

LAWTECH FUND

BY AVA VENTURE STUDIO

WHAT WE OFFER?

A VENTURE STUDIO PROMOTING LEGAL DISRUPTIVE TECHNOLOGY:
LAWTECH.

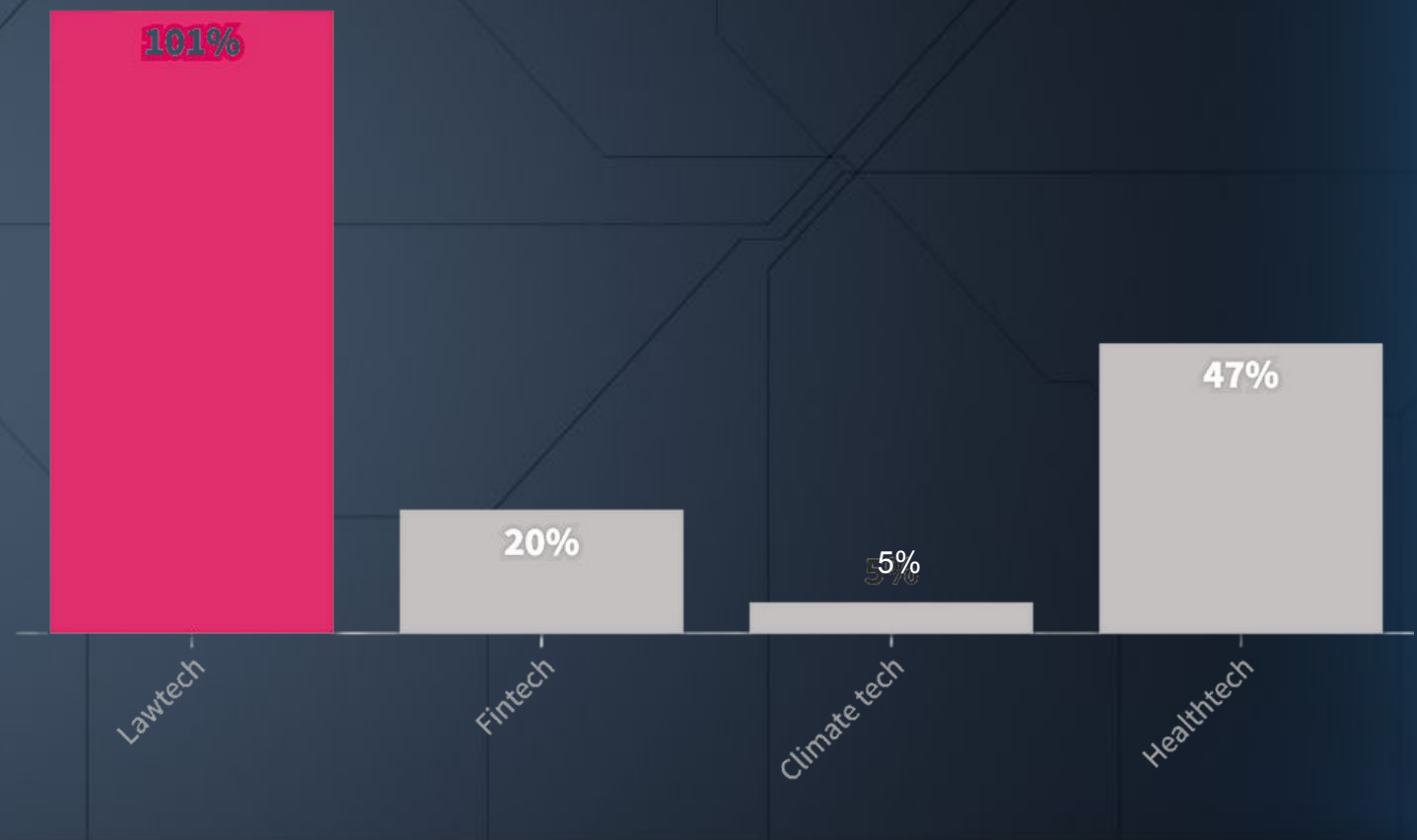
- Focused on detecting and developing Global LawTech Disruptive Solutions for the open public, SME's, companies, and organizations. Solutions include a combination of IP (Trademarks, Patents, Copyrights and/or Industrial Secrets) and Frontier Technologies (AI, Blockchain, NFTs, IoT, Avatars, VR & AR, Metaverse and/or Crypto), as key factors for growth, under the Do It Yourself and Do It For You concepts.
- Creating an ecosystem that balances, modernizes, democratizes, and changes how traditional legal services reach consumers.
- Solving the problem for at least 70% of humans, who do not have access to justice and/or legal advice.

THE RISE OF LAW TECH

- LawTech: Disruptive Frontier Technologies + IP aiming to support, supplement, or replace the traditional methods for delivering legal services to all.
- Faster, accessible, and easier execution 24/7 by end users under the Do It Yourself (DIY) and/or the Do It For You (DIFY) concepts.
- Growth of the LawTech market has increased 101% in the last years — faster than other Tech Sectors during the same period, according to Lawtech UK's 2021 Shaping the Future of Law report*.

The lawtech boom

Growth rate of investment in the UK's lawtech sector between 2017 and 2020



Sources: <https://www.wipo.int/wipr/en/2022/>

<https://www.forbes.com/advisor/business/ai-statistics/>

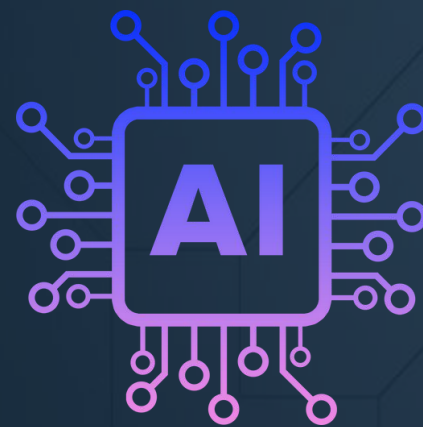
FRONTIER TECHNOLOGIES ARE REVOLUTIONIZING OUR WORLD

Representing a “short term” market of 350,000 Billion dollars.

By 2025 it is expected to exceed USD 3 Trillion, a growth of more than 750%.

Artificial Intelligence alone will grow to USD 191 Billion during 2024, a growth of more than 100%.

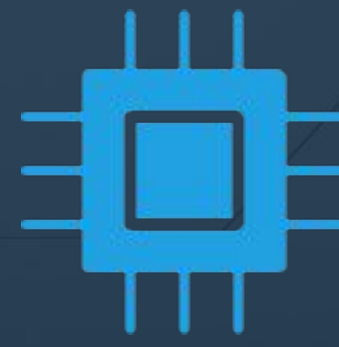
How fast are technologies growing?



Artificial
Intelligence
+718%



Big Data
+699%



Digital
Technologies
+172%



Cloud
Computing
+122%



Internet of
Things (IoT)
-81%

Uber, Airbnb, Netflix, WhatsApp, Facebook, Instagram, Waze, Spotify, Amazon and Wikipedia changed how things use to be performed.

Our current LawTech Portfolio includes: BETER+Legalify, ACRI, TMKonnnect, and BeyondLife, which transform, integrate professions, and change how traditional legal services are delivered into the new digital ecosystem.



Our IP Portfolio is based in 200+ Trademarks in 50+ Countries, Copyrights, Patents, Webs, Downloadable Apps (iOS/Android), among other IP rights and Frontier Technologies supporting the value of our Platforms.

THE TEAM

Experts in the legal ecosystem, technology platforms development, Ai, blockchain, cybersecurity, VR (Metaverse), UX/UI, Marketing and Finance conform the AVA Venture Studio.





Lawyer by profession, entrepreneur by nature, is a Intellectual Property expert and leader (Patents, Trademarks, Copyrights, Transfer of Technology and Knowledge). With more than 35 years of experience, he is a founding member of AVA Firm, RUMPERE Impunitas, MISTI, Companies and platforms supported by the AVA Venture Studio.



With +30 years of experience in the Financial and Industrial Sector, he is an agent of change, an experienced professional with a fresh and renewed vision who has decided to leave his mark through innovative projects that combine sustainability, technology and generate a change in society with a purpose beyond merely financial objectives. Founding Member in the AVA Venture Studio.



Founder of Ativar, driving force in Software generation. Expert in Simulation, AI, automation and gaming experiences. Founding member of Trican, experts in innovation and security, developing solutions in the software and hardware industry. Partner in the Companies and Platforms supported by the AVA Venture Studio.



Industry expert in technical, engineering, equipment manufacturing, maintenance, procurement, quality, human resources and training. For the last 15 years he has worked in the administrative, sales and business development areas. Partner in the Companies and Platforms supported by the AVA Venture Studio.



Communications specialist with skills in writing, spelling and creating ideas for all sort of visual content. She has worked in different advertising agencies as a content creator for social networks, project coordinator, public relations and presentations for investors, platforms and any type of disruptive products or services.



Human leader and expert in complex operations. For more than 30 years he has been investing in disruptive business. His entrepreneurship lead him to become a Founding Member in the AVA Venture Studio.

PROBLEM

AT LEAST 70% OF THE WORLD POPULATION, HAS NO ACCESS TO THE LEGAL & JUSTICE ENVIRONMENT.

According to the World Justice Project Global Insights on Access to Justice reports, more than 5 billion people worldwide (at least 70% of the global population), lacks of meaningful access to justice.

This lack of access can stem from a range of issues, including institutional, geographical, cultural and linguistic barriers, financial constraints, discrimination, social and gender inequality and even the current Monopoly of the legal system.

Additional 20% lacks of quality affordable legal services, creating a 90% market that today is considered abandoned.

SOLUTION & TARGET MARKET

AVA Venture Studio a Startup builder represents a powerful model for incubating and launching new legal businesses adopting IP + Frontier Technologies under the DIY/DIFY concepts: LawTech.

Compelling alternatives to the traditional legal models, offering a dynamic and collaborative approach to build scalable businesses in today's rapidly evolving market landscape.

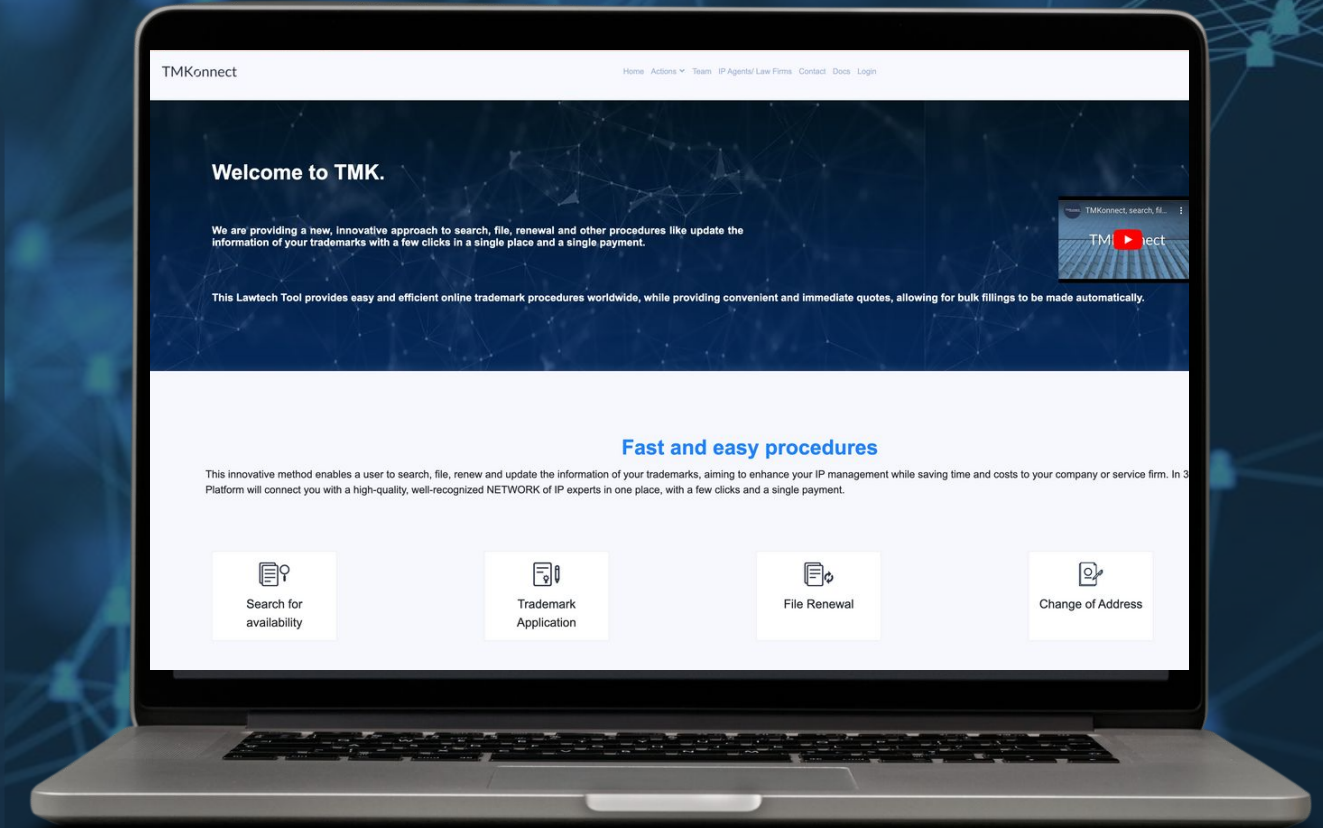
AVA Venture Studio, offers LawTech solutions with the potential to democratize legal services, making them more affordable to individuals and SMEs, allowing access to the legal and justice ecosystems by the general public.

AVA Venture Studio is committed through Disruptive LawTech Solutions to reach that 70 - 90% of the world's population that lacks of justice or receives a very poor or low-quality legal advice.

TMKonnnect

Protecting IP!

- 124 countries, 99% of the brand protection market.
- No subscription or license fees required.
- 160+ Intellectual Property top quality firms.
- +50% discount on trademark searches, applications, and renewals.
- A single instruction, one payment.
- Time-Saving: At least 50% from regular process.



TMK = IP, Automation, Blockchain, AI, and IoT.

BETER Legalify

App-Web allowing users to access, in a single place:

- Artificial Intelligence (AVA).
- Virtual Legal Advice.
- Template Legal Documents.
- Professional MatchMaking + Geolocation.
- Virtual Offices.



BETER + LEGALIFY = AI, Automation and Geolocation.



Due Diligence - Digital Compliance in a self-diagnostic format.

- Platform for SMEs, Entrepreneurs, and Professionals to identify possible risks in any business.
- Access through any browser, no need to install software.
- In 2 hours, you will complete the self-diagnosis.
- Evaluate, identify, and prevent legal impacts with traffic light, complimentary suggestions and documents to comply.

ACRI= Automation, IoT and AI.



BeyondLife

Keeps track of your life, and allows you to save it and inherit it...!

6 Super Modules



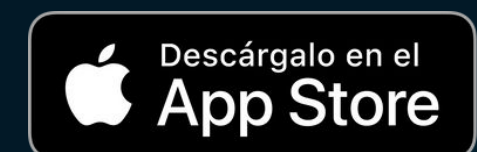
High security virtual Vault

Save your most valuable Information & Intangible Assets.

Prevent the loss of important and personal information (emails, messages, ideas, secrets, social networks, bank accounts) and other essentials or unfinished matters.

Create your Legacy and remain in this world for your designated heirs.

Download the App



BEYONDLife= AI, Blockchain, Avatar, VR, IoT, and Metaverse.

AWARDS 2023



By Google Cloud



BeyondLife



TMKconnect

POSICIONAMIENTO GLOBAL



TMKconnect
de TMKconnect



SoPlataforma Law Tech de uso gratuito en línea, que ofrece soluciones de marcas con fácil acceso desde cualquier computadora y/o teléfono inteligente, cubre más de 124 países (con 162 despachos aliados), abarcando más del 99% del mercado global de protección de marcas, con la red más grande de propiedad intelectual para simplificar el proceso de registro de marcas, reducir el papeleo, y garantizar el cumplimiento de las regulaciones locales de marcas.

FINALISTS IN Santander X

Mexico Connects | Startup Building 2023

- Out of 1,481 incredible companies, 3 of our Platforms emerged among the 39 semi-finalists!
- This means we represent a remarkable 7.6% of the 1st. Round Startups that were selected, and having 1 finalist we can consider to have 23% out of the 9 Semi-Finalists.
- The program focuses on acceleration, online training, and connection with investment funds.

BeyondLife

BETER (+)  Legalify

 **ACRI**
CORPORATIVA

ALLIANCES



by Google Cloud

BUSINESS MODEL

We identify legal opportunities where traditional methods are impossible to access for 70 - 90% of the world's population. IP + Frontier Technologies enables the general public, SMEs and individuals to obtain legal advice and documentation at affordable prices.

- **Technology Platforms:** We develop advanced technology open platforms that leverage AI, Blockchain, NFTs, IoT, Avatars, VR & AR, Metaverse and/or Crypto, offering efficient and accessible legal solutions, such as automation, document generation, and virtual legal assistants (AI).
- **Freemium Model:** We offer freemium models where basic legal services and resources are provided for free. Users can then upgrade to premium plans for access to more advanced features and personalized support.
- **Subscription Model:** Revenue stream comes from a subscription-based model where businesses and individuals pay a monthly or yearly fee to access the legal services platforms. Different tiers of subscription plans offer varying levels of service and features, catering to the needs and budgets of different users.

BUSINESS MODEL

- **Consulting Services:** In addition to technology platforms, we offer consulting services where legal experts provide personalized guidance and support to clients at affordable prices.
- **Partnerships and Licensing:** We seek partnerships with lawyers, law firms, corporations, and institutions to expand our reach and offer our technology to a broader audience.
- **Global Expansion:** As part of our growth strategy, we aim to expand our operations to different countries. This involves adapting our platforms to comply with local regulations and languages, as well as establishing partnerships with legal professionals and organizations in each market.
- **Continuous Innovation:** We prioritize ongoing research and development to stay at the forefront of legal technology innovation. This includes investing in new technologies, improving existing platforms based on user feedback, and exploring emerging trends such as decentralized legal services and AI.

MARKETING & SALES

- **Targeted Content Marketing:** High-quality content such as blog posts, articles, whitepapers, and case studies that highlight the benefits of utilizing LawTech solutions. Addressing pain points, showcasing success stories, and providing valuable insights into legal technology trends.
- **Social Media Engagement & Email Marketing:** Through social media platforms like LinkedIn, Instagram, Twitter, and Facebook to engage our target audience, and share informative content, participate in relevant discussions, and interact with potential clients and industry influencers.
- **Search Engine Optimization (SEO):** Optimizing our website and content for relevant keywords related to LawTech, legal services, and technology solutions, in order to improve our visibility in search engine results pages and attract organic traffic.
- **Partnerships and Collaborations:** Strategic partnerships with legal associations, business networks, technology companies, and industry influencers to expand our reach and credibility. Collaborate on joint events, webinars, and content initiatives to showcase our expertise and attract potential users.

PRO-FORMA PROJECTION

(000's) USD	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	2,884	10,400	23,600	45,800	75,900
COGS	1,349	5,040	10,386	20,124	31,932
Gross income	1,535	5,360	13,214	25,676	43,968
SG&A	2,700	2,800	3,000	3,400	3,900
Marketing	1,680	2,630	3,100	3,300	3,300
Depreciation & amortizati	80	80	80	80	80
Fund Management (min 5	90	214	472	916	1,518
Operation costs	4,550	5,724	6,652	7,696	8,798
Operation profit	- 3,015 -	364	6,562	17,980	35,170
Financial costs	-	-	-	-	-
Taxes	-	-	769	3,464	7,034
Net Income	- 3,015 -	364	5,793	14,516	28,136

Ebitda	- 2,935 -	284	6,642	18,060	35,250
Acumulated Ebitda	- 2,935 -	3,218	3,424	21,484	56,734

Cash raised	4,000
Minimum cash flow	- 3,218

WE OFFER 20% FOUNDING SHARES IN OUR ECOSYSTEM FOR US\$4M WITH A RETURN OF AT LEAST 10X IN 5 YEARS.

FUNDS WILL MAINLY BE USED TO PUSH MARKETING & SALES + IP & FRONTIER TECHNOLOGIES PROTECTION AND R&D:

TMK: 150 COUNTRIES + 250 ALLY/MEMBERS AND 120 USERS + NEW MODULES + AI.

BETER+LEGALIFY: 2 COUNTRIES + 1,500 ALLY/MEMBERS AND 1,500 USERS + AI.

ACRI: 2 COUNTRIES + 4,000 USERS + 2 SPONSORS + AI.

BEYONDLIFE: 3 COUNTRIES + 20,000 USERS + 1 SPONSOR + AI.

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