

# Advocaid Pitch Deck

LEGAL AID AND HUMAN  
RIGHTS ADVOCACY PLATFORM

Demo Presentation Team 55

---





# Problem Statement

In many underserved communities across Nigeria, people lack awareness of their basic legal rights and face significant barriers to accessing legal aid or reporting violations. This leaves them vulnerable to exploitation and injustice, with little to no support to stand up for themselves or seek redress.

# Why It Matters



This is Kunle, a 26-year-old phone repair technician, who was falsely accused of theft and arrested. Without money for a lawyer or knowledge of his rights, he spent days in detention before being released without resolution, leaving him angry and helpless.

This is Aisha, a 32-year-old hairdresser in Lagos, who was evicted from her shop without notice when her landlord decided to sell the property. Unable to afford legal representation or find clear advice, she lost her business and livelihood with no way to fight back.





# Solution

AdvocAid is a digital platform empowering underserved communities with accessible tools to understand their rights, report violations anonymously, and connect with legal aid and support networks. By simplifying legal information, offering educational resources, and facilitating access to pro bono services, it ensures individuals can protect themselves and seek justice effectively.



# The Change We Want



After her wrongful eviction, Aisha used AdvocAid's educational resources to understand her rights and legal options. The knowledge she gained empowered her to navigate the legal process and confidently advocate for herself.

Kunle, who was falsely accused of theft, used AdvocAid to access free legal advice and resources.

With guidance from a pro bono lawyer found through the platform, he was able to defend himself and clear his name.





# Brand Identity

Advocaid is more than just a platform—it's a lifeline for those who feel unheard. It's built to empower people, provide real solutions, and drive lasting change.

## Logo Mockup



## Large

**Advocaid.ng**

## Medium

**Advocaid.ng**

## Small

**Advocaid.ng**

Display:

Headline:

Advocaid.ng

Advocaid.ng

Advocaid.ng

Title

Advocaid.ng

Advocaid.ng

Advocaid.ng

Body

Advocaid.ng

Advocaid.ng

Advocaid.ng

Label

Advocaid.ng

Advocaid.ng

Advocaid.ng

**Font Family : POPPINS**

## Color Palette



*"Making Justice Accessible"*

"We're here to make legal aid accessible, equitable, and empowering for all."





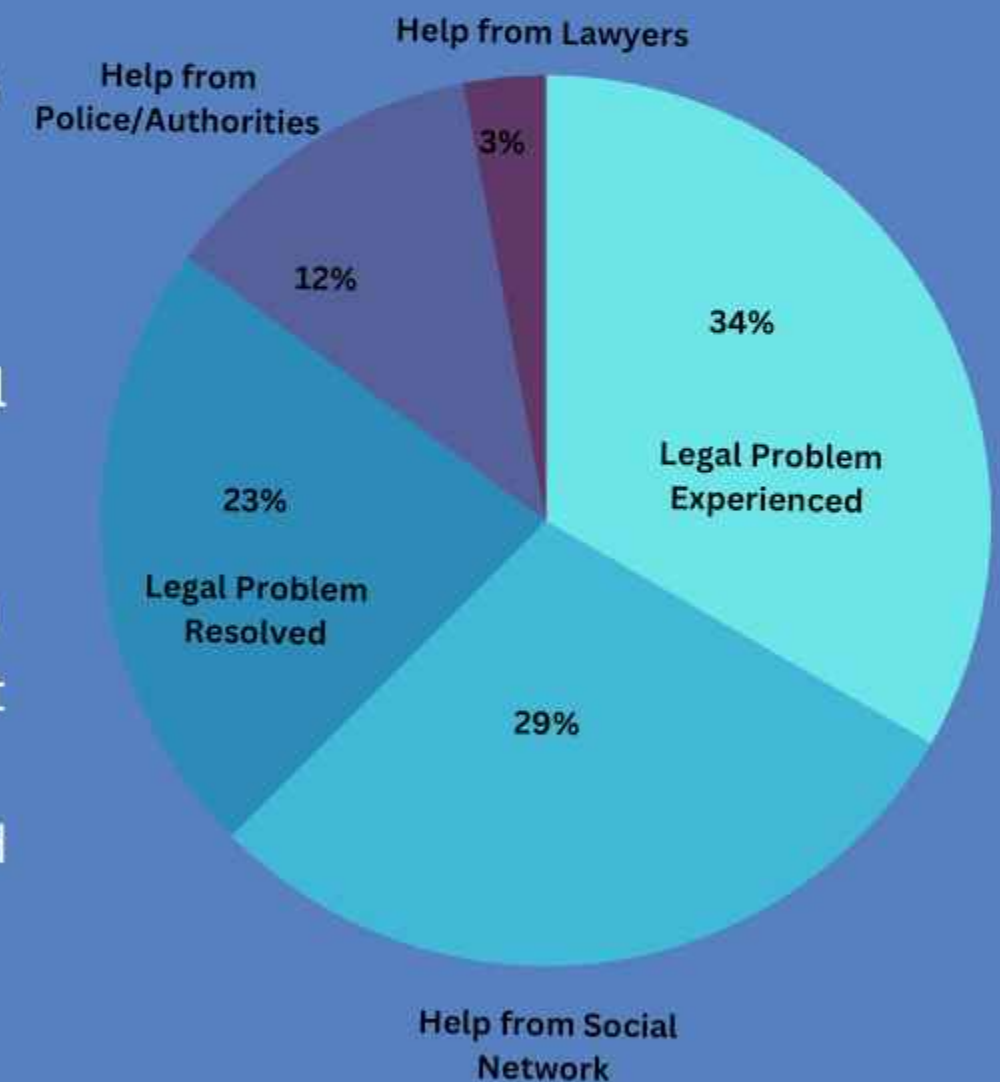
# Business Opportunity

## MARKET OVERVIEW

- **High Legal Need:** Approximately 81% of Nigerians face at least one legal problem annually, with common issues including disputes with neighbors, domestic violence, land disputes, crime, and housing problems.
- **Resolution Gaps:** While 55% of legal problems are resolved to some extent, many cases remain unresolved or poorly addressed.
- **Limited Access to Legal Professionals:** Despite the high need, only 5% of individuals seek help from lawyers, often relying on family, friends, or informal community leaders for support.

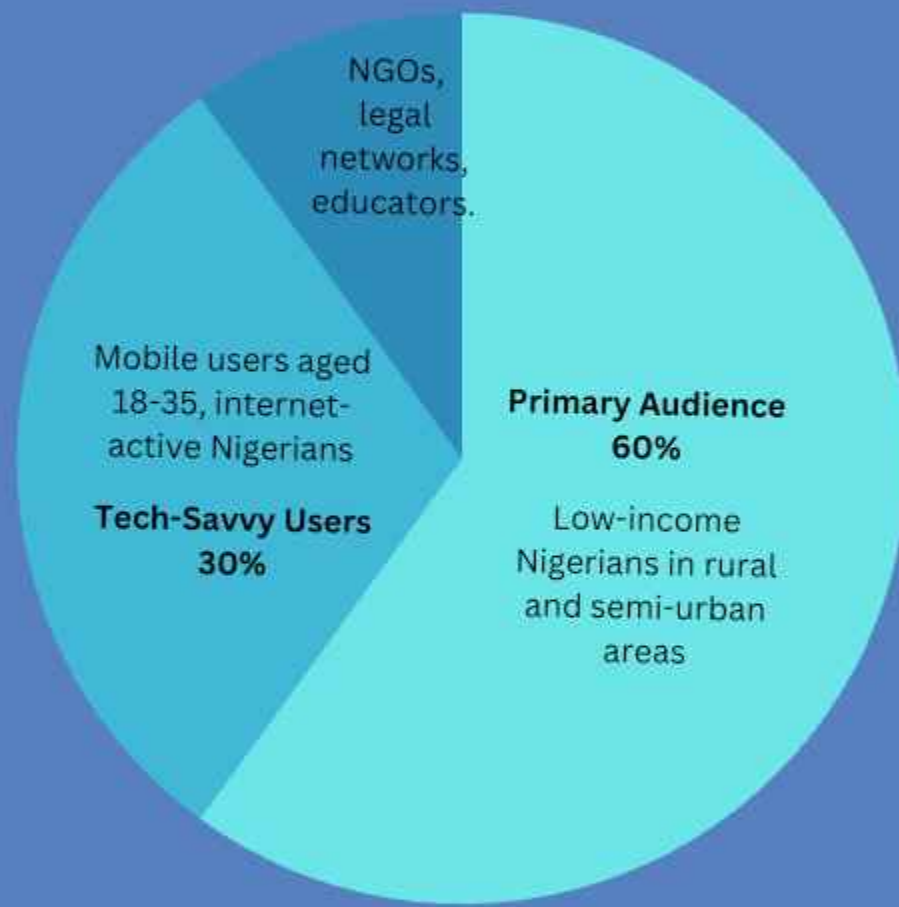
## OPPORTUNITY

- **Untapped Market:** With 86% of Nigerians actively seeking to address legal problems, there is a significant opportunity to offer accessible, affordable legal support through a digital platform.
- **Target Audience:** Marginalized communities, including those in rural and underserved areas, represent the largest demographic in need of legal aid.
- **Solution Potential:** A digital legal aid and advocacy platform can fill the gap by providing education, resources, and access to professional legal services, especially for those who currently rely on informal and less effective sources.

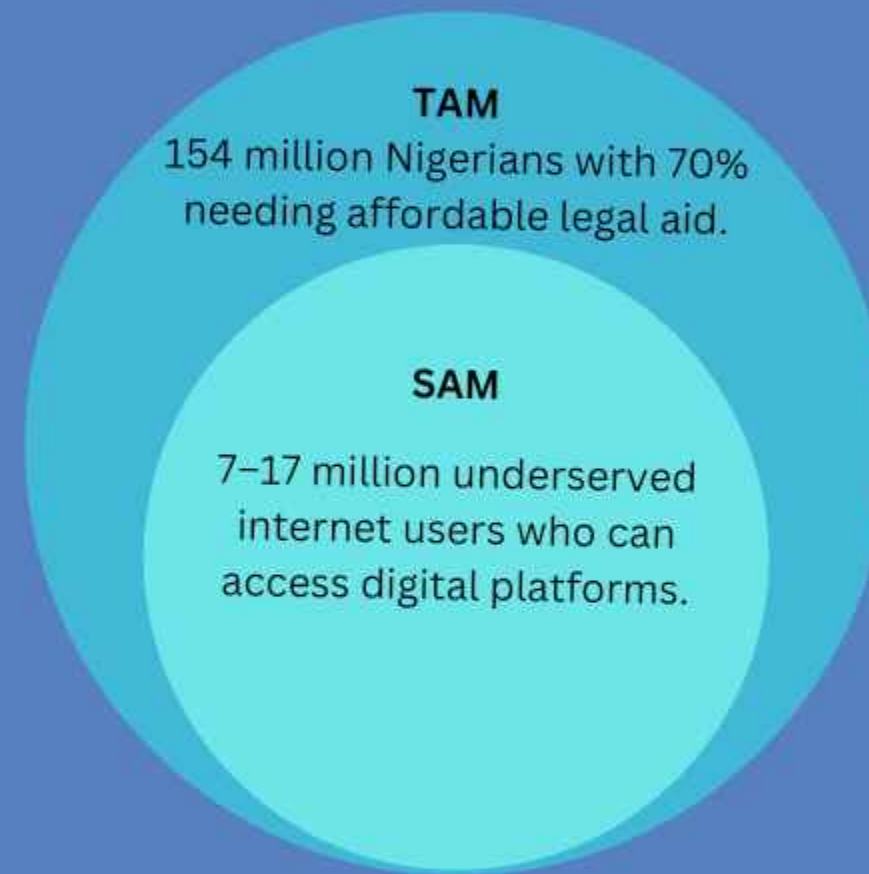




# MARKET REPORT



**TARGET AUDIENCE**



**MARKET SHARE**

## Market Insights

- **Unmet Need:** Over 70% of Nigerians live below the poverty line, with limited access to affordable legal services.
- **Tech Opportunity:** Rising smartphone usage presents a chance to deliver legal aid digitally.
- **Gap in Solutions:** Existing options are either resource-constrained (e.g., NLAC) or inaccessible for underserved groups.

## Market Size Estimates

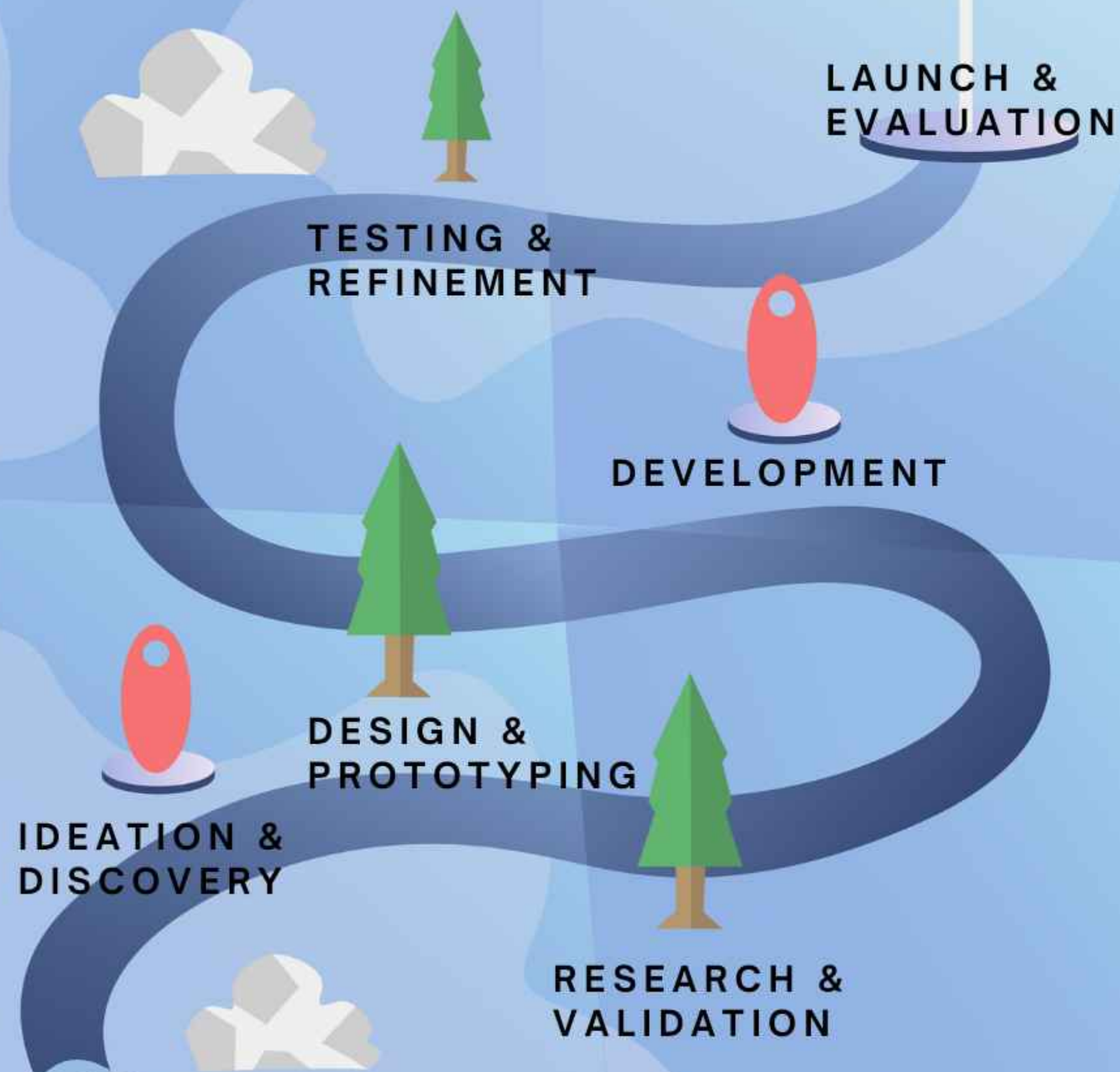
- **TAM:** ~154 million Nigerians need affordable legal aid.
- **SAM:** ~17 million underserved internet users who could access digital platforms.
- **Goal:** Initial focus on 10% of digital-first underserved users (7 million), scaling with awareness and partnerships.

**Monetization:** The revenue model includes a freemium subscription, offering free legal resources and premium features like consultations and document templates. Funding streams include sponsorships, grants, ethical ads, and partnerships with NGOs and corporations. Future opportunities include referral fees, blockchain notarization, and a consultation marketplace.





# Product Roadmap



## IDEATION & DISCOVERY

**Key Deliverable:** Problem statement, value proposition, and project scope.

## RESEARCH & VALIDATION

**Key Deliverable:** Validated insights and prioritized feature list.

## DESIGN & PROTOTYPING

**Key Deliverable:** User-validated, high-fidelity prototypes.

## DEVELOPMENT

**Key Deliverable:** Functional MVP (Minimum Viable Product).

## TESTING & REFINEMENT

**Key Deliverable:** Optimized and user-ready platform.

## LAUNCH & EVALUATION

**Key Deliverable:** Successful launch with a strategy for scaling and continuous improvement.



AltHub Team 55

# Thank you!

FOR YOUR ATTENTION

Presentation by Chienyem  
Nzekwu

