

Access to justice is broken. Our community is here to fix it.



rightstars.co/br Delaware OH

LEAD INVESTOR

Christian Risom CEO Shape Ventures

The team is amazing. The speed they are iterating with is second to none other in our portfolio. The combination of their ability to get feedback from their users super fast and keep turn around times low makes for very fast progress. Christian is an amazing founder having already done this in an adjacent space I am sure he will be successful here as well and with the TAM we are seeing this will be massive. On top of that they are also working to make a real difference in the world for real people. That is something special.

Invested \$50,000 this round & \$126,700 previously

Highlights

- 1 Our mission is to make basic legal services affordable for everyone
- 2 Management team includes successful legal tech founder from www.airhelp.com
- 3 More than 1,600 lawyers have joined our community
- 4 Our first product, marketplace for legal services is growing 118% MoM, now +500 cases per month
- 5 Revenue stream 1, lawyer subscriptions launched 18 days ago, already 21 paying lawyers
- 6 Revenue stream 2, fee from payment module planned launch in January 2023

Our Team



Christian Nielsen CEO

We keep building something that people and lawyers want.



Mariana Naccaratti CMO

Pitch

RIGHTSTARS



Access to justice is broken.
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More than 5 billion people lack basic legal services

Justice gap: The wealthy 1/3 of the World population has access to justice, the remaining 5B people not
BC2 legal market: The existing worldwide B2C legal market for the wealthy 1/3 is \$265B

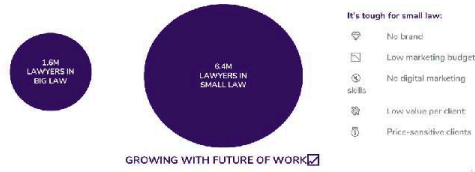


Causes for Justice gap:

- Too expensive
- Too complicated
- Lack of knowledge

The legal service market is extremely fragmented

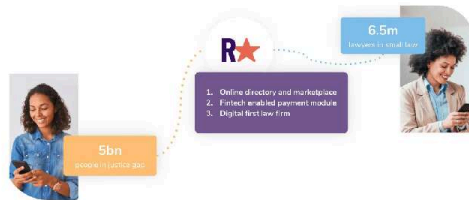
Big law 📊 20% of lawyers work in big law firms (10 or more lawyers)
Small law 📊 80% of lawyers work solo or in small law firms (less than 10 lawyers)



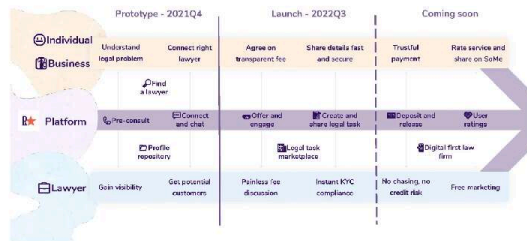
Small law is decades behind in tech adoption

- 🗣️ Primary source for outbound marketing is still **worth of mouth**
- 📄 Inbound marketing at best limited to **generic newsletters** and phone calls
- 📞 Smart funnels, data aggregation for case sizing and fee proposals? **No. Phone, email.**
- 📝 I love **Word** for work delivery...and Microsoft loves you back. Still in the 90's here too.
- 💳 We will send an invoice. At some point. **Pay it manually.** You still remember the work we did?

Our platform connects the underserved groups



We make it easier than ever to consume legal services



Forward-looking projections are not guaranteed.

Paving the road for access to justice for all

Demand attraction:

- Know-your-rights pages
- Free pre-consultation
- Free lawyer directory
- No hourly rates
- Pay in installments
- Experience guarantee

Supply attraction:

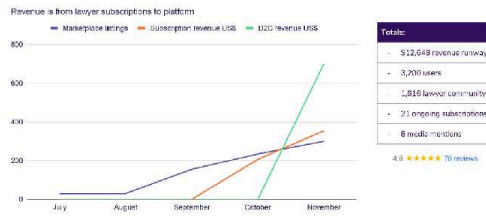
- High client conversion
- Free digital profile
- Community of lawyers
- Paid on completion
- No credit risk
- Access to perks

Business models

Product	Launch	Revenue model	Current pricing
Marketplace and community	October 2022	See \$ freemium	\$12 monthly
Digital law firm	December 2022	D2C	Fixed fees
Payment module	February 2023	Transactional	10% + \$2

- different business models lowers regulatory risks through optionality
- the products are complimentary with positive spillover effect on development

Market validation



Seasoned team with previous legal tech success

CEO previously built a \$100m revenue B2C legal tech	Christian Siebert
CFO previously built and sold B2B SaaS to FTSE	Hilary Ghelard
CTO previously built and exited online marketplace	Vincent Corneille
CMO has more than 10 years in B2C digital marketing	Marlene Naesens



Global ambitions that begins in Americas



Total addressable market



Our product vision expands beyond

