

# **JUST App**

## *Business Plan*

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# Executive Summary

## Product

JUST app will provide on demand attorney's support within seconds via video call to insure safe interaction with law enforcement, avoid unnecessary arrest and minimize potential charges. If arrest happens or citation is issued, attorney can start working on the case right away. The model can be thought of as that of Uber or Airbnb (both are currently valued at \$100B mkt cap) which neither hire drivers nor buying/renting properties.

## Customers

The first target audience for JUST app is going to be comprised of adult males who were either arrested in the past 2-3 years or searched for DUI or criminal defense attorney or recently watched and liked a YouTube video where "cops suck". Eventually, everybody should have the app installed and set up just in case.

## Future of the Company

Nobody can predict such non-desired event as interaction with police whether it is a pull-over, in-person contact, or even someone mentioning to call 911 or violating one's civil rights. The outcome of such event can also be hardly predicted. Therefore, just in case, everybody should have the app installed on their smartphone (at no cost).

Additional non-urgent features such as free video consultation can make JUST one-stop shop for all legal services (employment, immigration, corporate, tax, etc.) connecting attorneys and their clients instantly or within a short period of time.

After operating for some time, JUST app will produce enough data of interactions with police and the outcomes. Encoded parts of conversations between clients and officers from video calls can be used as features and attorneys' following suggestions as labels; or the entire encoded video call as a feature and the case's final outcome as a label. These data can be used to train a state of the art deep neural network, which will be the best attorney in the world, or the fairest judge, or the most efficient branch of the government that will set the world on the clear path to utopia.

# Company Description

## Mission Statement

Make law enforcement safe and just /or/ Have the law work for you not against you

## Principal Members

Petr Frolkin — Founder and CEO

Moved to the United States in 2007 at the age of 20 – was alone and illegal for 6 months, then doing low wage labor jobs for another year (landscaping, pizza delivery, etc.)

Started press-washing business

Managed logistics for exporting company

Graduated University of Washington with honors while selling cars full time

Worked as VP at investment bank in New York taking part of raising funds for 2 IPO's

Graduated Udacity (#1 school for AI) with Deep Learning, NLP and Deep Reinforcement Learning

In the meantime, was arrested 7 times for not doing anything illegal

<https://linkedin.com/in/frolkin>

<https://github.com/petrooha>

# Market Research

## Industry

United States

Currently, the legal industry is in the state of chaos, just like the industry of public transportation was before Uber. Police kills 1000+ unarmed people a year, most of which are cases of police brutality, while solving 11% of reported crimes. If someone does 11% of his job – he is fired!

There are 10M arrests per year, 80-95% of which result in no charges by court (meaning that 8M+ arrests/year should've not happened). Most of police officers do not know the law and just wing it on the spot or lie about it. Often, when they are caught on camera, officers don't know what to say or get angry (<https://www.youtube.com/watch?v=YI9bgcBf-6M> there hundreds or thousands of these type of videos on youtube with millions of views).

There are 40M+ of only speeding tickets are issued every year, meaning there are more than 40M+ traffic stops happen each year. When most people are pulled over they feel scared and video call with an attorney would provide at least a peace of mind while saving money compared to paying issued citations in full.

There are more than 1,5M DUI arrests per year, resulting on average \$4,500 of lawyer fees. I personally know people who got charged with DUI for driving after couple of beers and people that drive drunk like it's a normal thing.

In other countries, other than Canada, Europe or Japan, situation is much worse. Police demand bribes using physical threats, rob and kidnap people.

## Detailed Description of Customers

- All black men;
- everybody who rides a motorcycle;
- people that tend to get pulled over or drive above speed limit and/or drive after couple of drinks;
- Everybody who is less than perfect and believes that his rights should not be violated.

*Even someone who's confident that he/she will never be suspect of anything ever, should have the app installed just in case. Use of the app is not limited to interactions with police and can*

*prevent sexual harassment, racism and abuse of power.*

## **Advantages for attorneys**

1. Make money per minute when on the call
2. Acquire new clients
3. Have more tools to protect the client if the interaction leads to a case (hearing or trial)
4. A way for young attorneys to build their own business instead of working for someone

## **Regulations**

First Amendment right to record officers exercising their official duties in public.

Fifth Amendment right to speak with an attorney

# Service Line

## Product/Service

When the app is installed, user will have to sign up providing his information, setting up optional preferences for attorneys and bails, and choosing payment options. Then, user will only need to open the app and hit one button to start the recorded video call. The call will go to the pool of attorneys who indicated themselves as “available” and are ready to answer the call. If the user has preferred attorneys, they will have 2-3 seconds to take the call before it goes to everybody else.

During the call, the attorney should be giving instructions to the client representing his interests as an attorney always must by law. The goal for the attorney is to avoid the client’s harm and/or arrest, and to minimize the charges. Also, during the call, attorneys can create a time-stamp by pressing a key and adding a note for the records.

**Important: users of the app must start the video call before the actual encounter (there’s usually plenty of time). Pulling the phone out of the pocket in front of the officer could be not safe, because he may think that you’re pulling out a gun.**

After the call, either the client or the attorney will indicate the result of the interaction – arrest, citation or let go. In case of the first two, client has an option to choose the same attorney to work on the matter, a different one, or none. As soon as the case created, the attorney will have it on his end along with other cases shown up as if it would be in CRM application.

## Pricing Structure

Video call: \$1 – \$5 per minute

Attorneys’ fees for different types of cases depend on the area and the expertise of the attorney. There are few possible ways: let the attorney charge his own fees, set uniform rates based geographic, divide attorneys into tears and set the pricing based on a tear. One way that is NOT an option: allowing attorneys to give quotes to the client’s open case creating price wars.

## Action Plan to get 100k users

- Develop the app's demo (MVP): \$10,000 - 25,000
- Shoot advertisement videos: \$2,000 - 5,000
- Tech support: \$2,000 - 5,000 per month
- Sign up attorneys
- Advertising through YouTube: \$65/day for 6 months = \$12,000

*Total cost: \$35,000 – 70,000*

*Duration: designing of the MVP + 6 months*

## Marketing Plan

1. Shoot 4 x 15 sec videos. The concept allows to make entertaining videos, which would engage a viewer to watch it till the end (not 'skip'). 4 hours of shooting + 4 hours of editing = \$975 + \$750
2. Target very narrow market of early adopters in Miami area – people that were arrested in a past year and people that 'Liked' videos where police abused their power. 6 months campaign with \$65/day plan should generate 100k views
3. Since the concept is very controversial and is targeted to a specific narrow audience, not only the viewers will download the app at a higher than usual rate, but also share with their friends and/or inmates about it. This will generate first 100k users and early adopters of the product in 6 months.
4. Raise \$10M and repeat the steps with 100x

# Projected Revenue

- There are 42 million speeding tickets issued every year + not speeding related citations, adding up to at least 50 million, which represent 1/7 of the population.
- The duration of the interaction with police is 10-30 minutes per stop, which can generate \$30 - \$100 of revenue per video call split with an attorney 50/50 (less than the cost of any ticket).
- If the pull-over leads to the attorney's action – there is additional revenue that's hard to predict at the moment.
- 1.5 million people are arrested for DUI each year, which is 1% of all licensed drivers, with average attorney fees of \$4,500 per case. 50 million users should generate at least **\$50M** in just video calls (DUI stop never takes less than 30 minutes). If the stop leads to the attorney's actions, that's another 10-20% of attorney's fees

First 100k users will conservatively generate only in traffic stops:  
 **$100k/7 * (\$15 \text{ to } 50) = \$500k + \text{portion of attorney's fees.}$**

Portion of attorney's fees only for DUI cases conservatively:  
 **$100k * 1\% * \$4,500 * 20\% = \$900k.$**

*Targeted market will have the rate of traffic stops more than 1/7 and rate of DUI cases more than 1%.*

10 million people are arrested every year in the US and most people are released the same day by the court and most of those offences are dismissed or dropped later. That means that those people should have never been arrested. Booking facilities are filled with good people – every time I get arrested I make a new friend. People get detained for the stupidest things including unlawful arrests that can be all avoided with the on-time instructions by an attorney and the video proof. However, even people that are charged with more serious offences can be loyal customers.

The complete version of the app will also have a button for non-urgent consultations on the main screen. That button, would take user to the menu where he can select to chat online with an attorney, take a picture of the citation or schedule a free consultation on any matter.



Basically, this button would do all the other legal services that exist now. The only difference is that people will actually use it because they will already have the app installed.

Bail and bond services are ridiculously inefficient and have to be improved providing additional source of revenue.

## **Long Term**

Outrage of law enforcement in developing countries like Russia is even more severe, where people need JUST app desperately. With the addition of sales of hardware for fighting corruption bottoms up and the most effective legal help in the world through Neural Networks will not only make the world much better place, but also make more money than Apple.