



separate.us

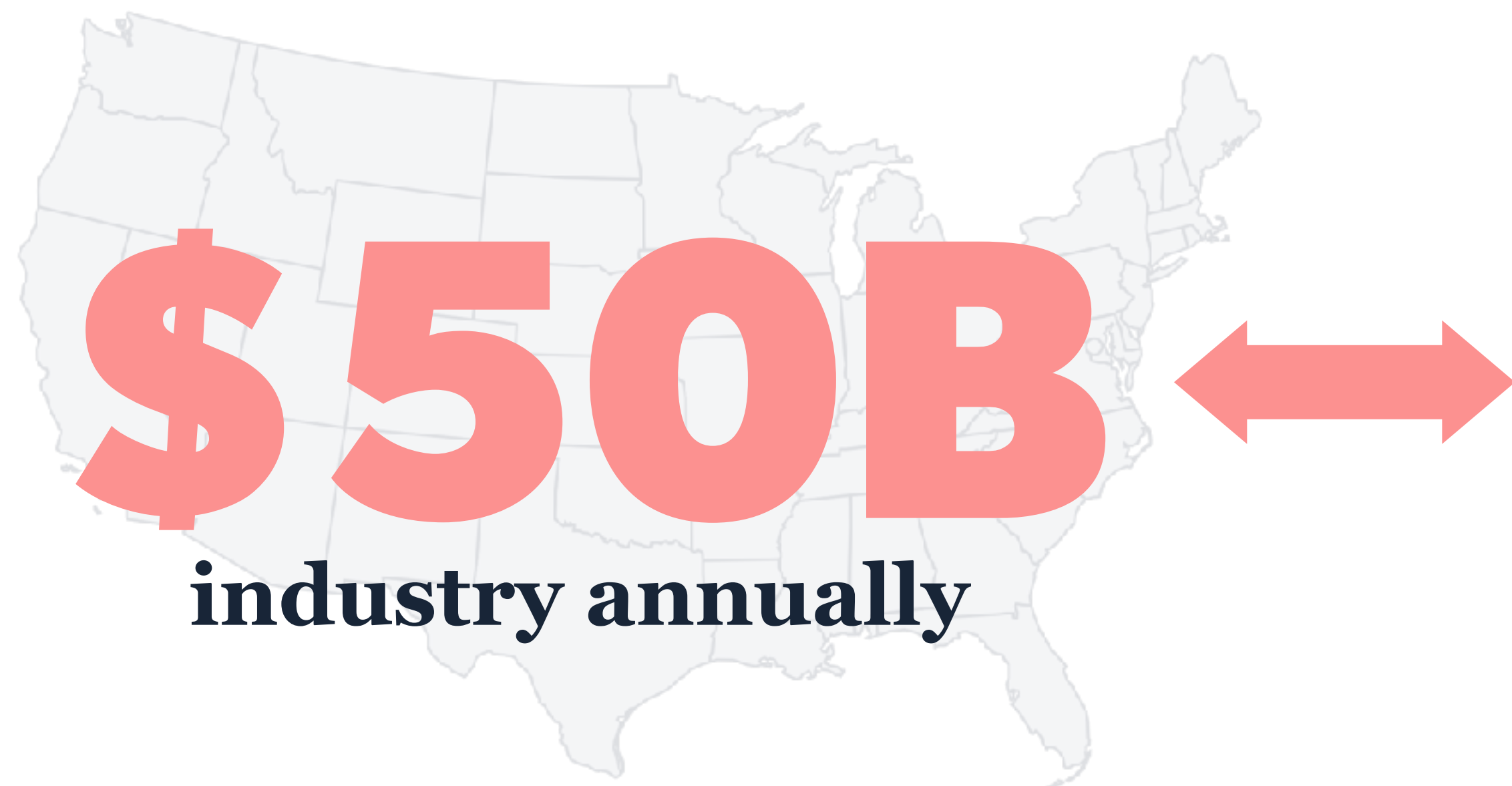
modernizing the divorce process

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Industry

Divorce is socially normalized yet the legal process has not adapted.



Divorce Filings: 1.2M Annually

Not including gay marriages or latent market of divorce “avoiders”



No Attorney: 70%

Majority of divorce litigants represent themselves: “in pro per”



Cost of Divorce: \$15-\$30K

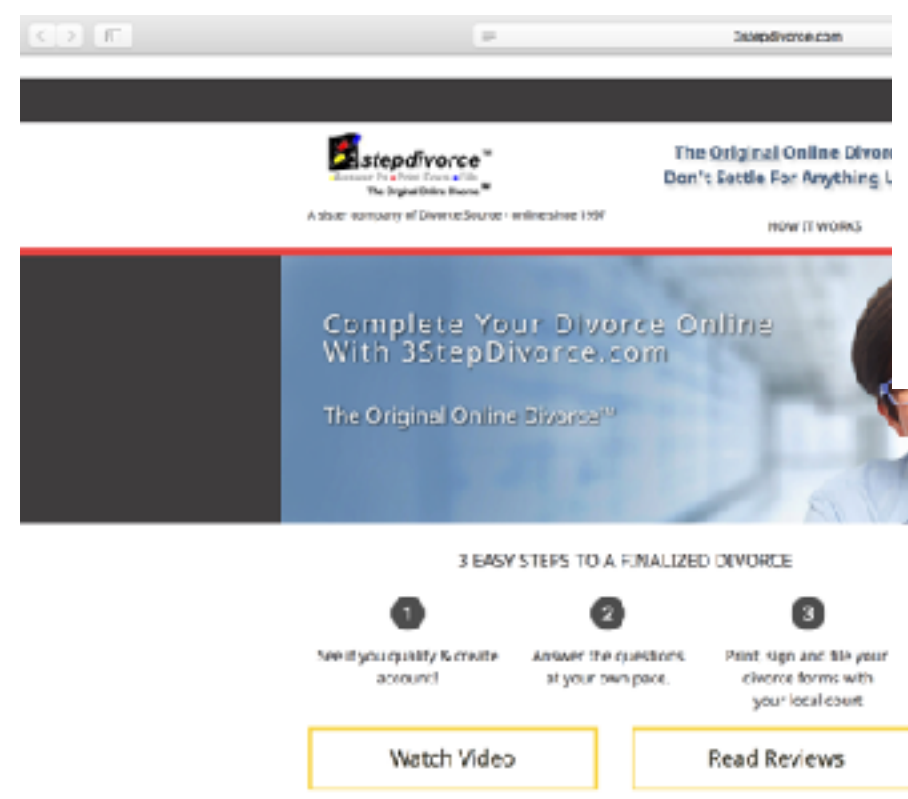
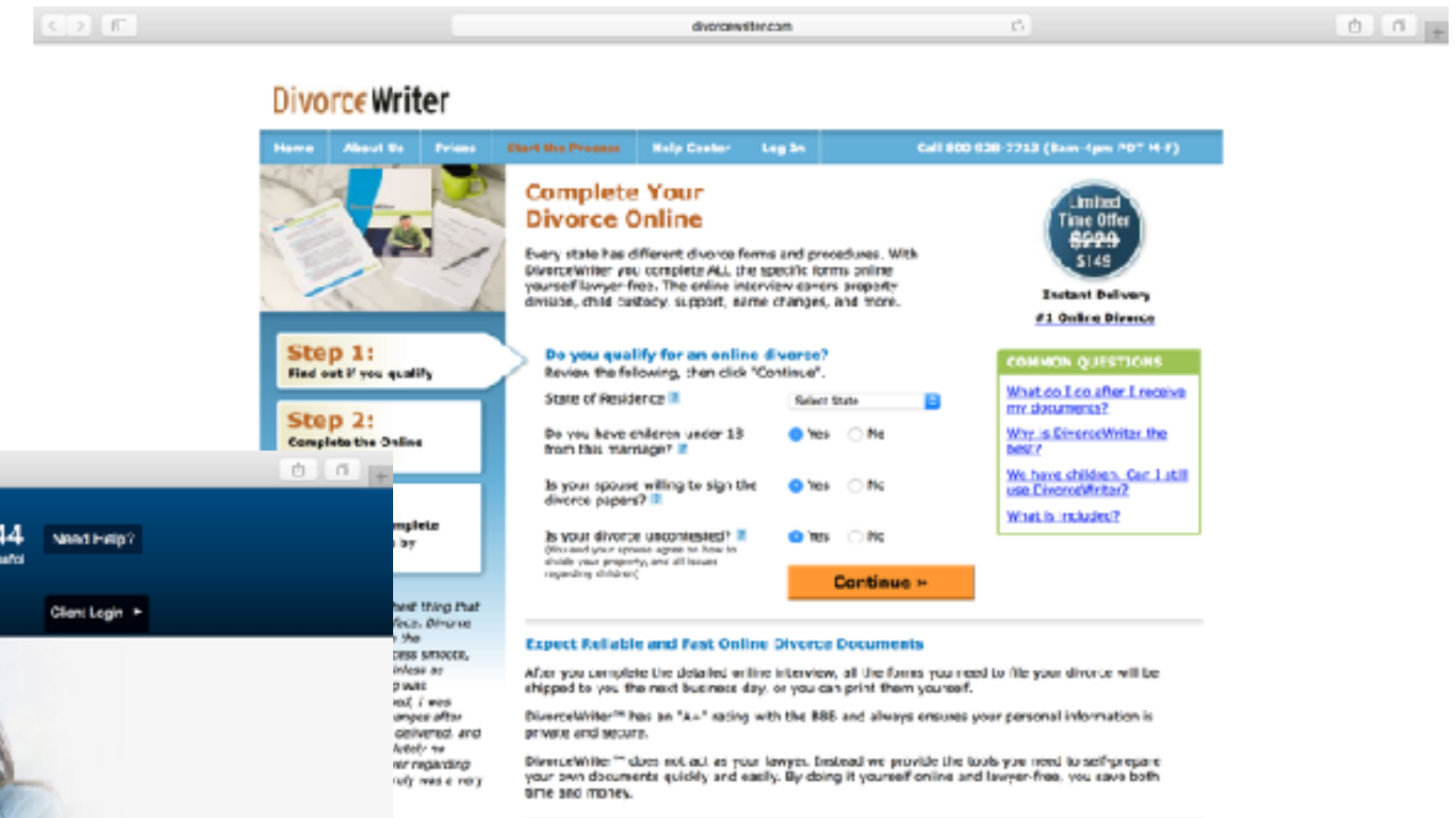
Is the typical spend on attorneys – for those who hire an attorney

* 2012 data from CDC, applying 3.6 rate to states not included.



Landscape

Innovation has been contained to a multitude of online products that are only targeting 15% of divorces (uncontested cases).





The Problem

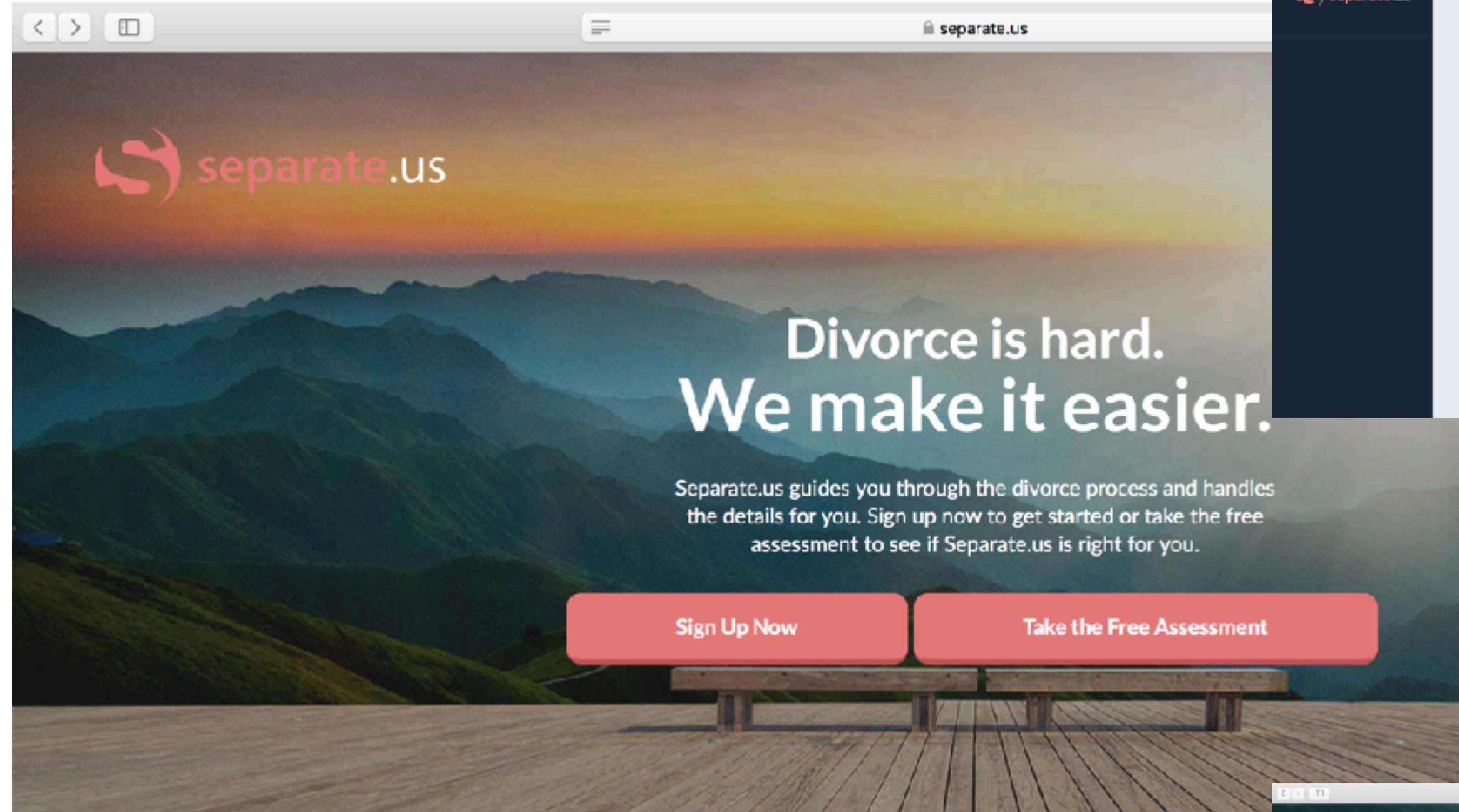
The majority are left to struggle through the divorce process on their own, or reluctantly seek the security of an attorney (even if they can't afford it).

FL-100	FL-140	FL-336	FL-430	FL-505	FL-582	FL-673	FL-752	FL-812
FL-101	FL-141	FL-337	FL-431	FL-505a	FL-584	FL-675	FL-752a	FL-815
FL-102	FL-142	FL-338	FL-435	FL-505b	FL-584-info	FL-675-info	FL-752b	FL-816
FL-103	FL-144	FL-340	FL-440	FL-505c	FL-585	FL-676	FL-752d	FL-817
FL-104	FL-150	FL-341	FL-442	FL-505d	FL-589	FL-676a	FL-752e	FL-818
FL-105	FL-151	FL-341a	FL-442b	FL-506	FL-594	FL-677	FL-755	FL-820
FL-105a	FL-152	FL-341d	FL-443	FL-506-info	FL-595	FL-678	FL-756	FL-825
FL-106	FL-152-info	FL-341e	FL-443-info	FL-510	FL-596	FL-679	FL-764	FL-856
FL-107-info	FL-154	FL-343	FL-450	FL-512	FL-597	FL-680	FL-767	FL-857
FL-108	FL-155	FL-345	<div>No Attorney = 70% Try navigating these forms on your own.</div>			FL-681	FL-768	FL-863
FL-109	FL-156	FL-346				FL-682	FL-769	FL-864
FL-110	FL-158	FL-352				FL-683	FL-770	FL-874
FL-111	FL-158-info	FL-360				FL-685	FL-774	FL-874-info
FL-112	FL-159	FL-361				FL-689	FL-775	FL-876
FL-113	FL-160	FL-362				FL-690	FL-775-info	FL-879
FL-114	FL-161	FL-363				FL-691	FL-776	FL-901
FL-115	FL-161-info	FL-367				FL-692	FL-777	FL-901a
FL-116	FL-163	FL-370				FL-693	FL-777a	FL-901b
FL-117	FL-164	FL-372				FL-694	FL-783	FL-946
FL-118	FL-165	FL-379	FL-472	FL-525	FL-604c	FL-695	FL-784	FL-978
FL-119	FL-166	FL-380	FL-473	FL-525a	FL-604d	FL-700	FL-785	FL-990
FL-120	FL-195	FL-381	FL-475	FL-525b	FL-611	FL-711	FL-786	FW-001
FL-121	FL-200	FL-382	FL-480	FL-525-info	FL-613	FL-713	FL-787	FW-002
FL-122	FL-201	FL-383	FL-481	FL-545	FL-614	FL-714	FL-788	FW-003
FL-123	FL-203	FL-395	FL-482	FL-545-info	FL-615	FL-715	FL-789	FW-004
FL-124	FL-251	FL-396	FL-483	FL-546	FL-616	FL-716	FL-790	FW-005
FL-125	FL-300	FL-397	FL-484	FL-548	FL-617	FL-719	FL-791	MC010
FL-125-info	FL-300-info	FL-400	FL-485	FL-549	FL-628	FL-720	FL-792	MC011
FL-127	FL-311	FL-401	FL-486	FL-559	FL-629	FL-721	FL-796	MC015
FL-128	FL-313-info	FL-401a	FL-487	FL-563	FL-630	FL-722	FL-798	MC016
FL-129	FL-318-info	FL-401b	FL-488	FL-563-info	FL-632	FL-723	FL-799	MC020
FL-130	FL-329-info	FL-401-info	FL-489	FL-567	FL-634	FL-726	FL-800	MC024
FL-131	FL-330	FL-425	FL-490	FL-568	FL-636	FL-728	FL-804	MC029
FL-132	FL-330-info	FL-426	FL-491	FL-569	FL-639	FL-735	FL-805	MC030
FL-133	FL-335	FL-427	FL-492	FL-570	FL-643	FL-741	FL-806	MC031
FL-139	FL-335-info	FL-428	FL-493	FL-571	FL-652	FL-741-info	FL-810	MC032
			FL-494	FL-576	FL-653			
			FL-495	FL-578	FL-653-info			



The Solution

Separate.us is a cloud-based, do-it-yourself option that enables all divorces to move forward faster.

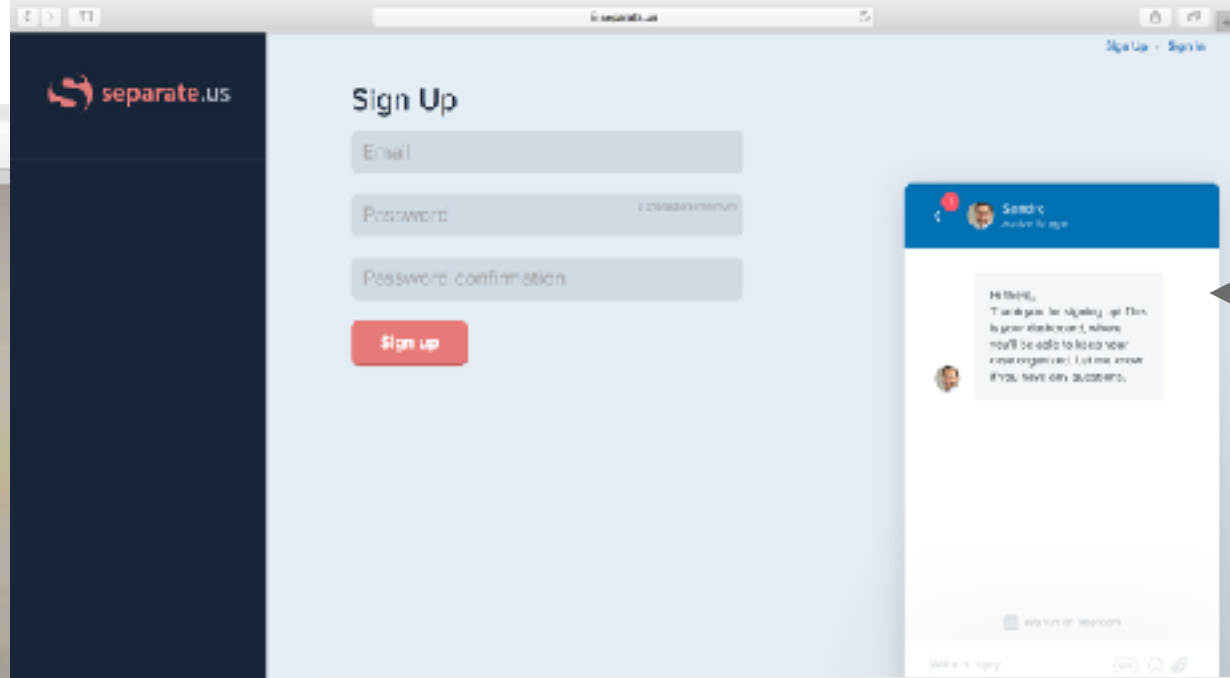


Take control of your divorce.

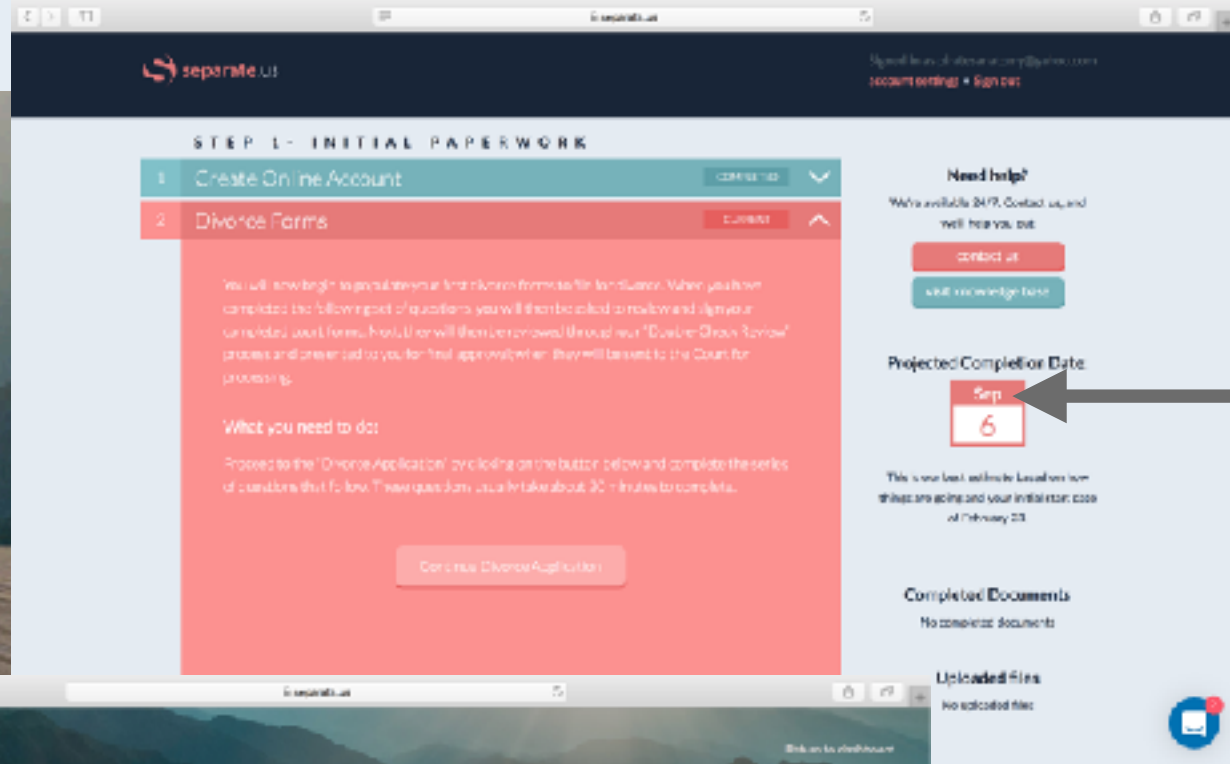
We enable you to move through your entire divorce from the comfort of your own home. You don't need to have an

Save thousands on legal fees.

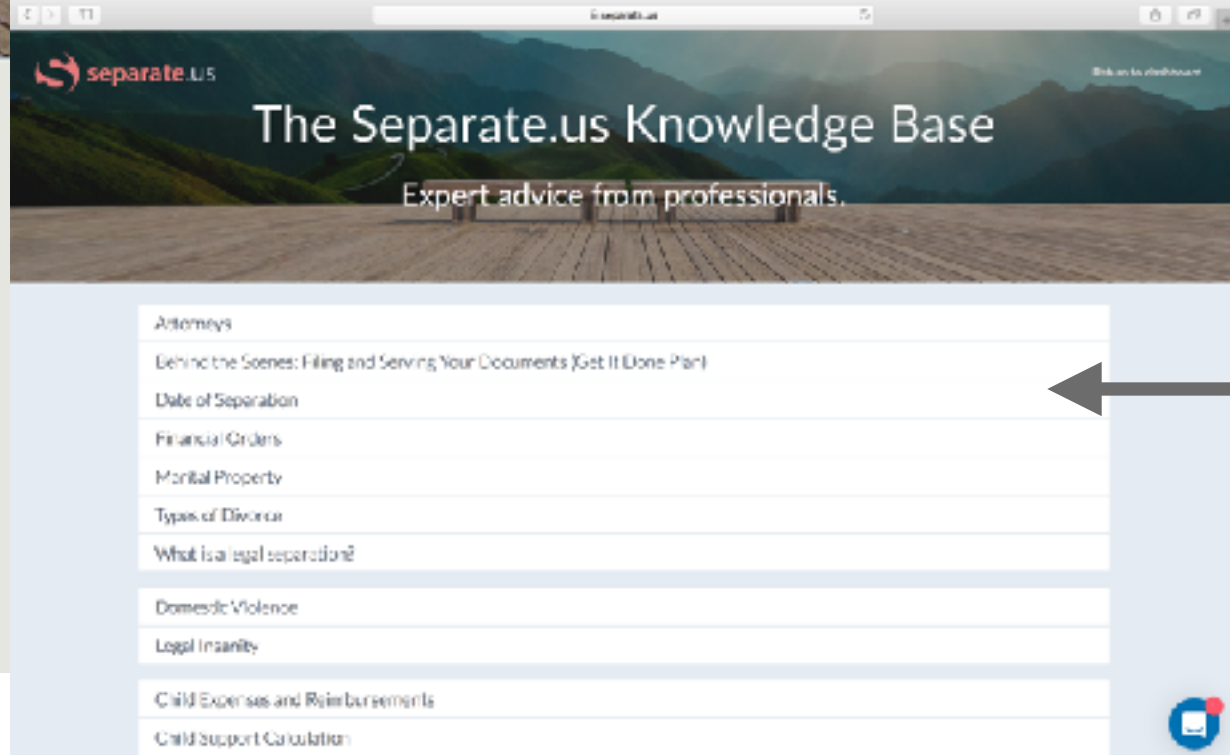
The average total cost to hire a divorce lawyer is \$15,000. If you're like most people, you can't afford those dollar



Live chat provides quick answers on legal process and terminology.



Centralized document center and form wizards for easy use



Resource center for individuals or couples still contemplating separation

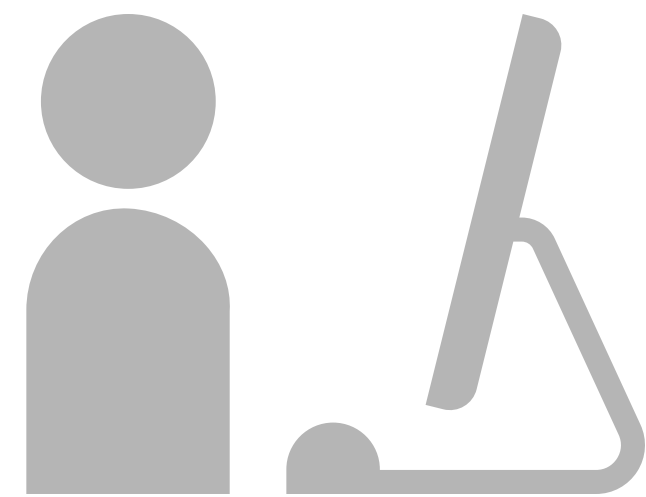
Separate.us aims to be the universal plug-in to the divorce process.

We have developed a single platform servicing both do-it-yourself consumers as well as attorneys practicing family law.

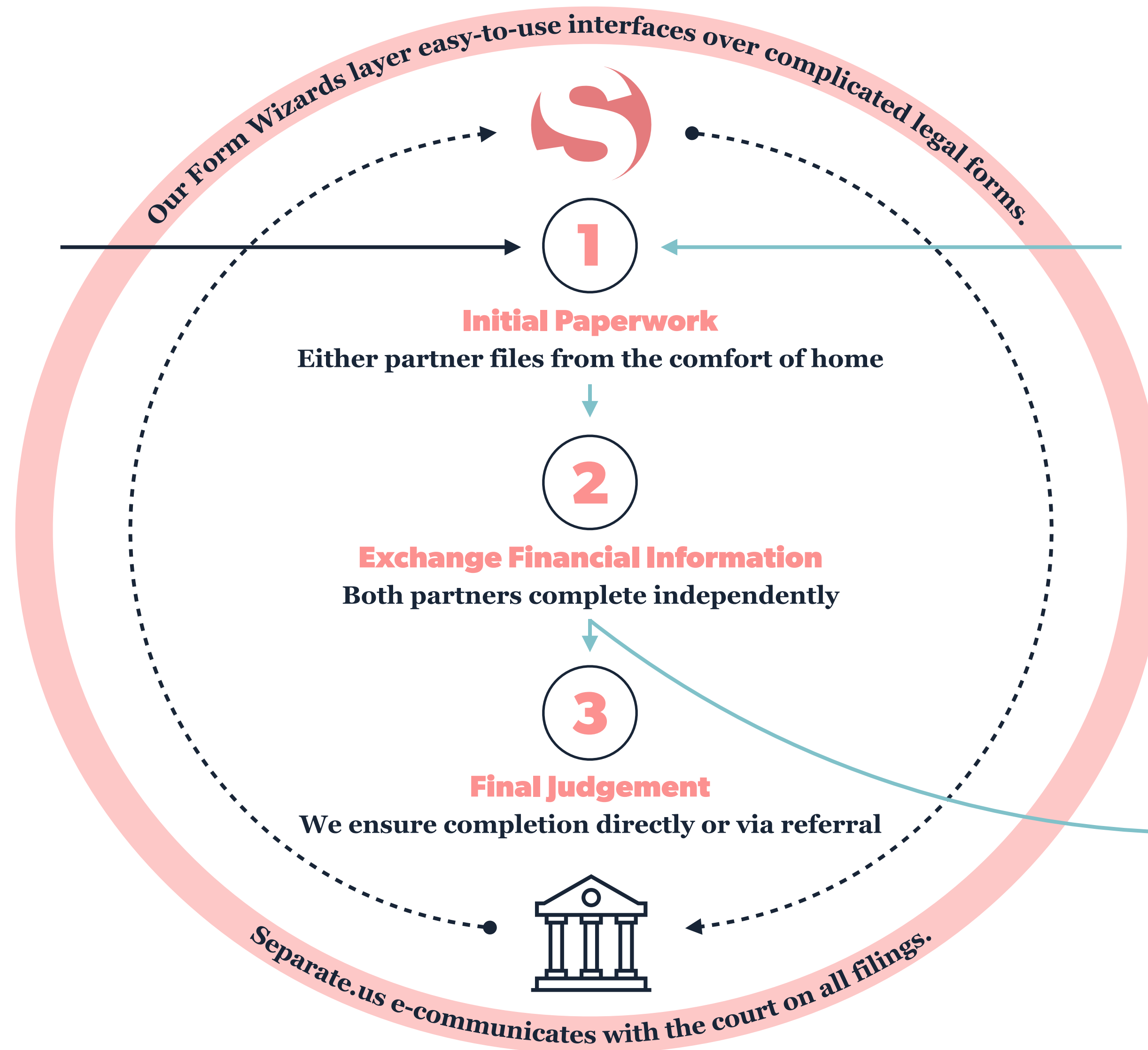


Consumer Plug-In (B2C)

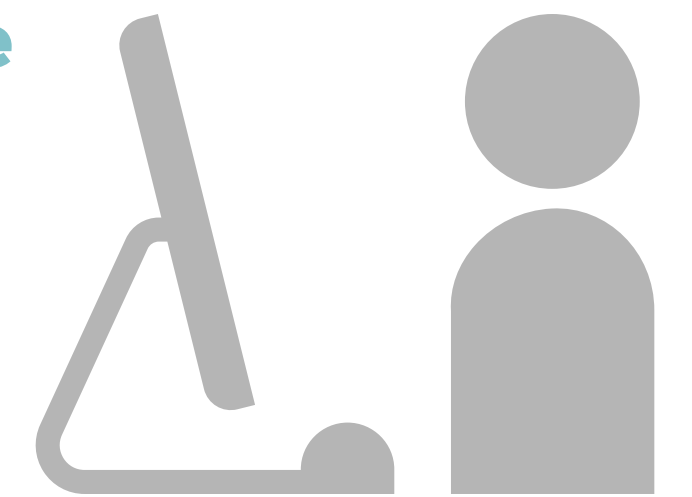
We lead with customer experience and work backwards into legal process.



**Starter
Plan
\$99**



**Get It Done
Plan
\$999**

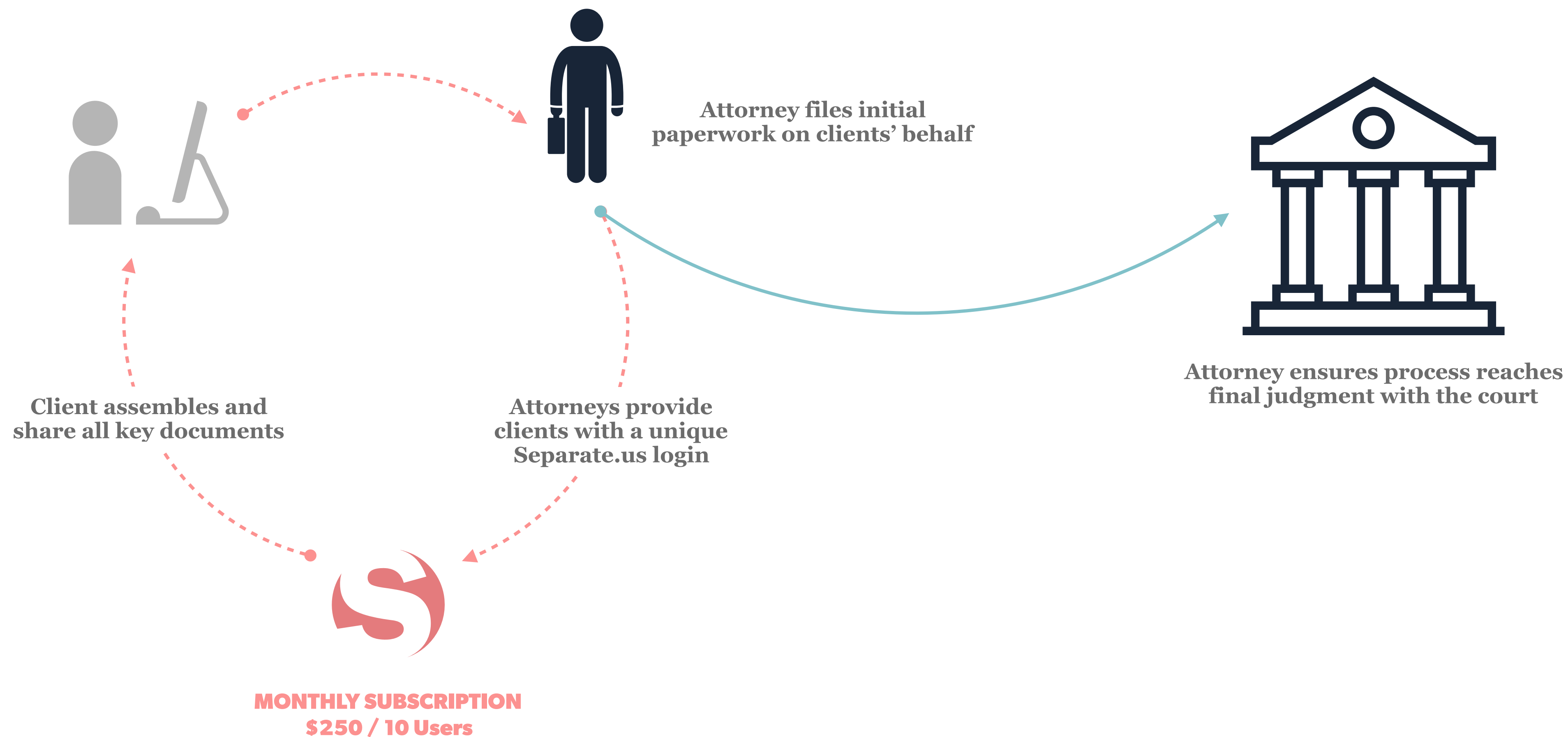


We refer cases of unusual complexity/ conflict to our trusted network of attorneys at pre-negotiated fees



Professional Plug-In (B2B)

We drive efficiency so attorneys can focus on strategy.



Separate.us serves as a **online hub** for divorce.

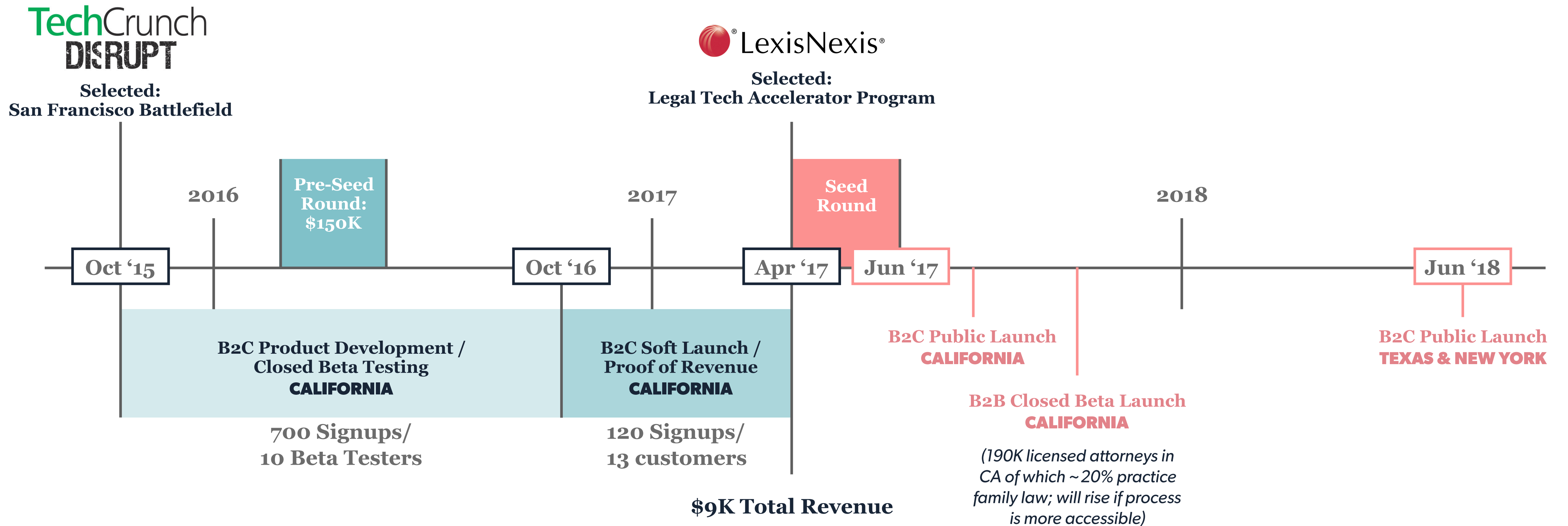
We share knowledge, assemble and file paperwork, centralize documents, and navigate a path to final judgment based on case specifics.

When necessary, we refer either or both parties to attorneys, mediators and financial advisors within our **trusted network** at pre-negotiated fees.



Traction

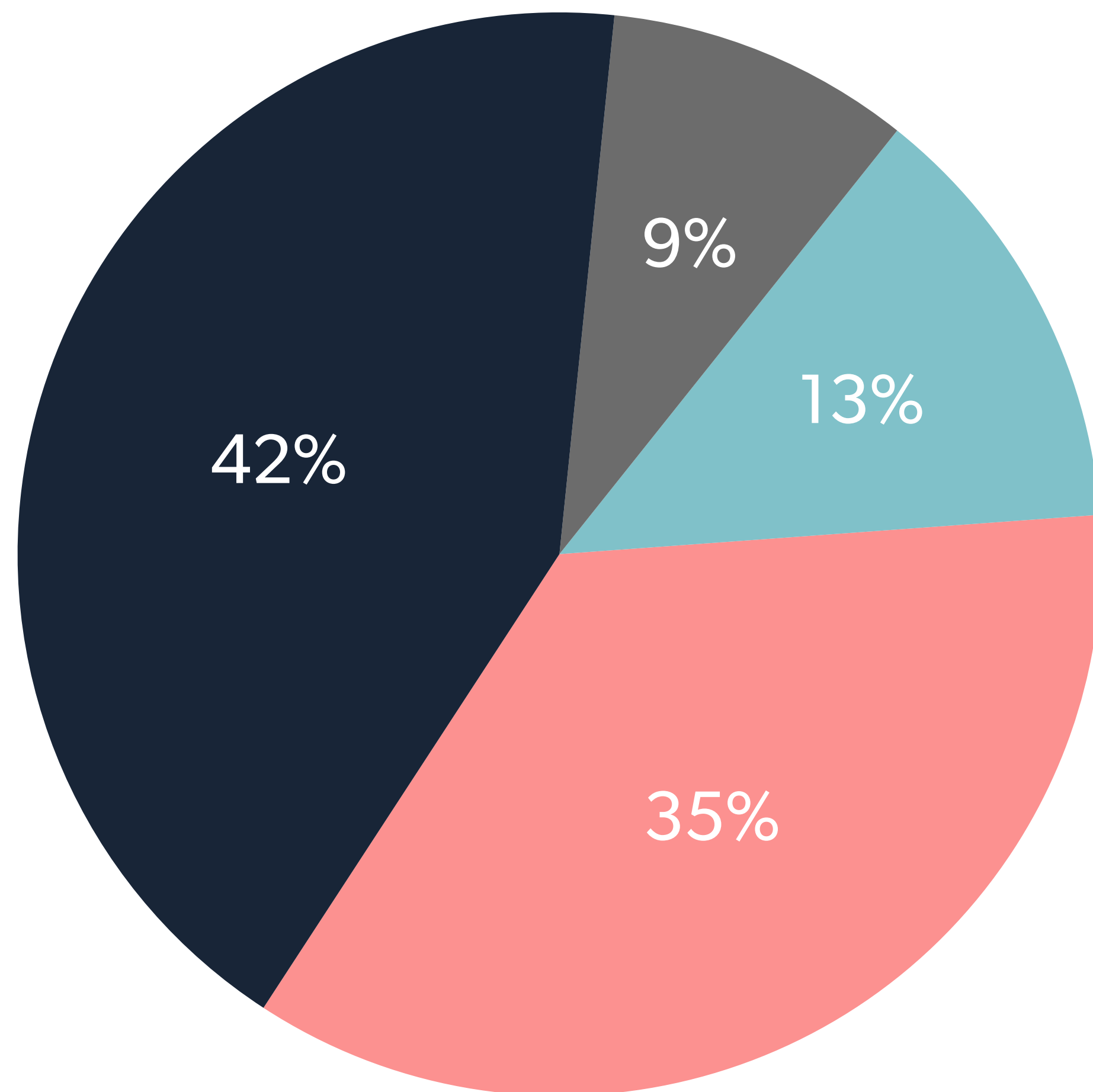
Early momentum produced a superior product and Beta testing - we are ready to expand and ramp.





Use of Funds

We will drive revenue expansion with our first marketing campaign.



Seed Round

- Product/Engineering
- Overhead
- Staff
- Marketing



Market Forces

Multiple trends are creating tailwinds for Separate.us and for Legal Tech.



Millennials and recently married same sex couples prefer DIY options



All courthouses are implementing systems to allow for e-filing in the next 5-7 years



Fast growing trend among lawyers to offer “consulting” services (as opposed to handling everything (aka “attorney of record”))



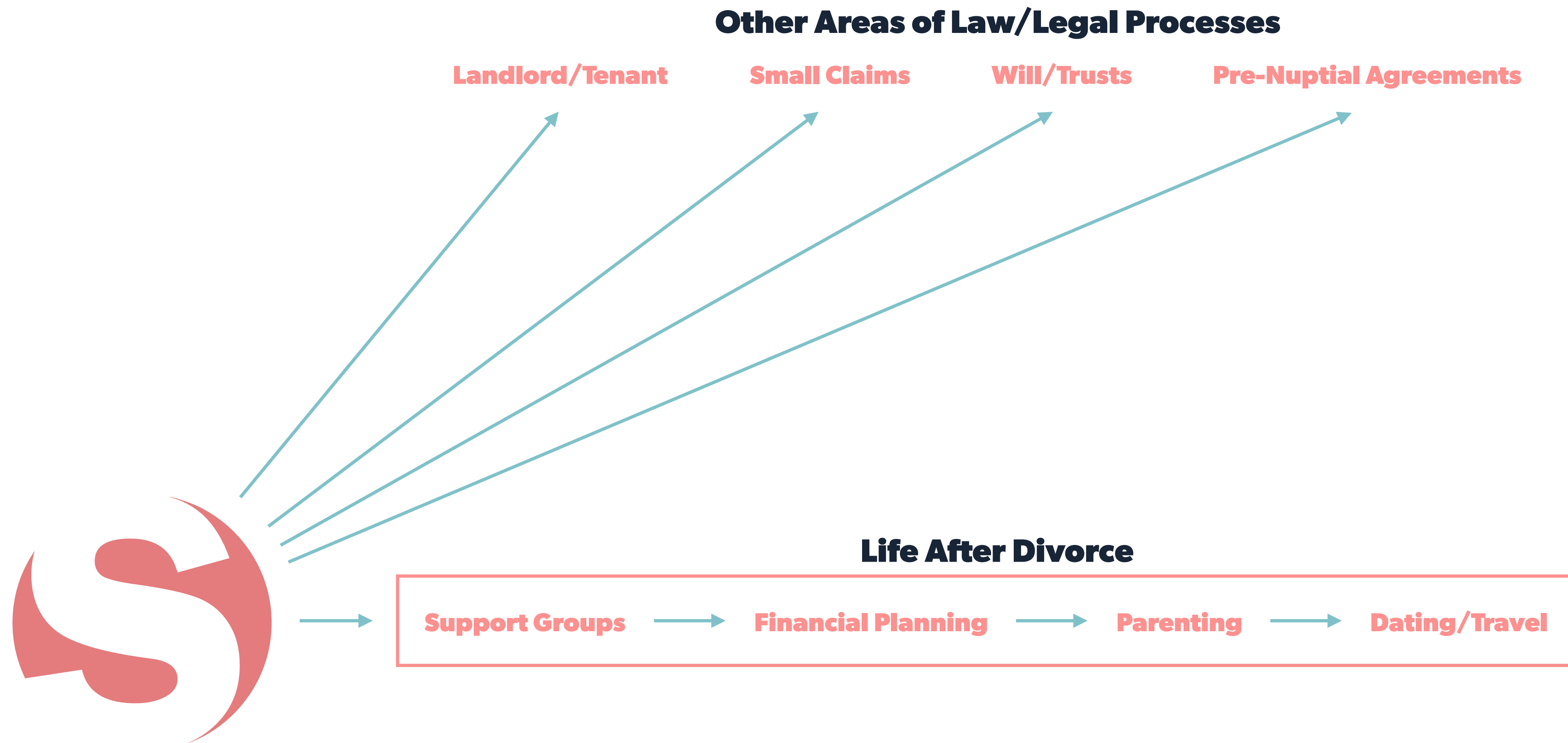
Emergence of LLLT’s that will allow for more affordable legal guidance to the consumer





Potential

Customer trust creates the opportunity to extend lifetime value.



* 4.3M court users are self-represented in California alone: huge market for DIY online solutions in other areas of law.



Team

Founder Sandro Tuzzo has practiced family law for more than 15 years and was motivated to be part of the movement marrying law and technology.

Sandro Tuzzo

Chief Executive Officer



Family Law Attorney, 15 years
Past President, *Bar Association of San Francisco, Family Law*
Adjunct Professor, *UC Hastings College of the Law*

Jon Eckstein

Chief Technology Officer



Senior Software Engineer, *HelloSign*
Founding Team Member, *bop.fm*, acquired by *Lifelock*
Full Stack Software Engineer

Ben Swieskowski

Head of Digital Marketing



Masters in Statistics, *Stanford*

Allyson Kwett

Head of Product



Senior Paralegal & Notary Public
Web Developer

James Riseman

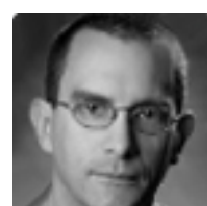
Head of Product Marketing



Director of Product Marketing, *New Relic*

Advisors

Pete Kennedy



Compliance Attorney, *Legalzoom*

Matt Kaufman



Director, *Rocket Lawyer*

Max Shevyakov



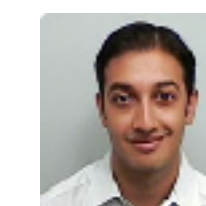
CEO, *BorrowLenses*, Acquired by *Shutterfly*

Robbie Bhathal



CEO, *Suiteness*, YC 2016

Neel Mehta



Head of Business Development, *Glow, Inc.*

Sandro Tuzzo observed the long lines at divorce court and identified with the frustration, not only as an attorney but also as a child of divorce and a divorcee himself.

His determination found a **better** way.

