

DATAVERSE 5.0

DATA'S GOT SECRETS - LET'S SPILL THEM

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MARKET ANALYSIS

OVERVIEW OF MARKET OPPORTUNITY AND DESCRIPTION OF LEGAL INDUSTRY IN INDIA

KPI of IP Legal services of India

60,000+
Cases Filed in
2022-23

24.64%
Increasing Cases
YoY

225K
Cases Pending
in India

₹50K-200K
Penalty for IP infringement
cases in monetary terms

Tamil Nadu
Highest IP cases filed in
State of India

Customer Pain Points

Low Approval Rates Long Processing Times
IP Protection Legal Issues
Incomplete Docs High Enforcement Costs
Approval Delays Application Bottlenecks

Insights from Research

- Changing IP laws and complex procedures make self-filing risky, forcing startups to seek expert guidance for compliance and cost control.
- Legal battles for infringement often exceed ₹50,000, making it hard for SMEs to defend their IP. Counterfeiting risks also threaten brand reputation and profits.
- Patents and copyrights take 500+ days for approval, with low success rates (43.91% for copyrights). This delays innovation protection and adds business uncertainty.
- Many trademark filings face rejection due to similarity issues and opposition, delaying protection and causing financial losses.

Competitor Landscape



- Zolvit:** Offers a wide range of legal services but suffers from high pricing and slow response times.
- Legistify:** Provides AI-driven legal tech for businesses but struggles with market penetration and brand visibility.
- IndiaFilings:** Specializes in business compliance but faces delays in customer support.
- LawRato:** Offers budget-friendly legal consultations but lacks advanced features beyond basic legal advice.

Porter's Five Forces

Threat of New Entrants



Bargaining Power of Suppliers



Bargaining Power of Buyers



Threat of Substitute Product



Industry Rivalry



Legal Mitra stands out by **offering cost-effective, streamlined IP protection** with high success rates and customer satisfaction, unlike competitors that struggle with **high costs, slow processing, or limited market visibility**.

KEY INSIGHTS

KPI of Legal Mitra Services

980+

Completed Cases

820+

Happy Customers

379

Avg Processing Days

21.63Mn

Total Enforcement cost for Year 2023-24

Assam

Highest Enforcement cost for Year 2023-24

Service Analysis



- The total processing time for IP cases is 339K days, indicating potential bottlenecks in approvals and legal proceedings.



- The sum of enforcement costs is 21.63M INR, highlighting the financial burden on businesses for protecting their IP rights.



- Many filings fail due to incomplete docs and similarity issues.

Region Analysis



- IP Cases filed are reducing in almost every state except Karnataka, Assam, Bihar & Uttar Pradesh.



- Pre & Post IP Action Revenue is highest in Karnataka & Madhya Pradesh



- Processing Time of IP Cases is highest in Karnataka, Tamil Nadu & Madhya Pradesh.

Rejection Rate



- The approval rate 984 approved out of 1968 applications (~50%), suggesting a significant number of rejected applications.



- Rejection reasons are dominated by similarity issues (57.5%), followed by legal issues (14.6%) and incomplete documentation (13%).



- The post-IP action revenue increased significantly in 2024, suggesting that successful IP protection enhances business value.



- This supports the case for better legal compliance and filing strategies to maximize commercial benefits.

Recommendations

- 351 Pending applications indicate potential processing delays.
- 340 Rejected cases highlight a substantial rejection rate.
- 309 Registered applications show successful approvals.
- Analysis: The pending applications might require follow-ups to ensure timely approvals. Also, investigating rejection patterns can help improve future filings.



Business Implications for Legal Mitra



- High rejection rates suggest an opportunity for pre-filing consultation services to reduce errors.



- Regional trends indicate that Legal Mitra should target businesses in key innovation hubs.



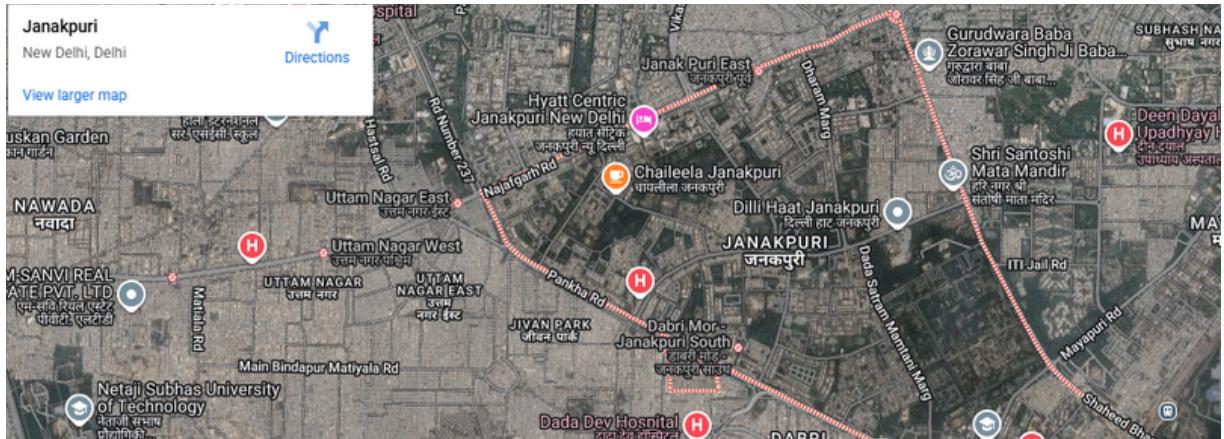
- Rising infringement cases point to a need for stronger legal enforcement and litigation services.



- Revenue impact analysis confirms that securing IP leads to tangible financial gains for businesses, making a strong case for Legal Mitra's advisory services.

RECOMMENDATIONS

Location Ambiguity



Company Info :

📍 LGF Lower Ground Floor, E-124, South, Greater Kailash-1, Block E, Greater Kailash I, Greater Kailash, New Delhi, Delhi 110048
📞 +91 9667221582
✉️ services@thelegalmitra.com

Website map shows Janakpuri, while written description lists Greater Kailash, creating location ambiguity.

Risks:

- Trust drop potentially impacting conversion rates by **10–20% due to perceived inconsistency**.
- Local SEO ranking penalties from inconsistent NAP data, potentially **reducing visibility by 15–30% in local searches**.
- Increased bounce rate estimated at 5–10% due to user confusion.

Recommendation:

- Standardize address across all platforms (website, Google Business Profile, directories).
- Clarify "Registered Office" vs "Operational Office" if applicable.
- Align embedded map with official address details.

KPIs:

- 100% NAP (Name–Address–Phone) consistency score.
- Reduction in location-related queries to **near zero (<2%)**.
- Improvement in local search impressions by **20%+ within 60–90 days**.



Leveraging Reddit for Early-Stage Startup Acquisition

The screenshot shows a search result for "legal compliance" on the Legal Mitra website, which is built on the Reddit platform. The results are categorized under "General IP Infringement". One post discusses Etsy sellers facing IP infringement claims, and another discusses counterclaims. Other subreddits listed on the sidebar include r/startupsindia, r/delAdvisceIndia, and SideProject.

Early-stage startups increasingly rely on Reddit for peer-led decision making and legal recommendations due to higher perceived authenticity vs traditional marketing channels.

Strategic Opportunity:

- Active participation in startup and legal subreddits through educational posts, founder Q&A threads, and AMA sessions.
- Position Legal Mitra as a knowledge-first legal partner.

Business Impact:

- Potential increase in organic inbound leads by 15–25% within 3–6 months through community-driven visibility.
- Lower customer acquisition cost (CAC) compared to paid channels by approximately 30–40%.

KPIs:

- Reddit engagement rate $\geq 8\text{--}12\%$ monthly growth.
- Minimum 10–15 qualified startup leads/month originating from Reddit.
- Conversion rate from Reddit traffic $\geq 5\text{--}8\%$ consultation bookings.

RECOMMENDATIONS



Multilingual AI Chatbot

The screenshot shows the Legal Mitra website. At the top, there are three small speech bubble icons. The main navigation bar includes links for Home, About Us, Service, Our Experts, Blogs, FAQs, Contact Us, and a 'Call Now' button. Below the navigation, there is a large image of four people working at a desk with laptops. To the right of the image is a section titled 'About Us' which includes a sub-section for the 'Legal Mitra AI Chatbot'. This section features a small icon of a robot, a brief description of its capabilities, and a dropdown menu for selecting language. The dropdown menu lists English, Hindi, Tamil, Telugu, and Bengali. A text input field is also present for users to type their questions.

Deploy a **Multilingual AI chatbot** for **24/7** IP query support to serve India's diverse startup ecosystem.

Expected impact:

- **50–70% faster response times**
- **15–30% increase in conversions**

Track KPIs:

- 3x query volume | 20%+ chat-to-consult conversion | CSAT >85% | Abandonment <10% | 40% manual task reduction
- Ensure ethical deployment with human oversight for BCI compliance.



SEO Optimization

Where is Legal Mitra???

The screenshot shows a search results page for 'Legal Mitra'. The first result is for 'legalmitra.com' with a link to 'https://legalmitra.com'. The second result is for 'Homepage - Legal Mitra' with a link to 'https://www.laughingstock.com/legal-trouble'. The third result is for 'Magazine Issues' with a link to 'https://www.laughingstock.com/legal-trouble'. The fourth result is for 'Authors' with a link to 'https://www.laughingstock.com/legal-trouble'. The fifth result is for 'legalmitra.in' with a link to 'https://www.legalmitra.in'. The sixth result is for 'Legal Mitra' with a link to 'https://www.legalmitra.in'. The seventh result is for 'LinkedIn' with a link to 'https://in.linkedin.com/company/thelegalmitra'. The eighth result is for 'LEGAL MITRA | LinkedIn' with a link to 'https://in.linkedin.com/company/thelegalmitra'. The ninth result is for 'Videos of Legal Mitra' with a link to 'https://www.youtube.com/user/TheLegalMitra'. The tenth result is for 'Legal Mitra - Advocate H.S. Deol is live!' with a link to 'https://www.youtube.com/watch?v=...'. The eleventh result is for 'Legal Mitra - Advocate H.S. Deol is live!' with a link to 'https://www.youtube.com/watch?v=...'. The twelfth result is for 'Legal Mitra - Advocate H.S. Deol is live!' with a link to 'https://www.youtube.com/watch?v=...'.

Legal Mitra does not appear as the first result in branded searches and is shown after **2–3 links**.

Impact:

- **Reduced organic discovery** by startups and potential clients
- **Lower brand credibility** compared to competitors
- Higher reliance on paid marketing channels
- **Missed inbound lead opportunities**

Recommendation:

- Implement structured **SEO and keyword strategy**.
- Publish **weekly IP/legal-focused content**
- Build backlinks via startup/legal communities
- **Optimize technical SEO & Google Business Profile**

KPIs:

- Top 2 ranking for core keywords (3–6 months)
- **+30–40% organic traffic growth**
- Increase inbound organic leads (%)
- Improved domain authority score

RECOMMENDATIONS



Linkedin Optimization

Before

The screenshot shows Legal Mitra's LinkedIn profile page. The profile picture is a blue square with a white 'Z' logo. The name 'LEGAL MITRA' is listed with 53 followers. A post by 'Adv. Gurpreet Sial' is visible, which reads: 'Clearing the CS exam is a significant milestone, but it's just the starting point for a rewarding career in corporate governance. To the new Company Secretaries, stay focused on honing your skills and staying updated with the latest developments in the field. And to those who are still preparing, believe in yourself and your abilities - with dedication and persistence, you'll achieve your goal and join the esteemed ranks of CS professionals.' Below the post are buttons for 'Like', 'Comment', 'Report', and 'Send'. At the top, there are filters for 'All', 'Images', 'Videos', 'Articles', and 'Documents', and a 'Sort by: Top' dropdown. On the right, a 'People also follow' section lists 'LegalMitra' (14 followers) and 'Legacy Partners Global' (433 followers), each with a '+ Follow' button.

After

The screenshot shows Legal Mitra's LinkedIn profile page after optimization. The profile picture is now a blue square with a white 'Z' logo. The name 'LEGAL MITRA' is listed with 1000 followers and a 'Legal Services' badge. A post titled 'IP Basics for Founders' is visible, which reads: 'Trademark vs Patent or Copyright' and 'Unlock the exam yower idea? Our new differences. Swipe to protect then protect startup's innovations.' Below the post are buttons for 'Like', 'Comment', 'Report', and 'Send'. At the top, there are filters for 'All', 'Images', 'Videos', 'Articles', and 'Documents', and a 'Sort by: Sort' dropdown. On the right, a 'People also follow' section lists 'LegalMitra' (15 Followers) and 'Legacy Partners Global' (423 followers), each with a '+ Follow' button. The overall layout is cleaner and more professional.

Legal Mitra's LinkedIn has only **53** followers due to infrequent posting highlighting IP expertise or startup relevance limiting their algorithm reach.

Risks:

- Low brand credibility among startup founders and B2B decision-makers
- Competitors with stronger LinkedIn presence dominate startup mindshare.
- Lost inbound leads and weak long-term brand equity.

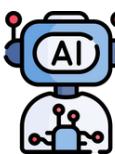
Recommendation:

- Strengthen LinkedIn as the primary growth channel with 3 value-led posts/week (IP trends, founder pain points, client wins).
- Shift from service-heavy content to insight-driven thought leadership to boost engagement and credibility.
- Target 1,000+ B2B connections via networking to drive inbound leads.

Track KPIs:

- LinkedIn followers: 53 → 1,000+ within 3–4 months
- Engagement rate: <1% → 4–6%
- Inbound leads via LinkedIn: 0–1/month → 5–8/month
- Founder/Startup connection acceptance rate: >30%

AI RECOMMENDATIONS



Predictive AI for IP Filing Success (Smart Filing Assistant)



Use historical approval rates, rejection reasons, IP type, and filing state data from dashboard to predict success probability before submission.

AI Capability:

- Predict approval likelihood (%) before filing.
- Suggest modifications based on past rejection patterns (similarity, legal issues, incomplete docs).
- Smart checklist auto-validation.

Business Impact:

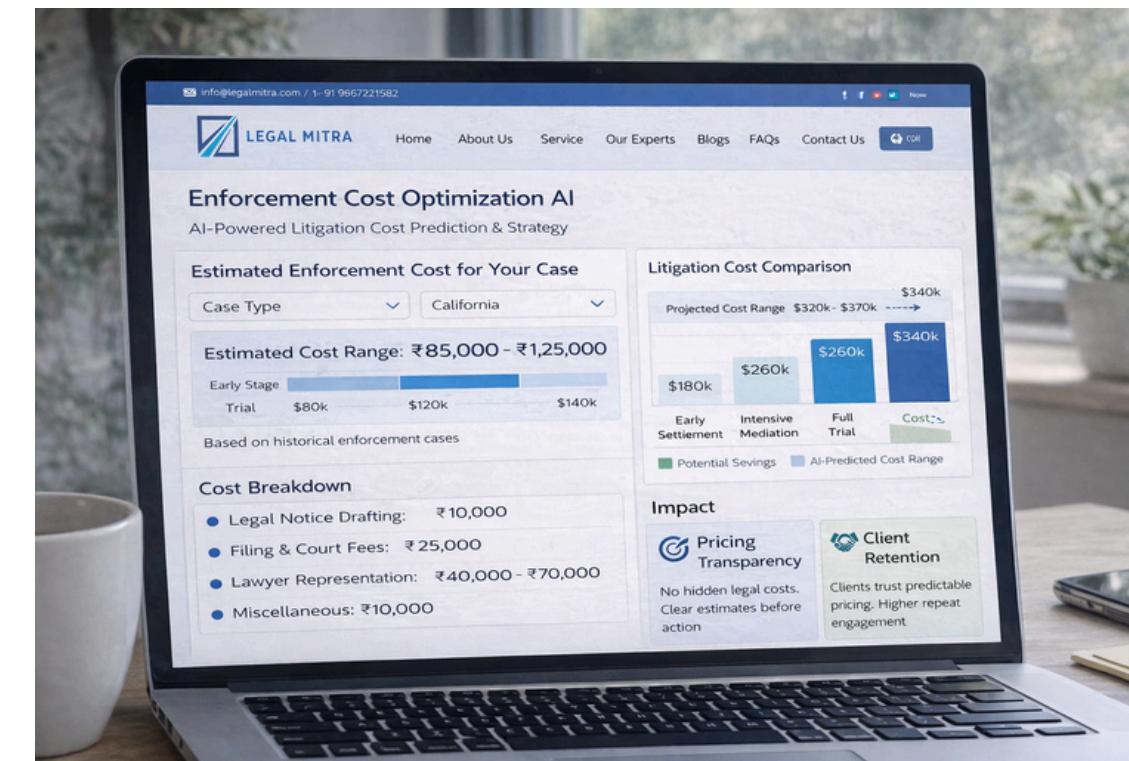
- Reduce rejection rate by 15–25%.
- Improve client confidence with data-backed filing strategy.

KPIs:

- Approval rate improvement %.
- Reduction in rejection due to incomplete docs (>20%)



Enforcement Cost Optimization AI



Uses historical enforcement cost trends from the dashboard to predict expected legal spend based on case type and jurisdiction.

AI Capability:

- Predicts litigation and enforcement cost ranges before action.
- Recommends optimal legal strategy by balancing cost, risk, and expected outcome.

Business Impact:

- Enables upfront, data-backed pricing transparency for clients.
- Strengthens trust and improves long-term client retention.

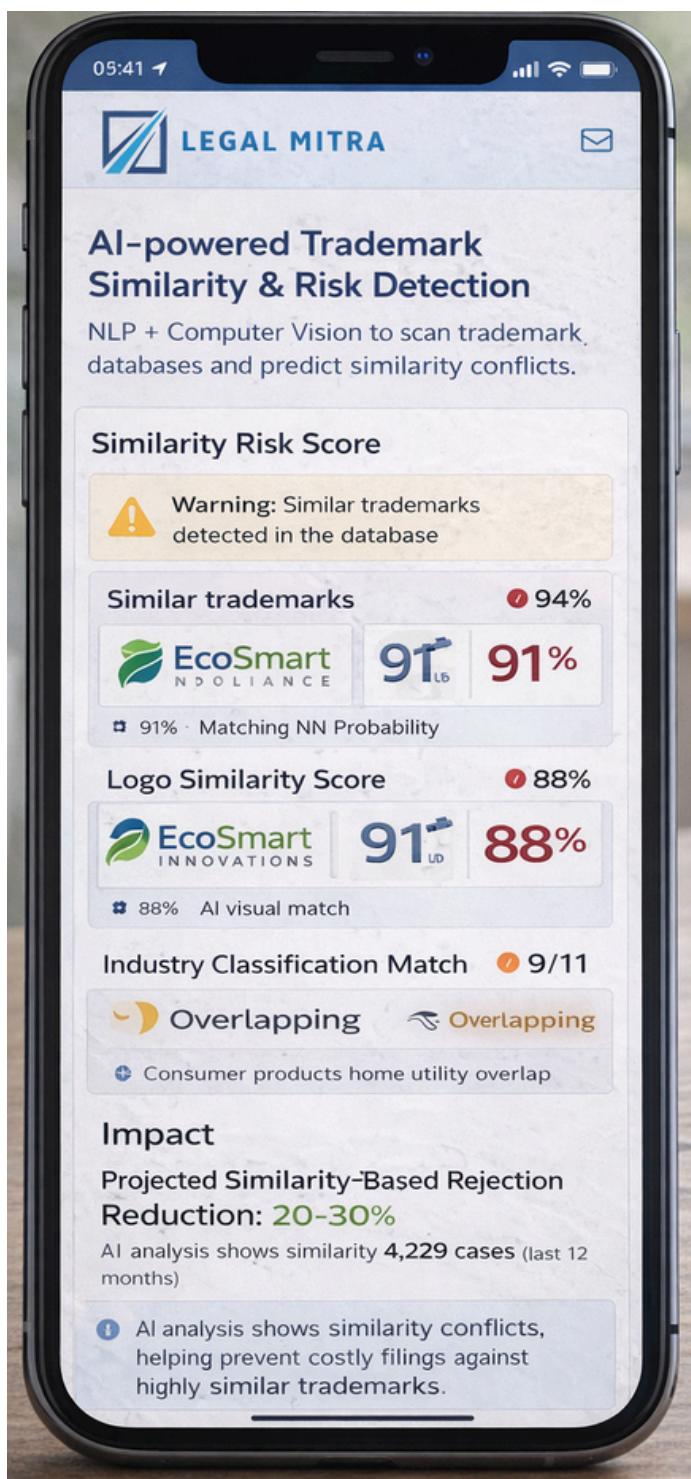
KPIs:

- Accuracy of cost prediction vs actual spend (%).
- Reduction in cost overruns across enforcement cases (%).

AI RECOMMENDATIONS



AI-Powered Trademark Similarity & Risk Detection



Leverages NLP and Computer Vision to scan trademark databases and **identify similarity risks** before filing, addressing similarity as a key rejection driver **highlighted in the dashboard**.

AI Capability:

- **Name and phonetic similarity scoring** across existing trademarks.
- **Logo and image similarity detection** using computer vision.
- Industry and class **overlap risk assessment**.

Business Impact:

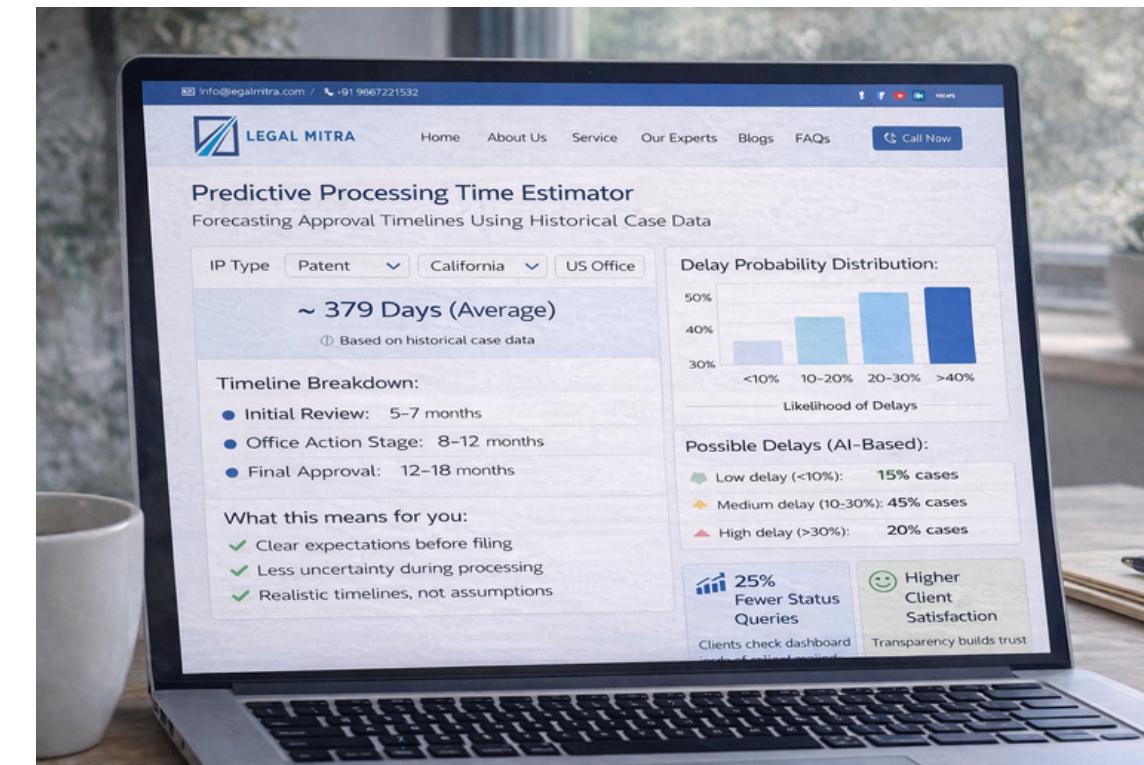
- Prevents **high-risk filings** at an early stage.
- Improves filing accuracy and client confidence in **trademark strategy**.

KPIs:

- Reduction in similarity-based rejections by **20-30%**.
- Increase in **first-time trademark approval rate (%)**



Predictive Processing Time Estimator



Uses historical case processing data (avg. 379 days) to forecast realistic approval timelines by IP type and state.

AI Capability:

- Generates AI-driven approval timeline predictions.
- Provides probability-based delay ranges for transparent expectation setting.

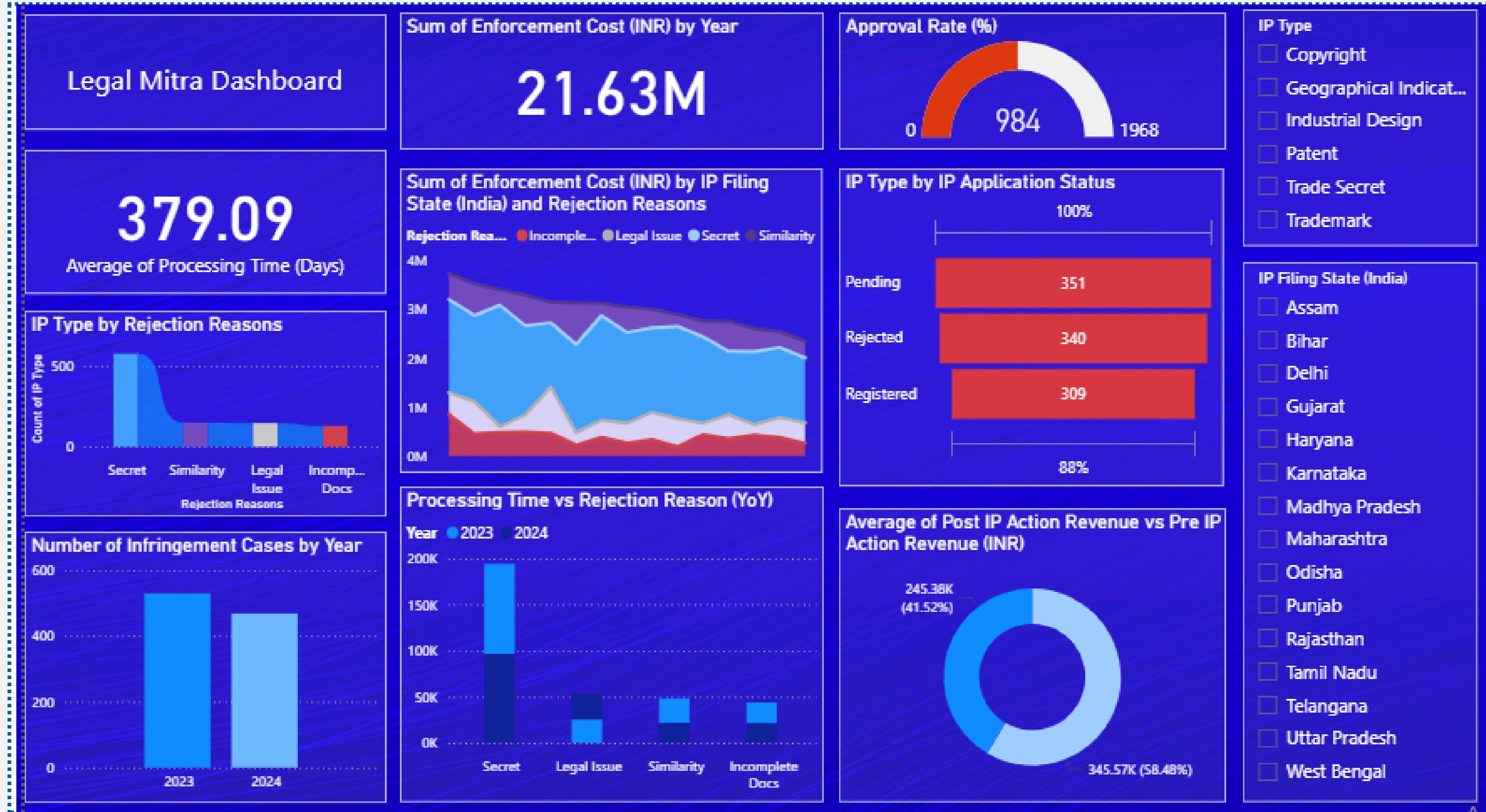
Business Impact:

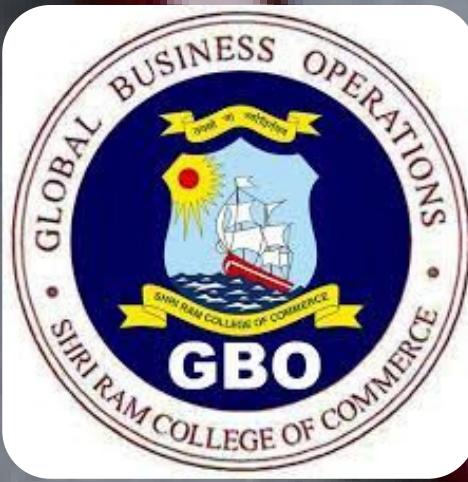
- Improves client clarity and confidence throughout the case lifecycle.
- Reduces uncertainty-driven follow-ups and status queries.

KPIs:

- Reduction in status inquiry emails/calls by 25%.
- Increase in client satisfaction score (CSAT).

POWER BI DASHBOARD





DATAVERSE 4.0

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THANK YOU

