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Intelligent People Search for the Legal Industry

Description

Vijilent uses natural language processing (NLP) and machine learning techniques (ML) to provide people insights to the legal industry. We gather publicly available data, including social media data, analyze it, and provide summaries of individuals, including Big5 personality assessments, emotional tones, and sentiment analyses in about 30 seconds. Data-Portraits™ of individuals are designed to be used in the courtroom and with other legal analyses.

Problem

The legal industry routinely gathers information on individuals for various reasons, including jury selection and background checks. Legal cases can be won or lost depending on access to relevant data. Obtaining data on the personalities and behaviors of individuals has required expert knowledge making it expensive and time consuming.

Products/Services

Data-Portraits™ with photos, social media links, demographics, word clouds, and emotional intelligence are delivered through an API or a web-based application making individual profiles quick and low cost. Our NLP and machine learning techniques allow customization of information. 'Bags of words' allow focused insights into a particular topic.

Free Demo at: <http://demo.vijilent.com/>. Check your profile.

Target Market

The legal tech market is \$16B and expanding. The segment of legal firms using social-media analytics is growing 25% annually. 16 million legal cases are filed annually. Lawyers need to be informed of the players involved. With a 15% market share of this growing market, within 10 years Vijilent will be generating revenues \$30-50M annually.

Customers

Legal practice management and e-discovery vendors as integration partners. US-based trial lawyers, CIOs, law librarians, jury consultants and legal-firm CTOs are the primary target markets. International expansion is expected in late 2017.

Business Model

Vijilent operate as a SaaS. Subscriptions from \$99-\$998 vary based on monthly usage. NLP and Machine Learning customizations are available. The go-to-market strategy is direct marketing, trade shows, educational webinars and partnerships with practice management vendors.

Traction

Vijilent has been beta testing its web app version with lawyers and CIOs in law firms. We're actively seeking additional beta users. We are the process of integrating our services with two practice management software providers and one e-discovery partner.

Competitive Advantage

Vijilent provides insights in seconds instead of hours or days. Our speed of delivery combined with expertise in emotional intelligence and consumer behavior provide insights that no other firms are currently offering.

Intellectual Property

- Provisional patent
- Trade secrets on data gathering methods
- Trademarks on Data-Portraits™ and Vijilent™
- URL: vijilent.com

Key Team

Dr. Rosanna Garcia, founder and CEO, Data Scientist, PhD in Marketing & Innovation, 2nd startup.

Paul Rummel, CTO, MS in Electronic Engineering, 3-prior start-ups.

Dr. Zeydy Ortiz, PhD in Computer Science, Chief Data Scientist, 2nd startup.

Company Information

Number of employees: 5

Incorporation date: July 2015 in North Carolina
Graduate of Groundworks Labs, Durham, NC 2015 & current member of Cary Cofounders Lab, Cary, NC.