



easyoffer

Spain's preferred meeting point  
for accountants, lawyers and clients

# The **client's** problem



## **Lack of transparency**

Knowing the fair price of a divorce lawyer or an accountant.



## **Friends & family contacts**

Using the typical friends or family-related lawyer or accountant contact is often more expensive and hardly ever the right fit.



## **Time**

Finding a fast solution to your task can be problematic and is often more expensive.



## **Rushed decisions**

Due to a lack of options, time and transparency, decisions are often made in a time constrained manner.

# The partner's problem



Spending too much time in meetings with potential clients who do not convert.



Maintaining the flow of tasks to own employees.



Unsteady flow of clients throughout the year.



The average time of a lawyer's meeting is between 31 - 60 min, of which 50% of the time is considered unproductive.

*"The most valuable asset for our partners is time – their time for billable hours."*

# The world is **changing**



## **New marketing tools**

The time when lawyers and accountants just had to wait for the receptionist to answer the phone and fill out order books is over.



## **New customer behavior**

People of today want a partner who is commercial and captures them over the phone, email and out-house visits.



## **Use of internet**

Online searches for lawyers and accountants are increasing day by day.



# The **solution**

## **For the partners**

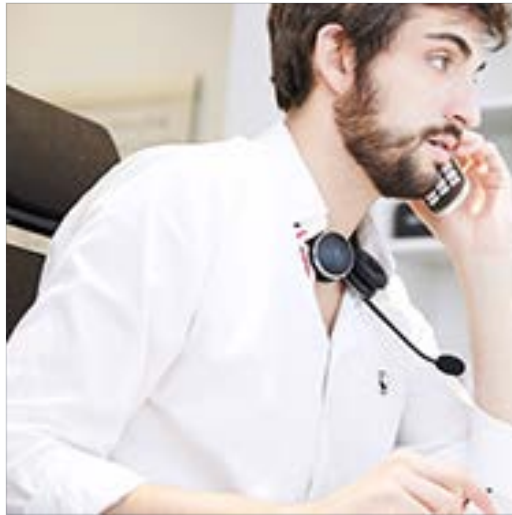
Via our platform, partners can bid on potential clients who are already validated to ensure there is a legitimate case. By using our method, partners do not have to spend their time in unproductive meetings.

After reading a full description of the case, partners simply buy the contact information via our platform which then captures the lead over the phone, via email or by sending an offer. Partners only receive leads that are relevant to them.

## **For the clients**

The client will receive three offers from three different partners and can choose the offer they see best suited – or none at all. Its free. The client can also choose in which area he wants to receive the offers.

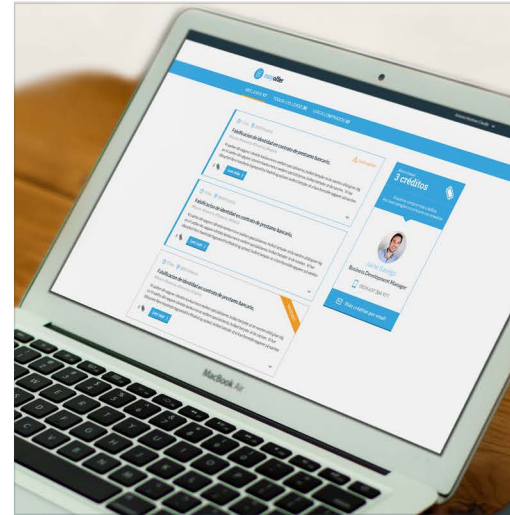
# Our secret ingredient



Telephonic validation of every lead is real ensuring our partners do not waste their time.



A proprietary matching algorithm based on location and speciality, this ensures that the lead only receives offers within their preferred location and the partners only receive leads that match their specialities.



A highly advanced online platform that gives us ample flexibility in the flow and management of leads and partners.



Providing high quality and thoroughly verified leads to ensure a revenue model that is based on repurchases rather than on new sales - The most difficult thing is to make the first sale.



# We work for **our clients**

Easyoffer has demonstrated a high level of satisfaction from our clients.

“ I needed a lawyer for my divorce with kids involved and could solve it in a quick and easy way

Carmen Burgos

“ I hired one of the lawyers from **Easyoffer** due to a medical negligence. The lawyer listened to me, explained the process and took over my case.

Laura Lozano

“ I didn't know what type of company was more appropriate for my business and I found a lawyer who helped me during the whole process. I recommend them.

Joaquín Torres

“ The same day I sent my case, three local lawyers called me and gave me their budgets. It worked out very well.

Lorena Martín

“ Thanks to **Easyoffer**, I found a lawyer in an quick and efficient way. The lawyers get in touch with you only a few hours after you make your petition.

Manuel López

“ I received free budgets from lawyers specialized in building permits and construction. I'm very happy with the service provided.

María Vazquez

*“We are constantly asking our clients for their feedback in order to keep improving the service provided.”*

# ...and for **our partners**



**Juan Carlos Rodríguez Segura**  
Rodríguez - Segura Abogados

“

**Easyoffer** has given me the opportunity to redirect my law firm, changing not only the way I work but also the way to approach new clients. It's a profitable idea for the lawyer, taking into account the offers we now have in the market for this kind of service.

Furthermore, **Easyoffer** provides a dedicated and integrated customer service which has helped us solve any doubt or problems. They have always treated us in a really nice and very efficient way.



**María Jesús Barreñada**  
ARE2 Abogados

“

Here you will find the best leads and lawyers on the market!



**Jon Kepa Castillo Bahón**  
Basquelaw Abogados

“

With **Easyoffer** we have found the best way to communicate with people and solve their problems.



**José Enrique Miguel Sin - Bolea**  
Law & Lex Abogados

“

Serious and dynamic. This company has provided us with new working methods.



# The market

The market for legal and accounting cases in Spain is a €14.6bn opportunity in annual turnover (2014).



## Law firms in Spain

+90,000 law firms  
89% with less than 4 employees  
(our ideal partner size)



## Accounting/ Bookkeeping in Spain

+50,000 companies  
90% have less than 5 employees  
(our ideal partner size)

## Highest density of lawyers in the EU



**Spain**  
1/318  
147,000 practising lawyers



**UK**  
1/417



**Denmark**  
1/957

## Market Leaders in Spain Leads per month



**easyoffer**

~1,500 leads/mth



**LEGALITAS.COM**  
**Inteligencia Legal**

~2,500 leads/mth

**lexdir**

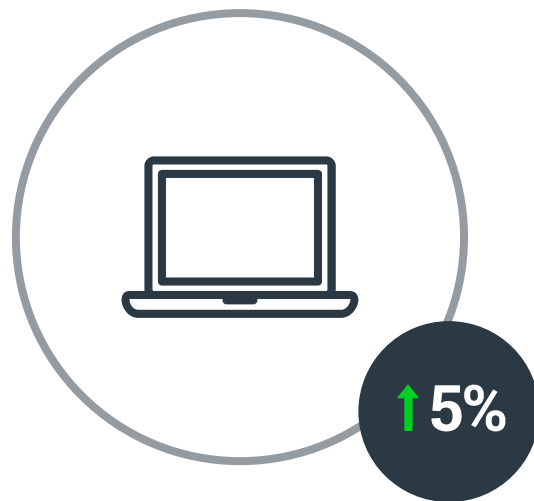
~3,000 leads/mth

**elAbogado.com**

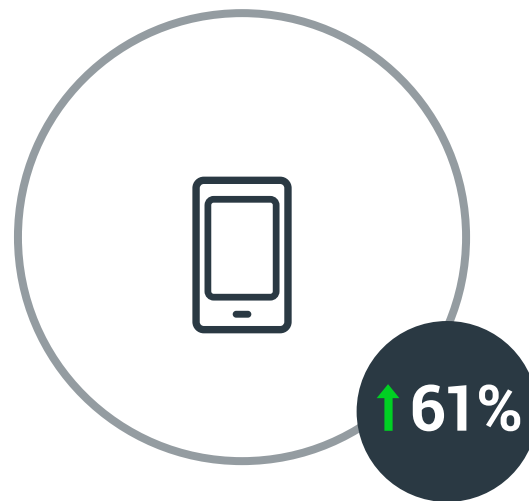
~5,000 leads/mth

# The market

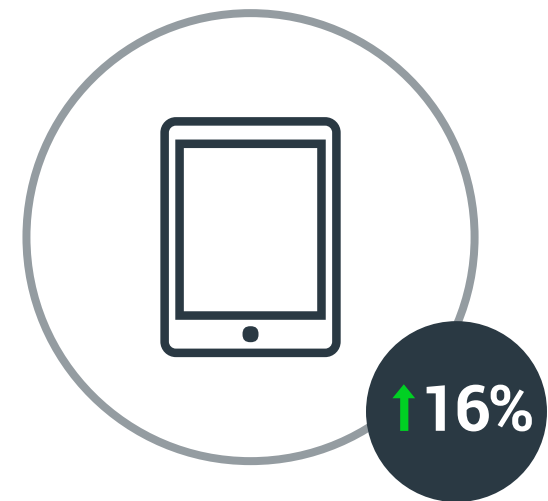
Online queries for law firms grew by 18% in 2015 in the attorney and law category in Spain, of which desktop queries grew by 5%, mobile queries grew by 61% and tablet searches grew by 16% YoY in the same period.



Desktop Queries



Mobile Queries



Tables Queries

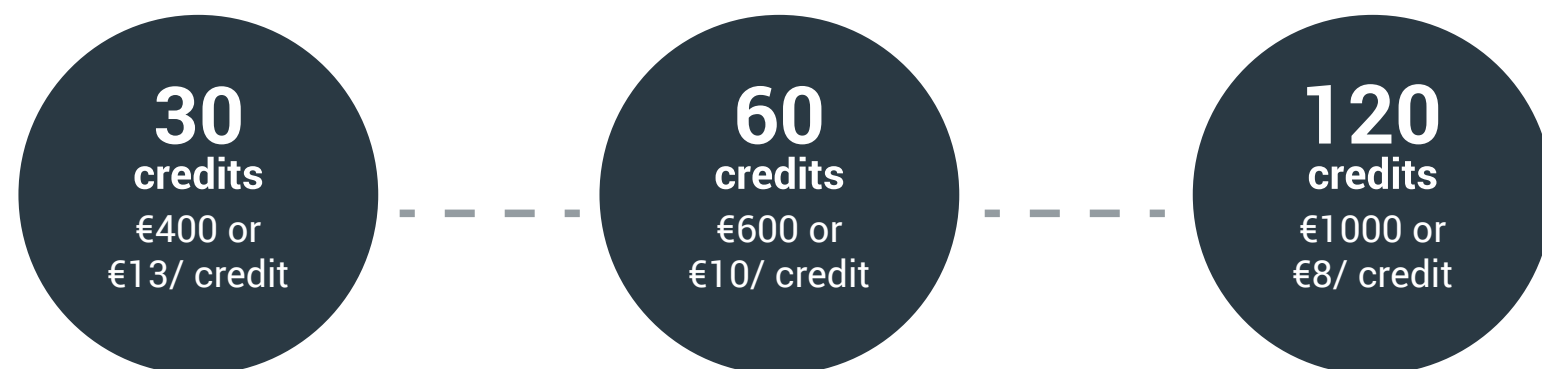
# Business model

We have a profitable business model that is based on high scalability and return on investment.



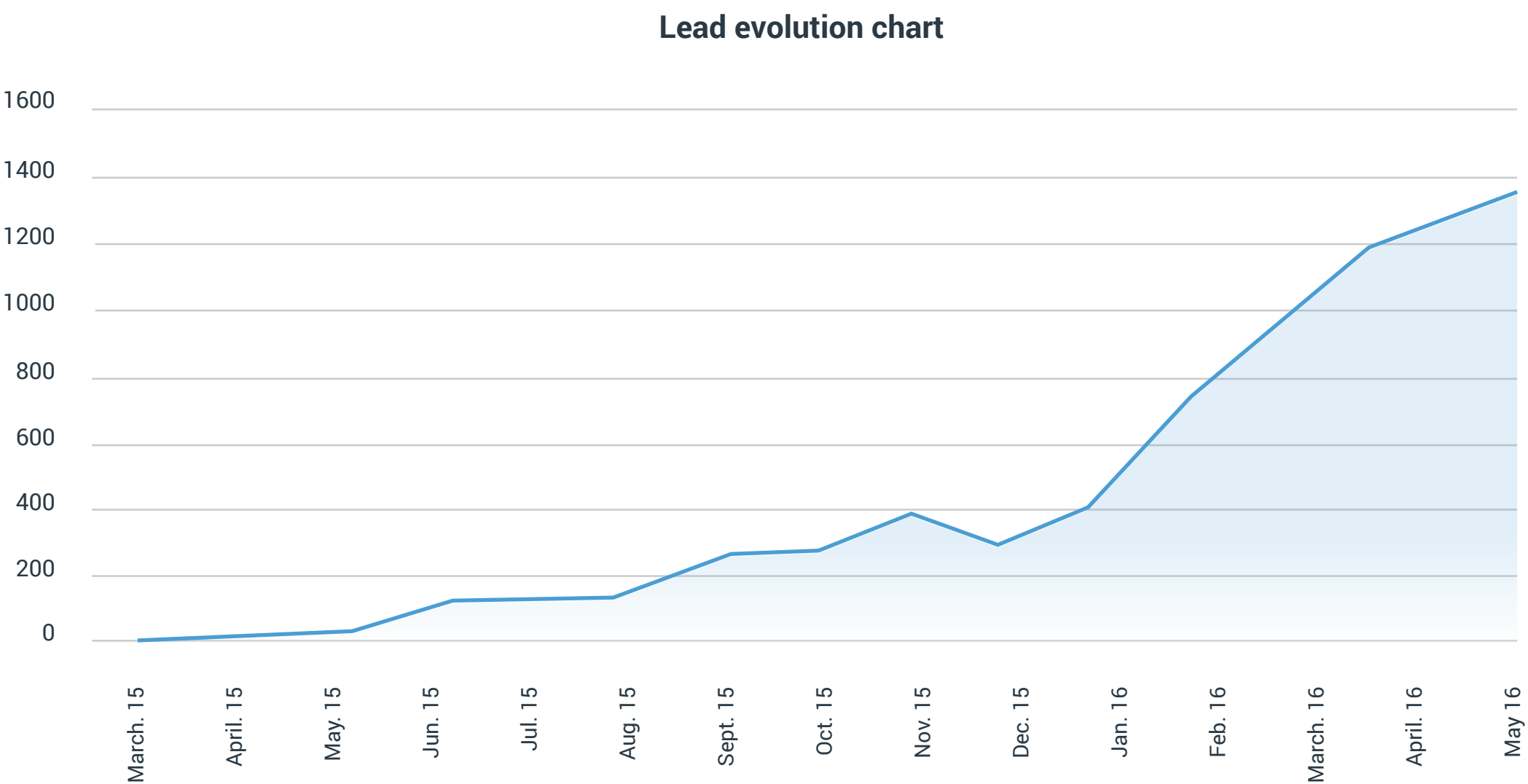
## Credit system

We price our leads individually based on the size of the case. Typically our prices are equivalent to 10-20% of the value of the case.  
Typical lead price: 3-6 credits.  
We sell the lead up to three times.



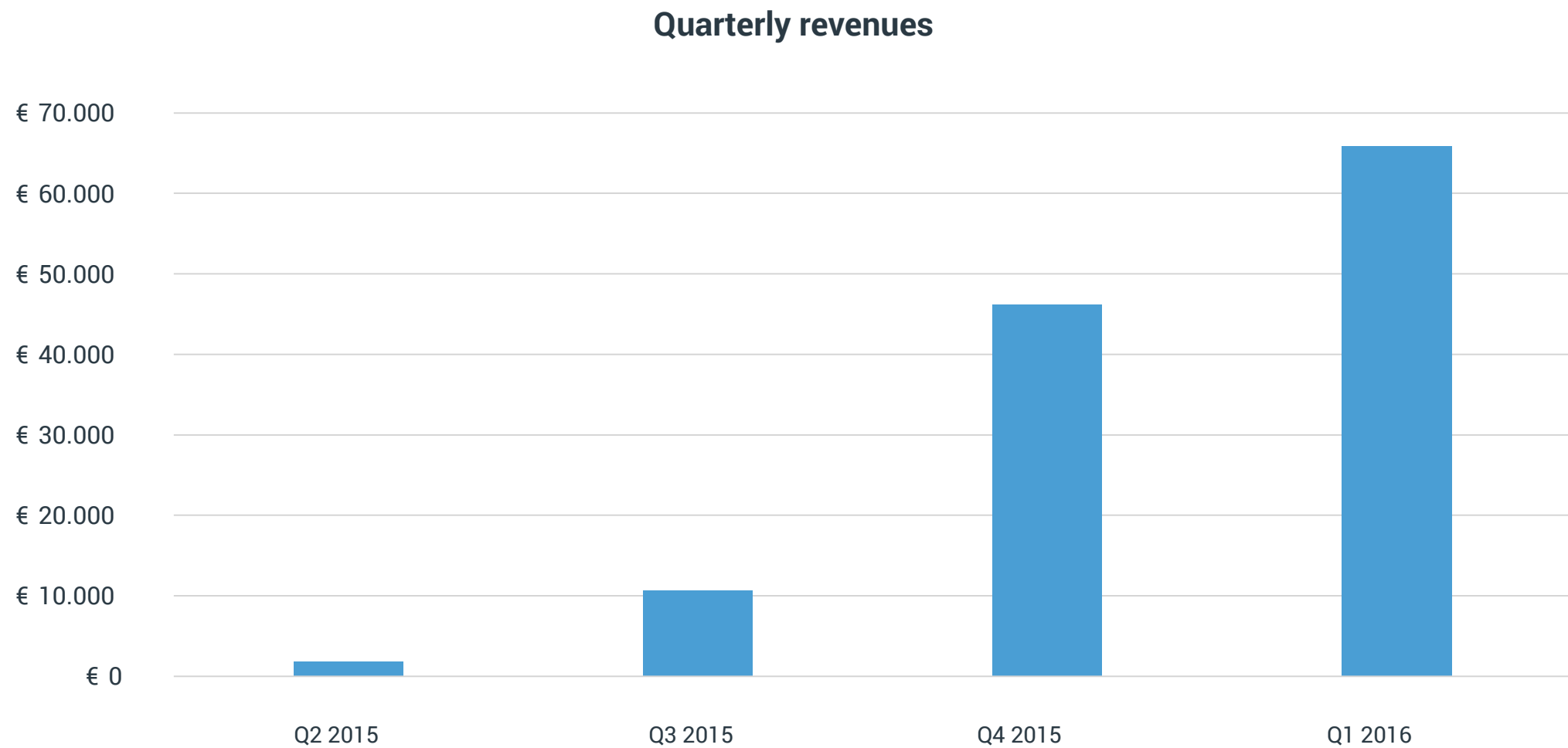
# Financial Overview

Average monthly growth of 28%.



# Financial Overview

Average quarterly growth of 145%.



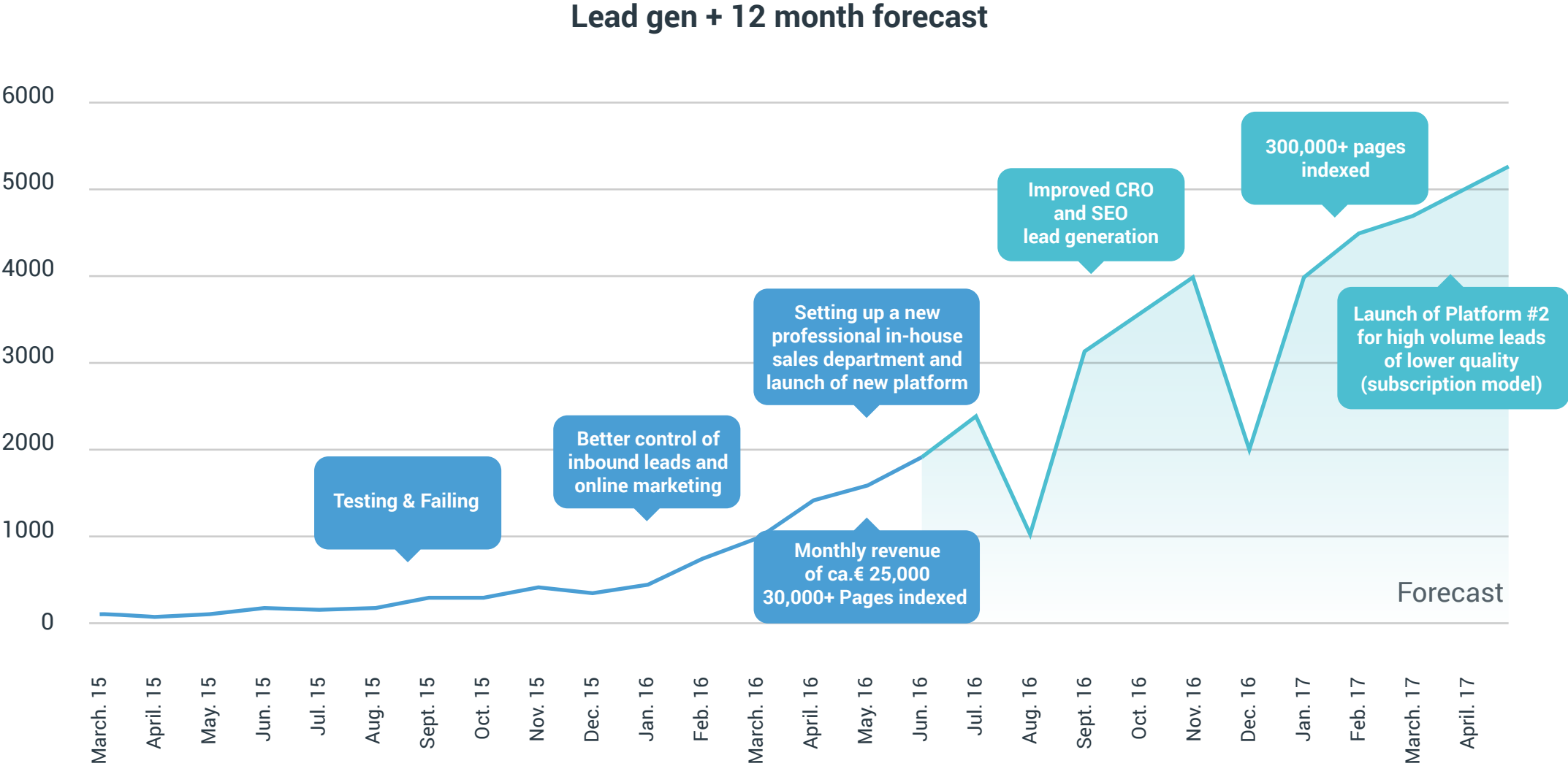


# Financial Overview

We have over 260 active buying partners on our platform and more than 2,200 registered - many of whom are on a waiting list to buy credits.



# Growth roadmap and forecast



# Investment opportunity

We are raising €500,000 to boost our growth and consolidate our market position throughout Spain, as well as establish Easyoffer as the biggest lead generator in both the legal and accounting sectors.

## Use of funds



**50%**  
Marketing

**Marketing optimization**  
(SEM, SEO, CRO, new channels of lead generation, branding, link building, content marketing).



**30%**  
Product

**Product optimization**  
Further development of platform and new features.



**10%**  
Sales

**Improved sales**  
New telemarketing set-up and sales personnel.



**10%**  
Staff

**Office & employees**  
New office space with a capacity of 100 employees.

We are on a fast-track to beat our competitors in the Spanish market. We have a business model that is based on high scalability and return on investment. Because of this we are planning to go international by 2017.



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# The Team



**Martin Andersen**  
MSc Real Estate Investment  
Cass Business School, UK  
Co - founder, CEO

Several years experience in the real estate corporate finance sector in Spain. Been involved in entrepreneurship since childhood and advising for different start-ups. Founded first company at age 18.



**Thomas Andersen**  
MSc Finance and International Business  
Aarhus School of Business, Denmark  
Co - founder, CTO

Previous experience in corporate finance and several years experience in the start-up world. Founded first company in 2007 and sold it in 2014 with profits.



# The Team



**Jaime Baselga**  
Business Development  
Manager



**Angie Busato**  
Graphic Designer



**Stefanie Anderson**  
Head of Online Marketing  
& BI



**Hugo Arribas**  
Full-Stack Developer



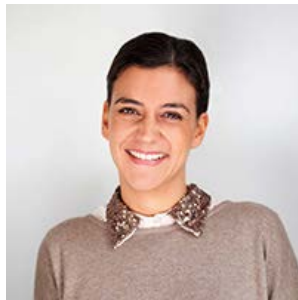
**Ismael Medina**  
Full-Stack Developer



**Daniel Álvarez**  
Content Writer



**Iván García**  
Head of Sales



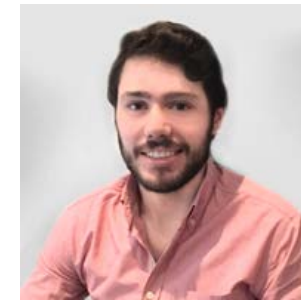
**Mara Villar**  
Senior Partner Consultant



**Gonzalo Gross**  
Senior Partner Consultant



**Leonardo Arias**  
Senior Partner Consultant



**David Santamaría**  
Partner Consultant



**Javier Erviti**  
Partner Consultant



**Adrián Pantioso**  
Client Consultant



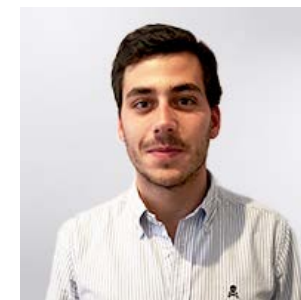
**Juan Sagastizabal**  
Client Consultant



**Julia Sánchez**  
Client Consultant



**María Amparo Román**  
Client Consultant



**Felipe Villar**  
Client Consultant



**Pedro Manresa**  
Client Consultant



**easyoffer**

C/ Castelló 8 - 2B, 28001, Madrid.  
Tlf: 914 35 96 28  
[www.easyoffer.es](http://www.easyoffer.es)