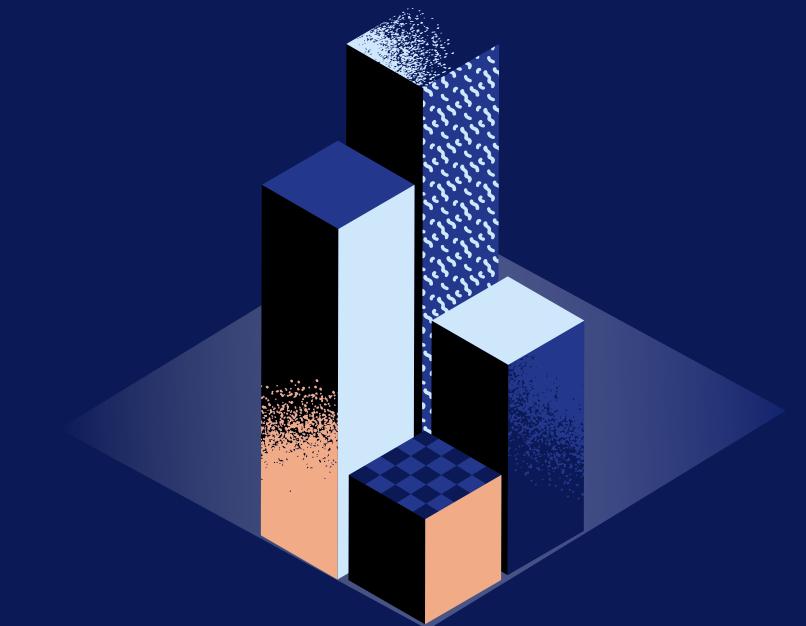


Chula LegalTech
Year 6



FACTOLAW



STRATEGY OVERVIEW

Pain points

Complexity in Regulatory Compliance

Uncertainty with Zoning and Operational Standards

Objective

Software development

UX/UI development

Release prototype

2 MONTHS

Strategy

Customer and User Analysis

Business Model
Subscription-Based Model

Customer

User

SaaS (Software as a Service)

Marketing & Data

Convenience

Revenue

B2B (Facility Construction Company)

Social Impact

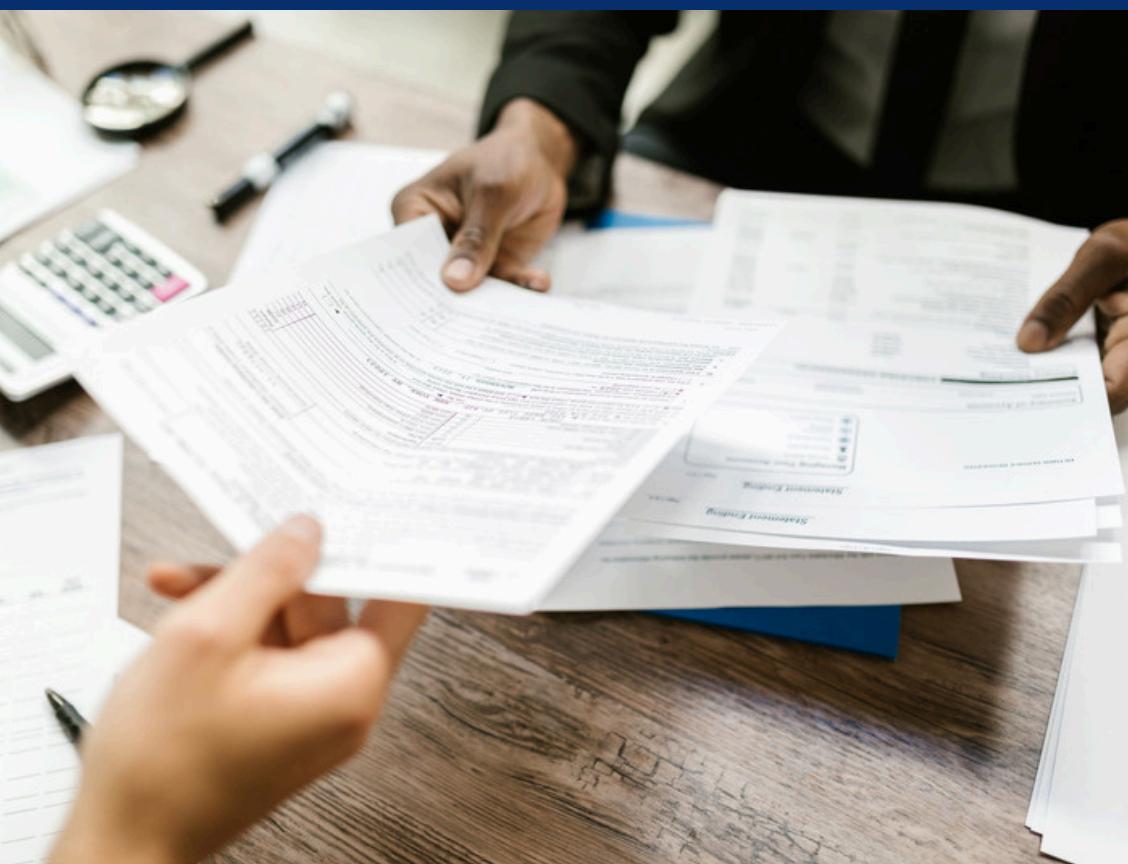
promotes economic growth by reducing legal barriers, creating jobs, supporting sustainability, and fostering transparency, equality, and eco-friendly industries.

Current Situation

The process of factory license registration is full of complexities, especially in terms of documentation

According to the Federation of Thai Industry (FTI)

Many private companies are currently facing difficulties and are experiencing delays in obtaining factory operation permits or Ror Ngor 4 (ส.v.4), both for operating new factories and expanding existing factories



Since Thailand currently needs investment to stimulate the economy, the problem in difficulty to obtain factory operation permits could affect the country's economic growth

Ms. Phimphatra Vichayakul, the Minister of Industry, stated that regarding the issue of obtaining factory operation permits, upon her investigation, part of the problem may result from the incomplete documents submission of the private sector

<https://www.bangkokbiznews.com/business/economic/1118826>

Pain Points

-Complexity in Regulatory Compliance

Researching information and understanding the process of factory license registration is **challenging** and time-consuming for people who are not experts or sometimes they may lack confidence in the information they have found

-Uncertainty with Zoning and Operational Standards

Factory owners are **unsure** whether their factory location and operation comply with the **criteria** required for operating license registration

Note: information from Type 3 factory operator's interview

Market Size

TAM SAM SOM

TAM

SAM

SOM

The total market value of SaaS Demand.

The market share of the software rental (SaaS) market in Thailand in 2022 is approximately 30,494 million baht (Bangkok Post). It is expected that the **industrial sector** will account for approximately 30% of the total value of SaaS use, or approximately.

9000 MILLION BAHT

The total market value of Legal SaaS Demand.

In the global market, legal software typically accounts for 15–20% (Statista) of the total enterprise software market. So the legal software market in this sector is estimated to be approximately.

1350 MILLION BAHT

Market Share

Due to the relatively low level of competition in the legal software segment, the business is projected to capture approximately 30% of the market, equivalent to an estimated.

405 MILLION BAHT

Note: SaaS stand for Software as a Service which is a cloud-based software where users can access applications via a web browser without needing to install or maintain the software themselves.

“FACTOLAW”

FACTOLAW is a software designed to connect users with websites. It includes features to help people without legal knowledge register factory operating licenses by checking factory types and requirements and managing the necessary information for document submission in PDF format. It also provides guidance on the submission process. Additionally, user data is collected to improve the service

Feature Model

Homepage

Accessing
Stage

Verification
Stage

Why our product
matter?



FACTORY TYPE CLASSIFICATION FINISHED TRY IN QR

SCAN HERE



Target Segment Analysis

Analyzing the target segments for FACTOLAW provides insights into the needs and behaviors of different customer groups.

This information is crucial for developing appropriate services and marketing strategies, ensuring effective customer engagement and attraction.



New Entrepreneurs and SMEs
“Ning (55)”
KOS (Kombucha of Songkhla)

Characteristics

New entrepreneurs and small to medium-sized enterprises (SMEs) looking to register a factory for the first time or those starting a business and needing legal assistance.

Needs

Services that simplify and expedite the factory registration process, including useful legal advice.

Decision

Often have **limited budgets** and seek **cost-effective services**, aiming to reduce complexity and processing time.

Behavior

Service convenience, company reliability, and **cost-effectiveness**.



“Customer Needs, Behaviors, and Strategies to Reach Target Segment”

Need to Simplify and Save Time

Awareness Campaigns

Access to Convenient and Fast Services

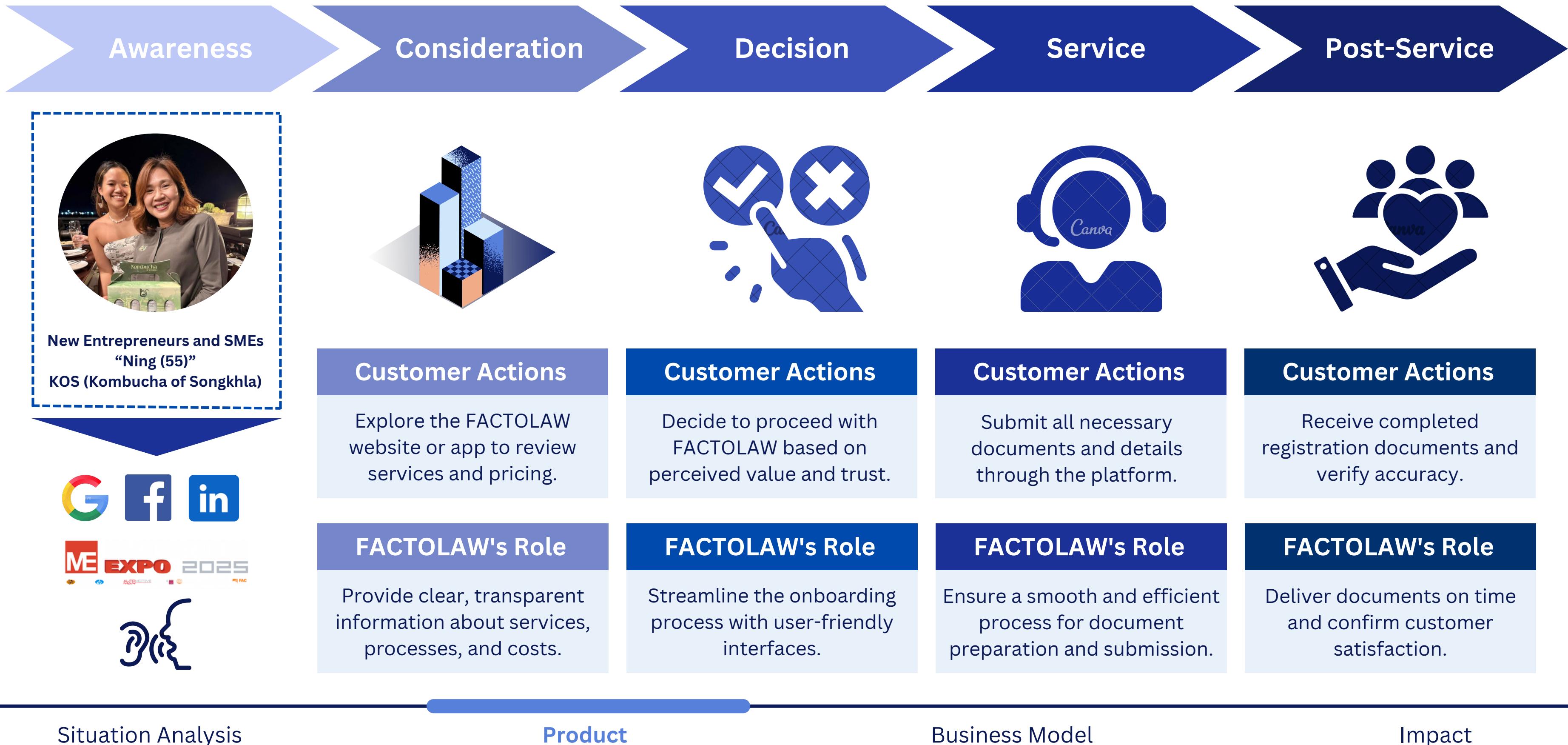
Tailored Services

Trust and Expertise of the Company

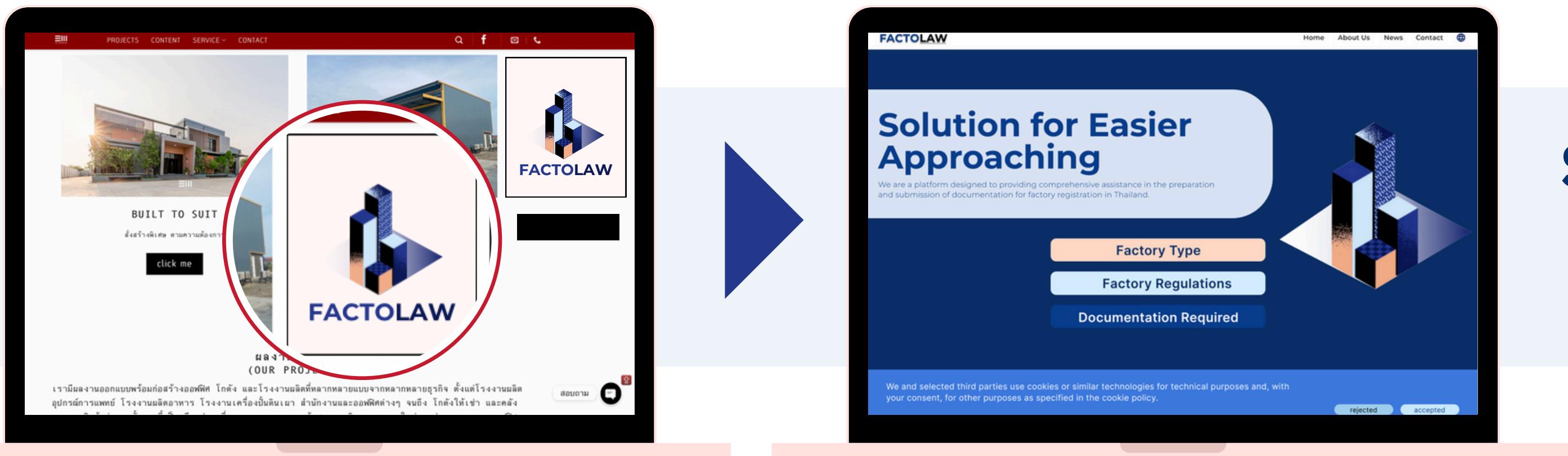
Building Credibility

Customer Journey

FACTOLAW's Customer Journey emphasizes **convenience, transparency, and reliability** at every stage. By understanding customer behavior and addressing pain points, FACTOLAW can provide a seamless experience, ensuring customer satisfaction and loyalty.



“FACTOLAW” Feature Model (Homepage)



Step-by-Step

1. Install the software
2. Start streamlining factory registration processes.

Situation Analysis

Product

Business Model

Impact

“FACTOLAW” Feature Model (Accessing Stage)

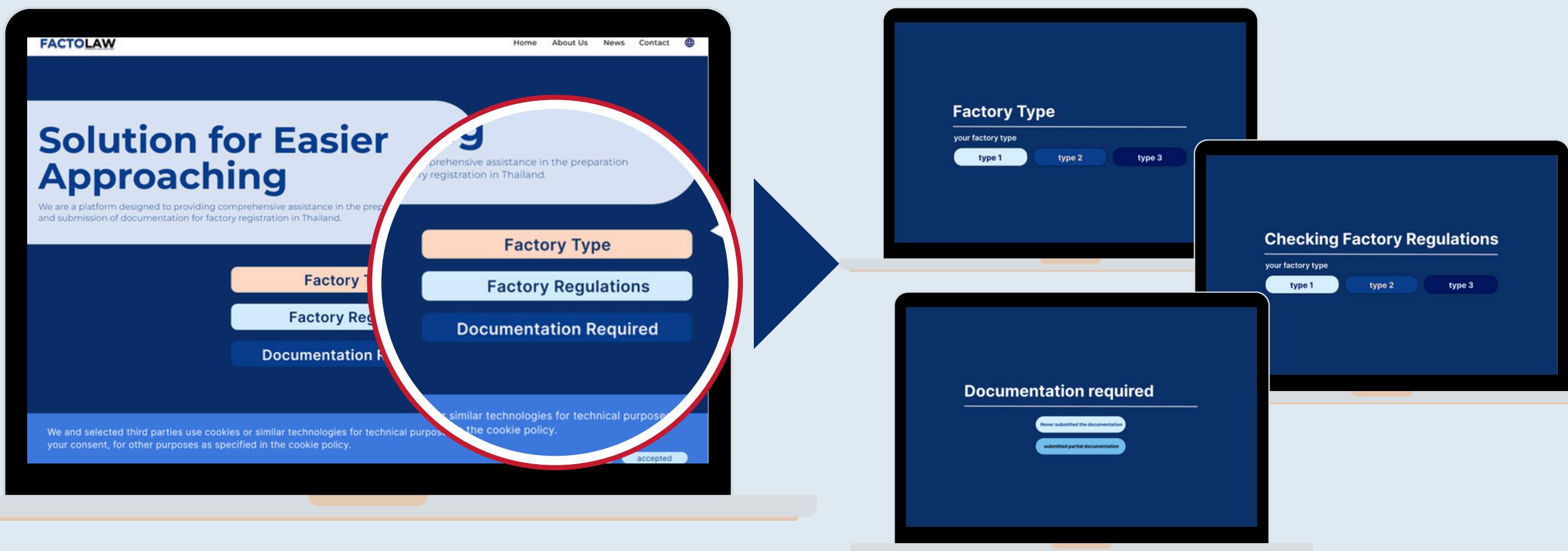


Categorized by Purpose

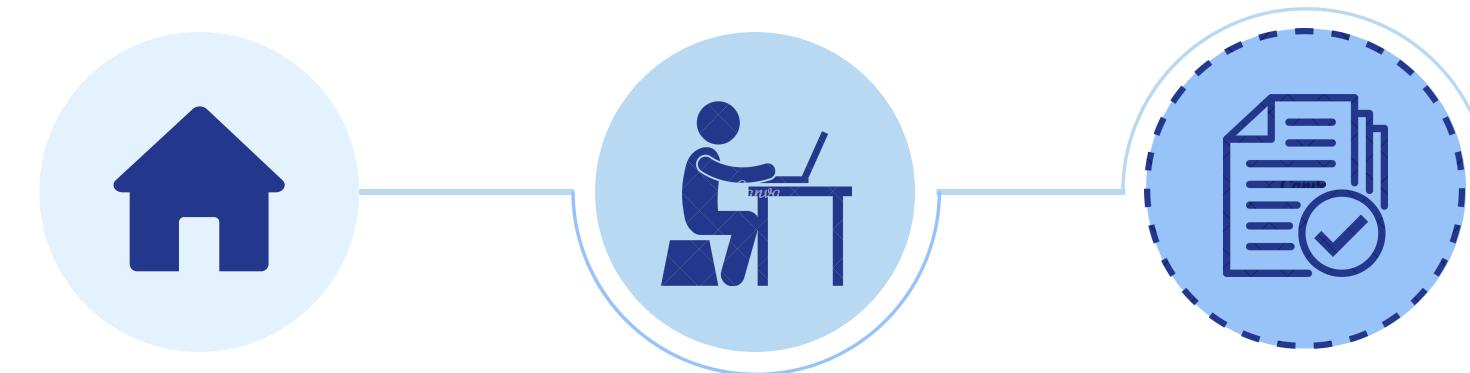
- Provide an information that are relevant to your interests.
- Access the services without interruptions

Easy to Access

- Providing a seamless browsing experience.
- Simplifies connectivity and make it easier for you, without needing to switch between websites.



“FACTOLAW” Feature Model (Verification Stage)



Situation Analysis

Product

Business Model

Impact

Compliant with the criteria

- Ensure all locations and informations meet the required criteria.
- Informs the submitter of any discrepancies or issues.

Verify the document submission

- Ensures the accuracy and completeness of the submitted information.

“FACTOLAW” Why our product matter?

Important is it to Facility Construction Company

With our Feature

“Massive reduction in costs for data research”

Leveraging technology and automation reduces research costs by over 50% and allows clients to focus on more important tasks, improving efficiency.

“Create a CRM between the company and customers”

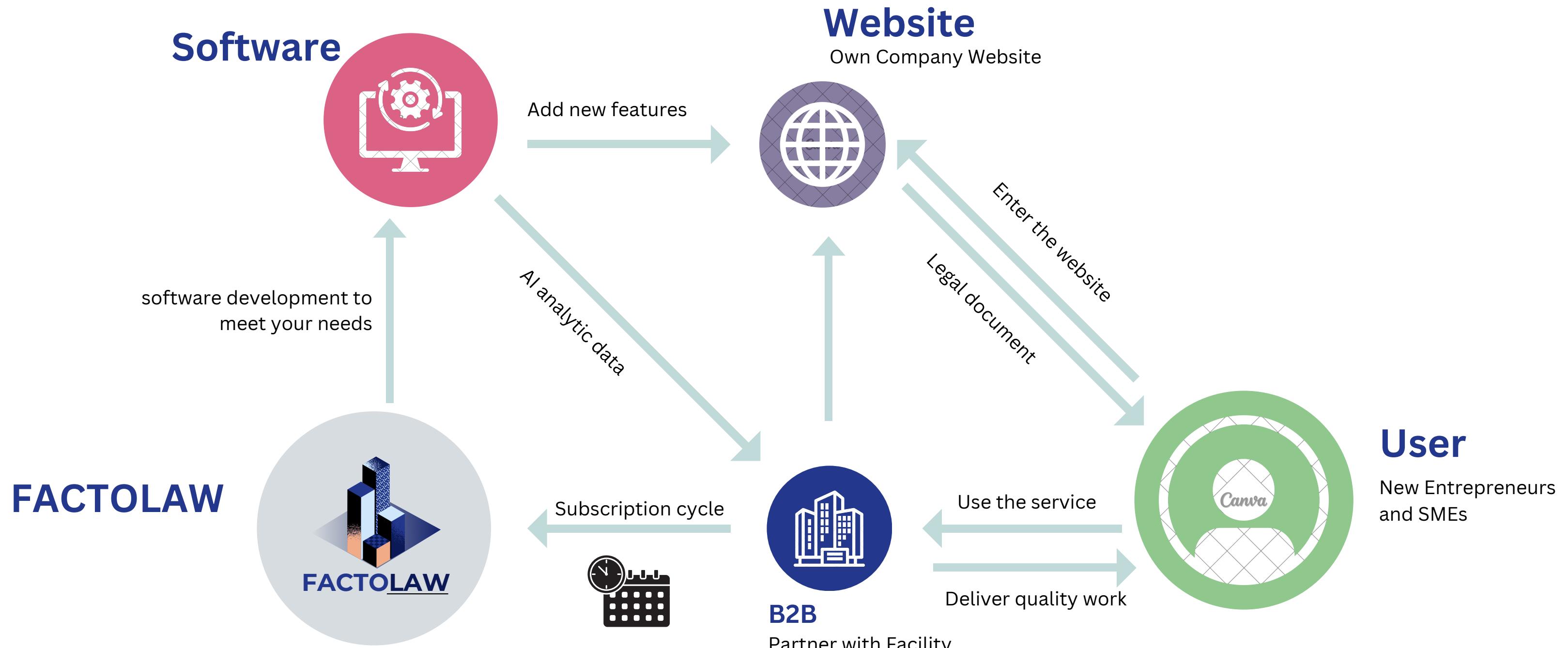
Enhance customer experience, build trust, increase revenue, and reduce management costs through efficient systems and strategic initiatives.

“Promote a good brand image in the long run”

Building a strong image for FACTOLAW relies on quality services, transparency, advanced technology, and social responsibility, which enhance trust, credibility, and long-term sustainability.

Business Model - Subscription-Based Model

SaaS (Software as a Service)



Situation Analysis

Product

Business Model

Impact



Marketing Strategy (B2B)

Implement internal marketing to acquire partner-based and create success case campaign to strive for more.

Pre-Launch

Partner with Facility Construction Company

“Contact facility construction company to join Factolaw”



1

Broadcast the benefit of using Factolaw.

2
Collect data from the broadcast open rate for **retargeting** after the launching process

OBJECTIVE

Increase awareness and collect potential partner-based preparing for the launching step

Post-Launch

Success case Campaign

1

Tracking performance and collecting data from customer to help analyze.



2

Send customer's data insight to partner company

OBJECTIVE

Highlight how **FACTOLAW** help **acquire** new customers, **maintain** old customers, and **generate more revenue** to B2B

PROCESS



Interview



VDO Production



Launch in YouTube

Situation Analysis

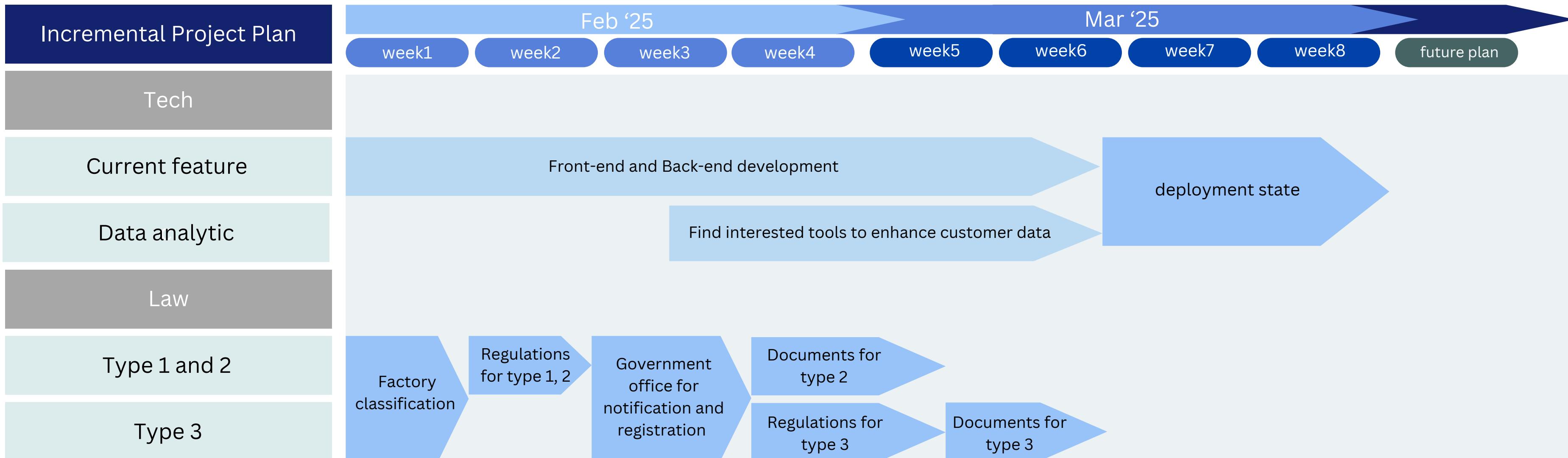
Product

Business Model

Impact

Implementation Timeline

Product



Future plan



Developing Document Management System (DMS)

Automate the document processing required for registration, including the operational reports.

Situation Analysis

Product

Business Model

Impact



AI Integration

After we collect some data from BU we can use some method like credit scoring model to create valuation



Renewal of factory operation permits or the expansion of factory

operations support and guidance

Social Impact

FACTOLAW promotes economic growth by reducing legal barriers, enabling job creation, and expanding domestic production. It enhances transparency, reduces corruption in factory registration, and improves access to legal services for entrepreneurs while fostering business knowledge and skills. Additionally, it supports sustainability, reduces social inequality, and encourages environmentally friendly industries.

E

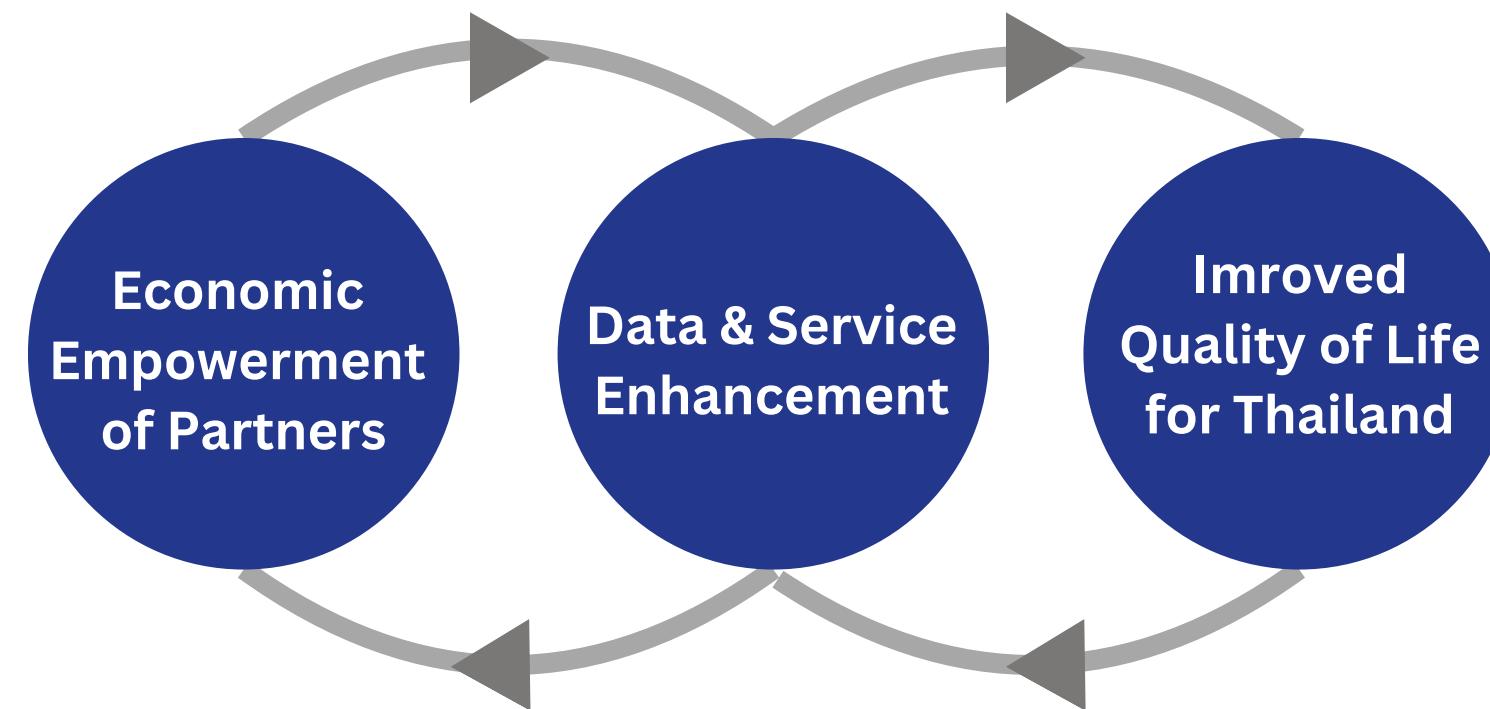
S

G

“Supports environmentally friendly industries”

“Reduces legal barriers for domestic production”

Build impact flywheel



Situation Analysis

Product

Business Model

Impact

“Reduces social inequality”

SDGs

“FACTOLAW supports SDGs by making factory registration easier, promoting job creation and economic growth (SDG 8), sustainable industrial development (SDG 9), reducing corruption (SDG 16), providing legal knowledge to entrepreneurs (SDG 4), helping small businesses (SDG 10), and promoting environmentally responsible production (SDG 12)”

