

**LEXMEET, INC.  
COMPANY PROFILE**

In today's global economy where many laws are involved, legal liability is always there and few people have access to lawyers to help them prevent or avoid it. This problem is not only evident in the Philippines but in different parts of the world.

In a study from the World Justice Project.org, 77% of legal problems did not receive any legal assistance. This is brought about by the limited or the lack of lawyer accessibility.

**LexMeet**, a Philippine legal tech company, is trying to solve this by providing legal service availability through its web platform and mobile app.

**Introducing "Your Everyday Legal App!"**

LexMeet is an online legal consultation platform where lawyers and clients meet, as well as a marketplace for legal matter-related services and products. It is a one-stop shop for asking legal advice, getting legal documents, or solving legal problems.

LexMeet's video conferencing feature offers a unique client-lawyer matching algorithm wherein the client's legal problem is matched with the lawyer's specialization, language, and location. A wide-array of innovative products are being developed including document assembly, e-notary with blockchain component, case analyzer, online mediation, and more.

It is also a marketplace for legal-related matters, services, and products. From creating your own legal document with our legal document assembly, to requesting a legal document from a lawyer, or crowdsourcing for a legal advice, you can get them all in one place!

LexMeet's products and features makes legal services accessible with just a click. Thus, our tagline: **"Legal help in a click!"**

**I. INTRODUCTION:**

**A. History of LexMeet**

***a. Founding History***

It all started with Atty. Marlon P. Valderama, Chief Executive Officer of LexMeet, Inc., a pioneer of Philippine e-lawyering. A lawyer by profession, he started his legal career in the government (Office of the Solicitor General) in 2002 but shifted to private practice in 2003 and now an entrepreneur. For 11 years, he worked in a law firm but his

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entrepreneurial spirit kicked in. He co-founded a drill and blast company with friends and became successful.

In his 12th year, he decided to have his own law office. At first, Atty. Marlon is helping relatives and friends abroad to solve their legal problem either in person, by phone, text, chat and email messages. Many small businessmen also asked legal advice from him online because they said they cannot afford to retain a lawyer because it is expensive and that his service is convenient because its online and they do not need to leave their stores to talk to him. He wanted to prevent OFWs and SMEs to suffer the same mistakes committed by unlaywered individuals.

He wanted to do more, a more systematic and permanent way of making available legal services to the public online so that every person that makes a major decision in their life, they could always go online and consult a lawyer for its legal complications and consequences. At that time, however, there is no online facility for them to get the services of a lawyer.

Thinking about the plight of OFWs as well as SMEs, he called his co-founders, Redg Fernandez (Design) and Gino Carlo Cortez (Tech) and Joni (Marketing) to develop a website to bridge that gap. He launched E-Lawyers Online ([www.e-lawyersonline.com](http://www.e-lawyersonline.com)), his virtual law firm and e-lawyering platform in 2011. In the said website, Filipinos and foreigners, migrant worker or not, can register and seek legal advice online complete with appointment system and online payment gateway. It proved successful and online clients started using it. This is where Atty. Marlon was able to validate the need for an online legal solutions platform.

One of them is Emma (not her real name), Atty. Marlon's client, who went to Singapore as an OFW to escape her abusive husband, stayed 8 years abroad and met her new love/boyfriend whom she wanted to marry. She sought help from her Facebook friends and was wrongly advised that she could marry again since she was already separated for more than 7 years. Now she is facing a warrant of arrest for Bigamy because of lack or wrong legal advice.

Another client is Toto (not his real name), a small computer shop owner who dreamed of having his own place, and from his savings of P500,000, bought a land from the alleged landowner, only to find out after 3 months that the title is fake. Although, he sought some advice from friends but no proper guidance was given. He said, he was too shy and too intimidated to seek legal advice from lawyer because they might charge him too high. Now, he is facing eviction from the land and about to lose his P500,000.

Atty. Marlon vividly remember at the time when he talked to Emma and Toto about their legal issues, they said that if they have easy access to lawyers to seek guidance before they decide, they could have prevented their legal problems. It dawned on the founders that they can solve this problem by putting it online and make it accessible to ordinary people so that the Emma and Toto of the Philippines would not suffer again.

With the success of E-Lawyers Online and influx of online clients, Atty. Valderama experienced the difficulty of managing clients and cases. Thus, he called again his co-

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founders, Redg Fernandez (Design) and Gino Carlo Cortez (Tech) and Joni (Marketing) to develop E-Law Solutions ([www.e-lawsolutions.com](http://www.e-lawsolutions.com)), a legal management software for lawyers and law firm. He is now using it in his law firm since 2015 up to the present.

With its success, he was motivated to share the benefits of e-lawyering with his fellow lawyers in the Philippines as well as in different part of the world, so they created LexMeet ([www.lexmeet.com](http://www.lexmeet.com)).

### ***b. Why the name “LexMeet” and the logo?***

With its catchy and witty name LexMeet, as it rhymes with “Let’s Meet”, it is now becoming the online go-to-place of OFWs and SMEs. The story how we get the name started when Atty. Marlon requested to have a brainstorming session with his co-founders (Redg and Gino), he texted them so many times “come on, let’s meet!, let’s start this thing!” to the point they were really annoyed by it. He saw his numerous text message and said to himself “yeah! We’ve got a company name!”.

They tweak it to have a more “lawyerly” appeal by making it “lex” instead of “let’s”. “Lex” in Latin means law or related to legal matters while “Meet” is a verb which means to see and speak to someone for the first time or to be introduced to or become acquainted with. It also mean, meeting your legal solution online.

The first logo they created is a very simple one, a “gavel”, one of the common icon of legal services aside from scale of justice. As they explained LexMeet first logo, two hands, one in red which is the color of a lawyer and one in green representing the client, are shaking hands. This shaking hands forms a gavel, which means, it is a legal meeting. LexMeet is a legal meeting online.

After the branding session of founders in the Asian Institute of Management (AIM), they deemed it best to rebrand and change the logo to a scale of justice in line with its core values and to make it more approachable to the public. It consists of the letter “L” and “M” joined together forming the icon of scale of justice and with a shadow of “i” that indicates “innovation” and “internet”. The color purple represents the lawyers as said color is the color of the legal profession and color orange represent the clients as said color is the color of asserting once right.

### ***c. Mission and Vision –***

Our mission is to bridge the gap between clients and lawyers by giving them the facility and technology to meet and solve their legal problems. We want to make legal services more accessible and affordable globally.

Our vision is to see people seeking legal services without leaving the comforts of their home through technology. Our aim is to make legal services readily available and affordable to migrant workers, small-medium businesses, startups and other people hindered by time, distance and money.

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**d. Core Values** – In doing so, we adhere to these core values:

### **We Innovate Legal Solutions –**

We are always looking for other ways to make legal services convenient, affordable and secure for all stakeholders. This value excites us to work everyday – we can always think of new products to help people.

### **We Seek Justice Together –**

Although we are a legal tech company, we are not robots. We empathize with people seeking justice, deprived of legal services and looking for legal guidance. We know how they feel and we want them to relieve them from their hardships.

### **We Provide Dignified Services –**

We put premium to integrity and dignity. We believe that in any endeavor, most especially in legal services, integrity and dignity is the hallmark of a great platform where confidential information is at stake.

## **e. Corporate History**

LexMeet, Inc. is a Philippine legal technology company incorporated with the Securities and Exchange Commission on December 16, 2016. It's principal office address is at Unit 608 6<sup>th</sup> Floor AIC Burgundy Empire, Ortigas Center, Pasig City.

It is majority-owned and controlled by Atty. Valderama. Co-founders Redg, Gino, Joni and Mel holds minority stockholdings.

LexMeet is a registered entity at the Local Government of Pasig City and a registered taxpayer at Revenue District Office No. 43A.

LexMeet is also currently registered with the National Privacy Commission (NPC) under the Data Privacy Law.

It is also a registered trademark with the Intellectual Property Office (IPO).

In anticipation of going global, LexMeet incorporated a holdings company in Singapore known as **Lex Prime Holdings Pte. Ltd.**

## **II. BUSINESS PROPOSITION –**

### **A. Value proposition**

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- a. **CLIENTS** – For OFWs, SMEs, Startup and Cooperatives and other unlaywered clients who have legal problems and in need of legal service, LexMeet, Inc. is a legal technology solutions company that provides an online end-to-end solution from assessment to execution and unlike traditional lawyers or lawyers in social media or other online lawyering platform, we are a one-stop shop innovative and collaborative platform that delivers affordable, convenient and safe access to legal services to clients.
- b. **LAWYERS** – For solo and small-medium law firms, who have online marketing problems and difficulty in managing the law office, LexMeet, Inc. is a legal technology solutions company that provides end-to-end solution to lawyers' marketing and law office management problems and unlike manual law office management and other online legal management system, LexMeet is a one-stop shop innovative and collaborative platform that provides lawyer's website and law office management system that makes legal service marketing and legal service delivery efficient, productive and convenient.

**B. Positioning Statement** – “LexMeet is an affordable online legal solutions platform that provides ease of legal service access and delivery, to both clients and lawyers.”

### **C. Market Needs**

The market needs affordable and easily accessible legal services. According to PSA report, **at least 1 million cases** are being filed in court **yearly**. The increase of legal cases is attributable to lack of access to legal services. Most of the cases stemmed from legal complications which could have been precluded with initial guidance from lawyers.

The World Justice Project 2018 Survey revealed a staggering fact – that only 20% of Filipinos were able to access legal help, leaving 80% without legal assistance. And of that 20%, the 72% of them sought help from friends and families, not lawyers.

Ostensibly, access to justice is not only difficult but a luxury in the Philippines. In a UNDP survey, the common barriers to access to legal service are: (a) high cost of service; (b) inconvenience due to traffic/distance; (c) no previous contact/information to lawyers; and (d) lack of time, among others. Most susceptible to these are OFWs, PWDs, SMEs, and indigents.

In the Philippines, the ratio of lawyer to citizens is 1 for every 2200 citizens, which is way below the optimum number of lawyers required in a society under the Magee Rule Curve, which is 1 lawyer for every 250 citizens. With the mounting number of legal cases, this compound the problem of inaccessibility to legal service. There will come a point that the wheels of justice will be halted by the sheer volume and weight of unattended legal cases.

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As the maxim goes, justice delayed is justice denied. Thus, the imperative of making lawyer more accessible to people is in the highest degree of urgency.

As an example, Emma (not her real name), an overseas Filipino worker in Singapore of 8 years is facing a criminal case of bigamy because of a wrong legal advice she got from a Facebook group. She was made to believe in that FB group that after 7 years of separation and no communication with her husband, her marriage is already invalid and she could remarry right away. Now, she is facing criminal indictment and the issuance of warrant of arrest is looming. If she could have first talk to a lawyer, she would not have this legal problem. However, she does not have at that time an online access to lawyers.

Toto (not his real name) is an owner of a small computer business who just wanted a permanent place for his shop and store. He saved enough money to buy a 70 square meter property for P150,000. Not knowing the legal intricacies of real property transaction, he bought "land rights" which he is now being ejected because the owner with the title is now claiming it. He said, he was too shy and too intimidated to seek legal advice from lawyer because they might charge him too high. The hard-earned investment of Toto is now gone. If he could have the opportunity to talk to a lawyer, he could have been guided in the transaction.

Just like what happened in many Emmas and Totos of the Philippines, we all experience, one way or another of having a legal problem and we had difficulty of looking for a lawyer to get legal advice because of distance, time, money and traffic. The demand for legal service exists and is currently not being met adequately by the legal professionals in the country.

This is where LexMeet would come in, by providing an online legal solutions platform to the Emmas and Totos of the Philippines. There is a big opportunity for legal tech.

According to The Business research company's Legal Services Global Market Report 2021: COVID-19 Impact And Recovery To 2030, the global legal services market size reached a value of nearly \$713.7 billion in 2020, having increased at a compound annual growth rate (CAGR) of 3.4% since 2015. The market is expected to grow from \$713.7 billion in 2020 to \$908.26 billion in 2025 at a rate of 4.9%. The market is then expected to grow at a CAGR of 4.8% from 2025 and reach \$1.1459 Trillion in 2030.

LexMeet is confident that it can eat up this big pie, as the potential to scale the system is very big and considering that its founders is aiming towards developing trending products.

### **D. LexMeet's solution:**

Our solution is to provide an online legal services accessibility wherein people could obtain legal advice, legal documents and all kinds of legal-related services at an affordable, safe and convenient online platform.

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LexMeet will solve the client's problem of accessing legal services by making it unbundled, transparent, affordable, fast, safe and convenient.

LexMeet have a web application and mobile applications both in Android and iOS with the following current and future products:

### **1. Current products**

Each LexMeet product is in itself a marketing tool designed to entice people to register in the website as well as a potential source of revenues.

- a. Legal Blogs (Everyday Law) – a free legal information to people about the laws that they encounter in their everyday activities. If user is interested to talk to a lawyer, they can use the “Talk to this Lawyer” button and they will be redirected to the paid product of “Consult.”
- b. LexAssist – a free legal crowdsourcing platform that provides *pro bono* initial assessment of legal issues to determine if legal service is needed or not. It affords user to gain a quick insight on his or her legal problem based on the participating lawyers' votes and comments. If user is impressed with the comment of the lawyer and interested to talk to said lawyer, they can use the “Talk to this Lawyer” button and they will be redirected to the paid product of “Consult.”

Participating lawyers on the other hand earns LexPoints which they could accumulate and redeem for prizes such as gadgets and t-shirts, etc. This is one way that participating lawyers can legally market their services to clients.

- c. LexConsult – a pre-paid credits-based online legal consultation platform with lawyer-client's problem, location and language matching algorithm. The lawyer and client meet using a video-conference platform inside LexMeet designed for the purpose. Clients are charged on a per minute basis while talking to the lawyer. All LexMeet products are connected to this main product, talking to a lawyer as the main focal point of revenue.
- d. LexWorks – a paid legal works delivery escrow system for clients and lawyers. A free version is available to initially request lawyers for quotes of their legal fees. The client can collate all proposals and compare them side-by-side and shortlist them, revise the proposals, negotiate with lawyers and if user is interested to talk to a lawyer, they can use the “Talk to this Lawyer” button and they will be redirected to the paid product of “Consult.”

Once the client finalized the legal works proposal with a lawyer, they can use the legal works delivery escrow system. This would assure the lawyer that when he/she start his/her legal work, he/she would be paid by the client since the latter would need to fund in advance the same and deposit it in escrow to



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LexMeet. This would also assure that the legal works would be delivered on time by the lawyer as the latter would not be able to withdraw the payment in escrow without first completing the works.

The system is also equipped with an online mediation system in case of disagreement of the parties in the event of partial delivery of legal works. LexMeet stands as the mediator and amicably settle the claim of the parties under quantum of merit principle.

For charges at a minimum handling fee of P200 for legal works involving an amount less than P5,000 and charges more by percentage starting at 3% as the amount involved increases.

- e. LexDocs – a paid do-it-yourself legal document automated assembly with artificial intelligence and machine learning. A user can assemble a legal document or any legal papers from the thousands of templates prepared by LexMeet by answering the questions of “Lex” the chatbot.

This product also has a legal document lawyer reviewer pool. Once assembled, a user can request a free format review from a lawyer. Participating lawyers earns LexPoints, which they could accumulate and redeem for prizes such as gadgets and t-shirts, etc. This is one way that participating lawyers can legally market their services to clients.

If user would like an extensive review by a lawyer, he/she can select a paid “Extensive Review” on a fixed fee giving the user a 30-minute document consultation schedule. Also, user is given an initial revision of the legal document as well as final revision after the consultation schedule with lawyer’s written recommendations and comments.

- f. LexOffice – a cloud-based lawyer’s law office management software. It will be sold as SaaS for small and medium law firms. It includes Client, court, contact and case database management system. It also has a pleadings assembly, billing assembly and more. It is currently being integrated with LexMeet as it was developed in Ruby on Rails.

## **2. Future products**

- a. LexWeb – a semi-CMS website for lawyers.
- b. LexNotary – an electronic remote notarial system with blockchain component
- c. LexMediation – an online mediation platform designed to solve legal problems without going to court.
- d. Twelve (12) more legal tech products within the span of 5 years.



## **V. Team Lexmeet & Milestones / Awards**

### **a) Organizational Structure –**

From its inception, LexMeet Team have been designed to function as a lean team. An organizational strategy called “box-cutter strategy” is being implemented or the use of minimum resources or manpower/effort resulting to a major business impact. In every company’s endeavor, every team shall think of a way to achieve a maximum impact in the project with least expenses.

LexMeet’s organizational philosophy is also about disruption. Each teammate expected to evolve as a multi-faceted individual through self-disruption. Nobody will be spared, from CEO to rank and file employees; everybody is subject to disruption and constructive criticism.

For example, tech developers are expected to think like a marketer and surpass the innovation or method devised by the marketing team and vice-versa. Each employee learns new things about the company by working with each other in a project not as a teammate but the team itself. By inculcating the mindset of a “teammate is the team in itself,” his/her mistakes are the team’s mistake and his/her success is team’s success. In so doing, cooperation and collaboration will be seamless and destructive competition will be avoided.

In LexMeet, critical thinking is a must and open mindedness is the norm. LexMeet promotes thoughtful disagreements among the organization in which the goal is not to convince the opposite party that one is right, but simply to find out which view is true/correct and then what to do about it.

While the traditional designation of officers in LexMeet such as the President, Vice-President, Treasurer and Secretary is being adopted. The plan is to limit the operational managers to only four (4), namely: CEO, CFO, CMO and CTO.

### **b) MANCOM profile**

LexMeet has four founder and co-founders.

Marlon P. Valderama, President/CEO of LexMeet, Inc. is the founder. He is a lawyer by profession managing his own law firm Valderama Law Office in the Philippines with its own virtual law office E-Lawyers Online ([www.e-lawyersonline.com](http://www.e-lawyersonline.com)) and he is using his own legal practice management software which they developed, and fondly calls it “ELSA” or E-Law Solutions App ([www.e-lawsolutions.com](http://www.e-lawsolutions.com)). He is specializing in corporate and litigation and a pioneer of e-lawyering in the Philippines with 20 years of experience dealing with SMEs, big companies and OFWs. He provides the idea/concept, the process and overall management.

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The co-founders are: Redg Fernandez who handles the design and marketing head with 20 years of experience and helped big publication companies.

Gino Carlo Cortez as the lead tech developer with 12 years of experience helping successful startups like LearnTalk, etc.

Mel Jamero as its marketing consultant with 15 years of experience and successfully had an exit when his Go Beyond Studios which was bought by Code and Theory-New York. We have been working with Redg since 1996, and Gino and Mel since 2010. We first collaborated as a team in 2010 when we started E-Lawyers Online.

Alan D. Pasumbal is the finance guy with over 30 years professional experience in multi-national companies ( Matshushita, Pepsi, Ralston-Purina) and government-owned and controlled corporations. Currently, he holds the position of a Finance Manager in a German pharmaceutical subsidiary company.

### **c) Milestones**

#### **1. Product Milestone –**

- i) Launched MVP web application on December 2017 with first product LexConsult;
- ii) Launched Android mobile application on November 26, 2018 with first product LexConsult;
- iii) Launched IOS mobile application on March, 2019 first product, LexConsult;
- iv) Launched second product LexAssist in web application in April 2019;
- v) Developed for launching second product LexAssist in mobile application in December 2019;
- vi) Developed for launching third product Legal Blogs in both web and mobile application in December 2019;
- vii) Rebranding of web and mobile application;
- viii) Developed and launched fourth product LexWorks web application in August 2020.
- ix) Currently testing fifth product LexDocs web application and mobile application for launching in October 2021.
- x) Finished the design of LexNotary (webapp), LexLawFirm (web and mobile app), LexClouds (web and mobile app) and LexMediation (web app) in 2021.
- xi) Finished the minimum viable product of LexDocs (webapp) and currently developing the mobile app. We already loaded almost 1,000 legal document templates in the app.
- xii) Designed the UI and UX and for developing a proof of concept for LexWeb.

2. Media Milestone –

- a) LexMeet was also featured in LawTech.Asia, a media publication for all legal tech companies in Asia. (<https://lawtech.asia/quick-chats-marlon-valderama-lexmeet/>)
- b) LexMeet was featured also in startup.info – (<https://startup.info/marlon-p-valderama-lexmeet/>)
- c) LexMeet was also featured in Asia Law Portal, a media publication for all legal tech companies in Asia. (<https://asialawportal.com/the-philippines-first-on-demand-online-legal-solutions-platform-an-interview-with-marlon-valderama-president-ceo-lexmeet/>)
- d) LexMeet was featured in national television in the ANC Future Perfect with host Tony Velasquez to introduce their mobile app (<https://www.youtube.com/watch?v=2VTxD434-dw>).
- e) LexMeet was featured in national television in Failon Ngayon entitled “App-probadong Serbisyo” wherein the mobile app was extensively discussed therein as well as its features (<https://www.youtube.com/watch?v=SEP1Akbs9ww&t=341s>).
- f) LexMeet was featured in national television in Eagle News ([https://www.youtube.com/watch?v=mzJDh\\_f1emU&t=2s](https://www.youtube.com/watch?v=mzJDh_f1emU&t=2s));
- g) LexMeet was featured in international television in Startup terminal (<https://www.youtube.com/watch?v=Wf6XiTDte8U>);
- h) LexMeet was featured in national television in PTV 4 Bagong Pilipinas (<https://www.youtube.com/watch?v=kYbWjmwTw2M>);
- i) LexMeet is included in the Top 30 Legal tech Startups in Southeast Asia – (<https://beststartup.asia/30-top-southeast-asia-legal-tech-companies-and-startups/>)
- j) LexMeet was also a finalist in Final Pitch Season 4, CNN Philippines under Team Mega Global;
- k) LexMeet was featured in 50 newspaper publication and several local magazines and digital magazines.

3. Other Milestones –

LexMeet, Inc. is the only Philippine legal tech company, to be invited as one of the exhibitors of TechLaw Fest 2018 in Singapore last April 4-6, 2018, and a shortlisted contestant in the Singapore Legal Tech Venture Slam Pitching Competition and speaker in Tech Talk.

Likewise, LexMeet was chosen in several pitching competitions in Techtonic Summit 2018 Pitching Competition, Cerebro Startup Challenge, Asian Institute of Management – Dado Banatao Incubator Pitching Competition and Techsauce Pitching Competition.

Recently, LexMeet was selected as finalist in ASEAN Rice Bowl Startup Awards for the category of “Best Startup of the Year”, “Best Newcomer” and “Best Life Helper”.

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LexMeet won as “Best Life Helper” and represented the Philippines in Bali, Indonesia for the 2018 ASEAN Rice Bowl Startup Awards.

It also won as finalist in Globe Future Makers 2019 in the Philippines. LexMeet was also named in 2020 as the Best Online Platform in Legal Tech Breakthrough Awards.

LexMeet is also an incubatee of Asian Institute of Management – Dado Banatao Incubator Program (AIM-DBI), a free 1 year startup management executive education scholarship program that helps training startup executives.

It is also an incubated startup of QBO Philippines, a public-private partnership for startup development between the Philippine government and JP Morgan Chase. It was sponsored by QBO for many mentoring sessions and exposure abroad in ConnectTech Conference in Singapore last June 2019.

LexMeet is recognized as one of the top 100 startups in the Philippines and Top 30 Legal tech Startups in Southeast Asia.