

LegalAI

AI Marketing Automation for Law Firms

6-Agent Pipeline · \$10B+ Market
Path to \$1M ARR in 9 Months

\$10B+

Market Size

85%+

Gross Margin

9 Mo

To \$1M ARR

The Problem

Law Firms Waste 70% of Ad Spend

\$87

Avg CPC for PI
Keywords

3.1%

Conversion
Rate

47hrs

Avg Response
Time

70%

Wasted Ad
Spend

**Opportunity: AI can automate the entire
funnel from click to consultation**

The Solution

6-Agent AI Pipeline



```
// Agent 1 Output → Agent 2 Input { "keyword": "car accident lawyer houston", "urgency_score": 8,  
"estimated_case_value": "$50,000-150,000", "jurisdiction": "TX", "compliance_check": {  
"tx_bar_rule_7.01": "PASS" } }
```

Architecture

Tech Stack & API Map

Frontend & Infrastructure

Next.js 16 + TypeScript + Tailwind CSS • Vercel deployment • Clerk Auth • PostHog + Sentry monitoring

AI Layer - Claude API (Multi-Model)

Haiku: Intent Scoring, Lead Qualification, Follow-up (high volume, low cost) • **Sonnet:** Landing Pages, Conversion Scripts (content quality) • **Opus:** Monthly Revenue Analysis (deep reasoning)

Backend Services

- Next.js API Routes + BullMQ
- PostgreSQL + Prisma ORM
- Stripe (subscription + usage billing)
- Row-level security (multi-tenant)

Integrations

- Google Ads API (ads data)
- Twilio (\$0.0079/msg) + SendGrid
- HubSpot CRM + Calendly
- Compliance Engine (per-state rules)

Revenue Model

Three-Tier Pricing

STARTER

\$497

per month

Solo Practitioners

- ✓ 1,000 AI operations/mo
- ✓ 3 landing pages
- ✓ 500 SMS/email sends
- ✓ Basic monthly report
- ✓ Email support

78%

Gross Margin

BEST VALUE

GROWTH

\$1,497

per month

2-10 Attorney Firms

- ✓ 5,000 AI operations/mo
- ✓ 10 landing pages
- ✓ 2,000 SMS/email sends
- ✓ Auto A/B testing
- ✓ Weekly reports
- ✓ Priority support

11.3x

LTV:CAC Ratio

ENTERPRISE

\$4,497

per month

10+ Attorney Firms

- ✓ Unlimited AI operations
- ✓ Unlimited landing pages
- ✓ 10,000 SMS/email sends
- ✓ Dedicated account manager
- ✓ Real-time dashboard
- ✓ Custom API access

\$101K

Unit Economics

Path to \$1M ARR

MRR Growth Projection



Year 1 ARR: \$1,534,068

Key Metrics (Month 12)

53	46%
Total Customers	Net Margin
<hr/>	
Metric	Value
Blended CAC	\$1,980
Blended LTV	\$19,437
LTV:CAC	9.8x
Payback Period	2.0 months
Gross Margin	85-90%
Year 1 Net Profit	\$918K

Cost Structure

Margins & AI Cost Efficiency

Monthly Costs (Month 12)

Item	Cost	% Rev
AI API (Claude)	\$8,500	6.6%
Infrastructure	\$2,000	1.6%
SaaS Tools	\$3,000	2.3%
Team (3 people)	\$35,000	27.4%
Marketing/Sales	\$15,000	11.7%
Legal Counsel	\$5,000	3.9%
Total	\$68,500	53.6%
Net Profit	\$59,339	46.4%

AI Cost per 1K Runs

Agent	Model	Cost
Intent Analyzer	Haiku	\$0.50
Landing Optimizer	Sonnet	\$4.50
Lead Qualifier	Haiku	\$0.50
Conversion Script	Sonnet	\$4.50
Follow-up Auto	Haiku	\$0.50
Revenue Report	Opus	\$45.00

Global Expansion

4-Phase Strategy

01

US Market

Month 1-12

Texas, Florida, California

PI, Immigration, DUI

Target: \$1.5M ARR

Team: 5 people

02

English Markets

Month 12-24

UK, Canada, Australia

Local compliance engines

Target: \$5M ARR

Team: 15 people

03

Multi-Language

Month 24-36

Germany, Japan, Korea

Prompt chain rebuild

Target: \$15M ARR

Team: 35 people

04

SaaS Platform

Month 24+

Self-service onboarding

Template marketplace

Target: \$30M+ ARR

Team: 60+ people

\$1.5M

Year 1

\$5M

Year 2

\$15M

Year 3

\$30M+

Year 4

Risk Management

Risk Matrix & Mitigation

Top Risks

Critical Guardrails LegalAI

Risk	P	I	Mitigation
Bar rule violation	H	H	Compliance engine + attorney review gate
Token cost explosion	M	H	Per-customer cap 25% COGS, Haiku-first
Data breach	L	H	Row-level security, SOC2, \$1M cyber ins.
TCPA violation	M	H	Explicit opt-in, Twilio compliance bundle
Founder dependency	H	M	2nd hire at month 6, full documentation
Competitor entry	M	M	Niche specialization + territory exclusivity

90-Day Roadmap

Execution Plan

Week	Objective	Deliverables	Go/No-Go
1-2	MVP Design + Demand Validation	Landing page, 100-firm email list, price A/B test	Email response >3%
3-4	AI Pipeline v0.1	Agents 1-3 working, compliance gate, prompt chains	Compliance pass >95%
5-6	Pilot Customers	3 free/discounted pilot contracts signed	3 firms signed
7-8	Pilot Execution	Conversion rate data, AI quality monitoring	Conversion +30%
9-10	Paid Launch	2+ paid conversions, case study, sales process	MRR >\$5,000
11-12	Scale Start	5+ paid customers, outbound system, 2nd practice area	MRR >\$15,000

Continue

5+ customers, MRR>\$15K, NPS>40

Pivot

2-4 customers, MRR \$5-15K

Stop

Next Steps

The \$10B legal marketing industry is ready for AI disruption

First mover advantage is real.

Territory exclusivity is the moat.

Compliance-first approach is the trust builder.

Week 1

Legal counsel +
demand survey

Week 4

AI pipeline
v0.1 live

Week 12

\$15K MRR
target