

Concept Paper Outline

This is an outline of the components of your concept paper. Your concept paper would have more discussion and analysis around each topic. We are providing this as a sample.

- Headline (your vision for your company- usually one line):

Providing Law That You Can Afford- tagline

- Company Purpose (short and sweet) (What inspired you to create this company?).

There is a huge justice gap in the United States. 80% of low-moderate-income families in America cannot afford legal fees and access to the legal system. Our goal is to change that.

- Problem (customer pain – What is the problem you are trying to solve. (Identify the customer- law firms, corporate legal departments, small business, or consumers. Which market are you addressing? What niche within the broader marketing category are you targeting? What is the demographic of your primary customer?)

Legal Document Preparers are non-lawyer professionals who assist pro se litigants (consumers and small business) in creating legal forms and documents that the party files for themselves. They do not give legal advice. They operate from a retail store location and operated as independent businesses. They can be affiliated with a law firm, but usually aren't. This group of businesses do not have:

(1) an online presence that enables their customers to create legal forms online; and (2) an in-house document automation system that can be used for customers not on the Internet and are not web-savvy.

- Solution (value prop to customer – great to add real customer stories – How do you solve the customer's problem?).

- **The solution is provide a virtual platform for Legal Document Preparers that enables them to provide online document preparation services, plus an off-line kiosk application that would enable them to create a work-station within their stores that be used to create legal forms and documents.**
 - **This would increase the productivity and profit margins of these professionals enormously.**
- **Why Now (history and evolution)**

In many states, the activity of legal document preparation by non-lawyers was the “unauthorized practice of law.” and therefore not a permissible activity. Only in the states of California, Florida, Arizona, and Nevada has a statutory support for this activity makes it clear that the work of Legal Document Preparers is not the unauthorized practice of law.

LegalZoom is the leader in the industry providing these services directly to consumers and small business over the Internet. Last month the Supreme Court of South Carolina released a legal opinion endorsing the LegalZoom business model.

We believe that with LegalZoom in the vanguard, all most all states will abandon the characterization of legal document preparation by non-lawyers, where no legal advice is provided, as the “unauthorized practice of law.”

- **Market Size (who are your target customers; How large is the addressable market?)**

The target market are Legal Document Preparers, but may also include accountants and tax preparation professionals. The market includes all non-lawyer professionals whose work is related to legal documents and want to offer legal documents to their clients without legal advice.

We estimate that the addressable market today Legal Document Preparers is approximately 6,000 business units nationwide. We estimate this will increase to 100,000 within a three year period.

- How much capital do you want to raise and what percentage of the company are you will to give up? (This is the “Ask”).

Our plan is to finance this business with internally generated cash flow .

- Competition (honest list of other industry players and competitors, How do you fit into this competitive landscape? Who are your competitors?)
 - Here is a quick summary of competitors in this market space:

Direct to Consumer and Small Business for a Fee (automated)	Free or low cost legal form web sites without legal advice. (not-automated)	Business-to-Business Plays
LegalZoom - \$150,000.00 in annual volume.	US Legal Forms: \$8,000,000 in sales volume	SaaS Services for Law Firms: mycase.com; rocketmatter.com; clio.com; DirectLaw.com; VirtualLawDirectLaw.com; LawPal.com; TotalAttorneys.com

RocketLawyer \$20,000,00 in annual volume	Findlaw- Free Forms. No doc prep service.	SaaS Services for Legal Document Preparers- not law firms: SmartLegalForms, Inc. (Example of a Blue Ocean Strategy- not competition- a customer not being served by anyone).
Nolo- leading self- help law book publisher- \$18,000,000 in annual volume	Lexis-Nexis- free forms- not doc prep service.	
Smaller legal web form sites and self- help legal book publishers- \$20,000,000 estimated annual volume.	Misc. Free Legal Form Web Sites- with no legal advice or doc prep service	

- Product/Service (description and road map) (Short and Sweet). (If you have a proprietary technology idea and need funds to patent it, this is the place to mention it. What is innovative about your service?).

SaaS Service for Legal Document Preparers (non-lawyers) with an intelligent embedded web-enabled document automation solution. See:

<http://www.smartlegalforms.com> for more detail.

- Business Model (revenue, pricing, subscription, licensing, transactional, freemium, transactional, etc.)
 - **Business Model is subscription based. A basic subscription is \$199.00 a month for a single jurisdiction and a single office that includes up to three staff members. Additional staff members are \$50.00 each per month, and there is an additional charge for additional offices and additional jurisdictions.**

- Customer Acquisition plan (marketing and sales. Do you have an efficient way of acquiring customers?)
 - In-bound content marketing;

 - Targeted B to B marketing through professional associations.

 - Initial target by the end of 24 months: 1,000 subscriptions at average price of \$199.00 a month each or \$2,388.00 a year = **\$2,400,000 in annual revenues.**

 - **1,000 subscriptions is based on serving 2% of an estimated addressable market of 50,000 business units.**

- Team (founders & management) (micro-biography):
 - **Richard Granat, CEO** - lawyer by training- Skills: marketing, management, finance; product design.

 - **Gregor Weeks**- lawyer by training but also computer science- chief technology officer.

- **Lynnette Mahaney** – Director, Customer Support- trained originally as a paralegal.
 - **Pam Andrews** - Director of Business Development- responsible for creating and nurturing strategic relationships.
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- Your “Concept Paper” should elaborate on this outline by citing sources to back up your arguments. The ”Concept Paper” is not the same as developing a full business plan with detailed financial projections. Instead, your “Concept Paper” should elaborate on this outline by citing sources to back up your arguments and provide more detail than you can compress in a 5-6 minute presentation.