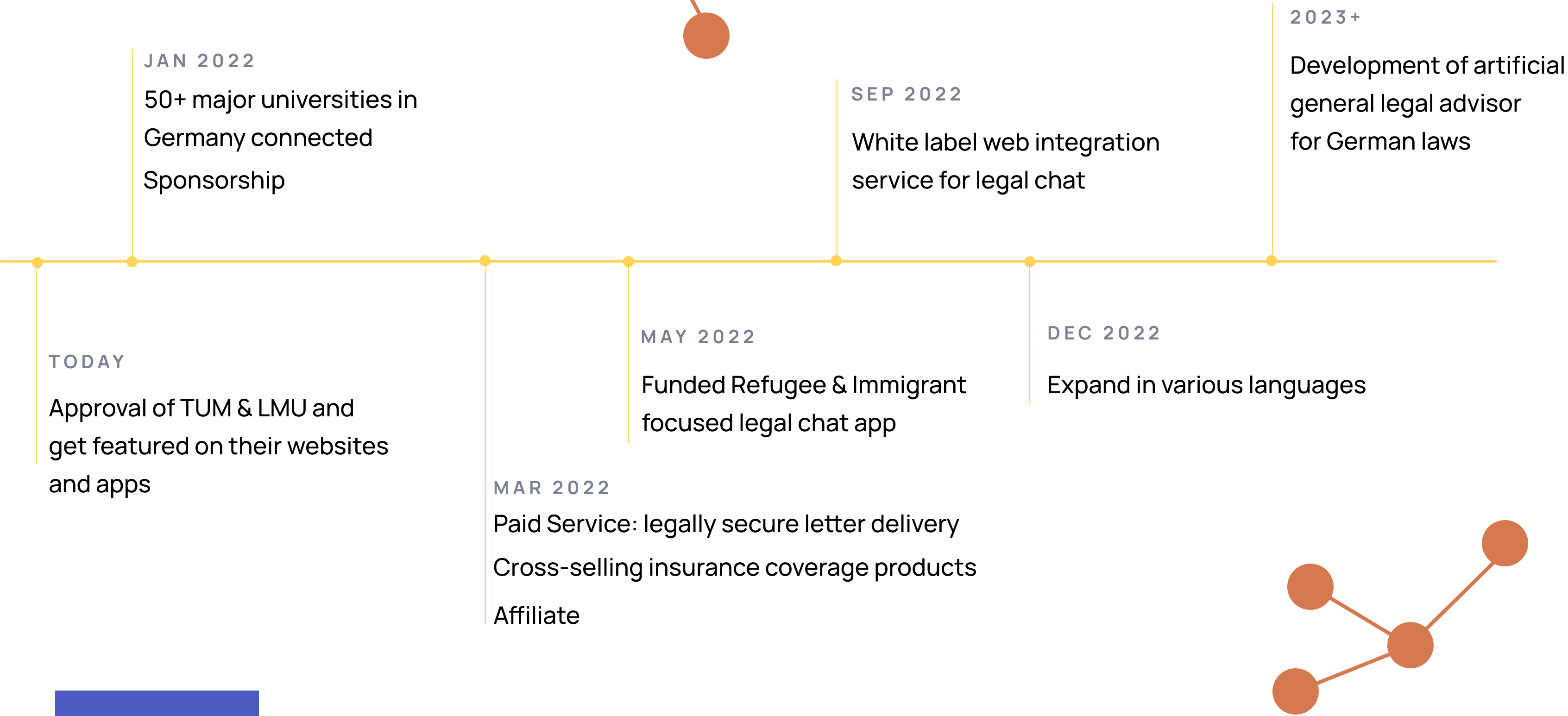
The earlier we improve students' experience the better



WHY NOT 5 YEARS AGO?

Technology infrastructure not as advanced as now

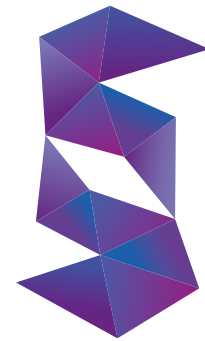
Roadmap



CALL TO ACTION

Justice can only happen
if you know your rights.

Start chatting with your legal assistant now.



Questions? Let's get talking.

E - MAIL

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<div><div>Problem1</div><ul style="list-style-type: none">International students are not well informed about the law in GermanyMost students do not have the time and money to ask a lawyerNo service especially for university law</div> <div><div>Alternatives/Workaround</div><ul style="list-style-type: none">GoogleAsking classmates</div>	<div><div>Solution4</div><ul style="list-style-type: none">Student friendly app that provides legal aid accurately and quicklyAI chatbotData-driven FAQsCollection of Laws</div> <div><div>Key Metrics8</div><ul style="list-style-type: none">Number of app downloadsNumber of daily users</div>	<div><div>Unique Value Proposition3</div><ul style="list-style-type: none">Summary of relevant sectionsEasy to understandAlso in english for international studentsStudents save time and money</div> <div><div>Competition</div><ul style="list-style-type: none">Legal protection insurancesWebsites which offer chats with lawyersApps that provide legally valid documentsLegal protection insurances</div>	<div><div>Engine of Growth9</div><ul style="list-style-type: none">viral social media campaignsAd on TUM & LMU websitesFAQ flyers</div> <div><div>Channel5</div><ul style="list-style-type: none">TUM & LMU websiteTUM & LMU app/own app</div>	<div><div>Customer Segments2</div><ul style="list-style-type: none">Students and young adultsUse phones all the time – are more comfortable with using an app</div> <div><div>Early Adopter</div><ul style="list-style-type: none">International Students</div>
<div><div>Costs7</div><ul style="list-style-type: none">DevelopersMarketing & SalesMaintainance & Development</div>			<div><div>Revenue6</div><ul style="list-style-type: none">AdvertisementSponsorship (e.g. TUM)Cross-selling insurance coverage for specific casesTransactionPaid service: legally secure letter deliveryAffiliate-Marketing: Insurance Products, Law offices</div>	