

# TeleLaw Project Pitch Deck



We at TeleLaw Project have a dream and vision and this document is briefly sharing the same.

We wish to keep it precise, concise and simple to understand as the field we are about to discuss may be vexing for some.

## OUTLINE

This document has the following outline:

- (1) Nature of the problem,
- (2) Proposed solution for that problem,
- (3) Unique attributes of our project,
- (4) Similar solutions and competition,
- (5) Team,
- (6) Milestones,
- (7) End Customers,
- (8) Funding sources so far,
- (9) Revenue model, etc.

**(1) The Access To Justice Problem:** No matter wherever you go, **Access to Justice** is a common problem. Legal aid and pro bono services are there but they are helpless when it comes to contemporary legal issues that are combination of both technology and law, i.e. **Techno Legal** in nature.

Also legal aid and pro bono services cannot cater the ever increasing demand of legal service seeking population. They are also territorial in nature and can serve local stakeholders only. Most of them are facing the inability to cater the techno legal requirements of people at large as they provide the most basic legal aid services.

For instance, if a **Startup A** wishes to explore legal angle for fields like Artificial Intelligence, Machine Learning, Internet of Things, Smart Cities, Cyber Law, Cyber Security, etc, it has limited options. First it would not get access to relevant legal professionals and even if it finds some suitable professional it would be too expensive to avail his/her services.

Also Mr. Kumar living in Mumbai may find it difficult to avail services of Mr. Sharma living in Delhi and he may be required to travel all the way to Delhi to avail such services.

It is equally vexing to litigate over most of the civil and commercial matters/disputes that can be resolved using online portals and mechanisms. This tendency among private and Government stakeholders to litigate for the sake of litigation is responsible for huge backlog of cases in Indian courts and such backlog must be reduced on a priority basis.

**(2) Proposed Solution: The TeleLaw Project:** The TeleLaw Project was born out of the pressing requirements to provide affordable and qualitative **Techno Legal Services** to Indian and Global stakeholders. Our **TeleLaw Project** is helping Indian and

Global Stakeholders in Techno Legal fields through our [online portal](#). The portal is providing pro bono, concessional and professional services to global stakeholders, depending upon the social and financial status of the stakeholder seeking our techno legal services.

To make them aware of our projects and services and to spread public awareness, we are also managing a [Blog](#) in this regard and are updating it regularly.

So TeleLaw Project is maintaining a healthy balance between its corporate social responsibility and profitability mandates. We owe our existence and growth to the humanity at large and we are doing our bit to serve humanity. Access to Justice is one of the forms of serving humanity and enforcing Human Rights and if this can be managed in an online environment using information and communication technology (ICT), nothing can beat that.

We launched a dedicated company named TeleLaw Private Limited (TPL) to achieve this and many more benign objectives. We have integrated our TeleLaw Project with other Techno Legal Projects of PTLB Projects LLP like E-Courts, Online Dispute Resolution (ODR), Online Skills Development Project, etc. This way a more holistic Techno Legal Environment can be created.

Our aim is to make India a Global Hub for Techno Legal Services and TeleLaw Project would be the foundation for the same.

**(3) Unique Attributes:** The TeleLaw Project has some unique attributes that makes it a special project worth supporting. Besides promoting Access to Justice, it is also working to strengthen Rule of Law globally.

It is the only Techno Legal Project of its type in the entire world. You may find lawyers/law firms websites, lawyers aggregator

portals, automated legal documents drafting portals, legal research portals, etc but you would nowhere find a Techno Legal Project like TeleLaw.

What make TeleLaw Project unique is that we already have legal websites and portals and soon we would use technologies like Artificial Intelligence, Machine Learning, Big Data, Blockchain, etc to supplement and strengthen the TeleLaw Project. The process is scheduled to take place in the first quarter of 2020, provided we have sufficient funds to manage it.

The TeleLaw Project would have tremendous global potential once the abovementioned technologies would be applied to the highly specialised and domain specific services of TeleLaw Project. We would also cover low end services like automated documents drafting, para-legal services, etc wherever required.

In just a period of 6 months we have achieved a reputation so that if any person talks about TeleLaw field, our project is also discussed during such a talk. We are further working day and night to make it sure that any reference of TeleLaw would become synonymous with TeleLaw Project of Perry4Law Organisation (P4LO) and PTLB.

To make it a truly national and global project, we are promoting “**Accessibility**” to TeleLaw Project. To ensure the same, we are:

- (a) Working upon a Mobile application, chat bot and other technology assisted tools for TeleLaw Project,
- (b) Using Social Media portals like Twitter, LinkedIn, etc to reach intended stakeholders,
- (c) Collaborating with national and international stakeholders for various facets and aspects of TeleLaw Project. For instance, we are

in talks with stakeholders working in the fields of Access to Justice, Skills Development, International and Asian Trade Stakeholders, Investors, Entrepreneurs, etc for our TeleLaw and other Techno Legal Projects,

(d) Trying to coordinate with Central and State Governments in India for possible collaboration in similar fields like TeleLaw, E-Courts, Institutional Arbitration, etc,

(e) Testing the technologies like Artificial Intelligence, Blockchain, Machine Learning, etc for various segments and facets of TeleLaw Project,

(f) Testing the existing solutions developed by global LegalTech and RegTech stakeholders, especially the Open Source Solutions, etc.

In short, TeleLaw Project is working at a totally different level than contemporary legal projects and it aims to make India a global hub for Techno Legal Services.

**(4) Similar Solutions And Competition:** As far as our own research and due diligence exercise, there is no Techno Legal project like TeleLaw Project in the entire world.

As there are no similar Techno Legal solutions, we can confidently say that competition in this field is negligible at the best and this may remain so for the next 5 years too. With more than 15 years of Techno Legal experience and expertise, we can effectively manage Techno Legal issues of Indian and Global Stakeholders.

However, there is an **existing project** named **TeleLaw** of Indian Government that is managed by Department of Justice, Ministry of Law and Justice. It is providing basic legal advice on Indian laws and procedure using tele-consultation. As discussed earlier, it is

not a Techno Legal Project and it is not catering needs of Global Stakeholders. Nevertheless, we are actively working to collaborate with Ministry of Law and Justice for our Techno Legal Projects like E-Courts, TeleLaw, Online Dispute Resolution (ODR), etc and we believe that our collective strength and collaboration can produce much better results for both Indian Government and TeleLaw Project.

**(5) The Team:** The Team plays a crucial role for the success of any project and we are always looking forward to like minded people to join our Team.

Our current Team consists of three (3) Legal Partners and many more non legal associates, who help us on need basis.

Our respective partners have core competencies in the following fields and each having more than 15 years of experience:

**(1) Mr. B.S.Dalal:** Banking, insurance, finance, etc,

**(2) Ms. Geeta Dalal:** Corporate Law, Intellectual Property Law, Commercial Laws, International Law, etc, and

**(3) Mr. Praveen Dalal:** Cyber Law, Cyber Security, Cyber Forensic, Artificial Intelligence, Machine Learning, Blockchain, Smart Cities, Privacy and Data Protection, Private International Law, Public International Law, International Trade, etc.

Besides the respective core expertise, each partner has working knowledge of the fields of other partners as we mutually discuss various issues and problems and take decisions collectively.

**(6) Milestones:** For a company like TPL that has been in existence for just 6 months, we have some remarkable milestones under our belt. These are:

(a) The TeleLaw Project has been recognised as a **Startup** by Indian Govt Departments/Ministries like *DPIIT* and *MeitY Startup Hub*,

(b) The TeleLaw Project is now a **Well Known Name** in the LegalTech and RegTech world at the global level,

(c) Many **Investors** have shown interest in the TeleLaw and Online Dispute Resolution (ODR) Projects and if we are able to convince them about the utility and benefits of investing in TeleLaw Project, a history can be created in Techno Legal field,

(d) TeleLaw Project is supported by **Techno Legal Institutions** like Perry4Law, PTLB, etc and they have registered **Trademarks** in their favour/name. We are in the process of obtaining a separate Trademark for TeleLaw as well,

(e) Our aim is to make TeleLaw Project a **Profitable Unicorn** rather than a market share/growth unicorn. So we are focusing upon end customers as they are the best source of long term and persistent financing/funding.

As the field and project is new, we are spreading awareness among customers in this regard and working for early adoption and use of our project. This can be best achieved initially by extending our Techno Legal services in a pro bono manner.

We have been helping Indian stakeholders to resolve their disputes using our pro bono [ODR portal](#) for long.

Currently we are also giving our Techno Legal services to the [deserving stakeholders](#) in a pro bono manner till Indian and Global Stakeholders start using our services on large scale.

To make it sure that TeleLaw Project is a profitable venture and we utilise our precious funding towards that objective only, we are at the advanced stage of launching of a Special Purpose Vehicle (SPV). This would help us better coordination of our efforts and in a greater utilisation of our energy and resources.

**(7) End Customers:** Next logical discussion could be about the end customers who would be benefited by the TeleLaw Projects. As on date we are focusing upon the following:

**(a) Business To Consumer (B2C):** The B2C segment is our core target as it is the B2C segment that would help in making TeleLaw Project a Profitable Unicorn. There is no better way to target B2C customers than spreading public awareness, making them accustomed of our Techno Legal and ODR services and providing of pro bono services to the deserving candidates. This would maintain a balance between our social responsibility and profitability generation requirements.

For instance, we have created a [brief guide](#) as to how to use our pro bono ODR portal. As our paid and professional ODR portal is also working on same software and concept, it would automatically make the stakeholders aware of its working as well.

Similarly, the [TeleLaw Portal](#) and the [TeleLaw Blog](#) are also spreading awareness about our Techno Legal Projects, especially the TeleLaw Project.

Dedicated Social Media accounts on Twitter like [TeleLaw](#), [PTLB Projects](#), [Digital India Law](#), etc are also helping global stakeholders to know more about and use of our portals.

Details about our TeleLaw Project are also shared by us in various conference, summits, etc while doing networking.

**(b) Business To Business (B2B):** The B2B is another category that we are targeting. Technology companies, e-commerce companies, startups, entrepreneurs, and companies have trans-border businesses and commercial activities are part of this category. Techno Legal Services in fields like Artificial Intelligence, Machine Learning, Blockchain, etc are in great demand among such stakeholders.

**(c) Business To Government (B2G):** As our Techno Legal Projects are in synergy and alignment with the social objectives of Indian Govt, the B2G segment is another area that we are focusing upon. For instance, Indian Govt too has projects in fields like E-Courts, TeleLaw, Online Skills Development, Cyber Crimes Prevention, Digital Policing, Cyber Forensics Investigations, etc. We have been suggesting Indian Govt to use video conferencing and ODR too for long and some positive developments in this regard have already taken place. So in future, a large part of our services could be run in collaboration with Indian and foreign Governments, who are also working on similar projects.

**(d) International Organisations And Institutions:** This is a new area that we discovered while seeking collaborations with international stakeholders. Our foreign friends and collaborators widened our perspective and knowledge and some very novel concepts and technology were introduced to us. Some of them are patent pending and are protected by trade secrets so we cannot discuss about them openly. But it is sufficient to say that TeleLaw Project and other Techno Legal Projects of P4LO and PTLB would soon reveal a **Global Model** that would be transformative and revolutionary in nature. Stakeholders and Investors can expect the same till first quarter of 2020, if funding is available.

**(8) Existing Funding Source:** So far we have **Bootstrapped** our TeleLaw Project and used our own savings and cash reserve. A special thanks to the **Family and Friends** who supported us so far.

**(9) Revenue Model:** We propose to generate revenue and spend the funded amount in the following manner:

**(a) Service Providing:** By providing our services to the B2C, B2B, B2G and International Organisations on the one hand and individual stakeholders and company on the other hand. The current strength of our Team and associates can easily manage this task and with increase in work load, we would increase the strength and numbers too.

**(b) Technology Adoption And Use:** As TeleLaw Project and other Techno Legal Projects of P4LO and PTLB are **Technology Driven**, we would be in a better position to manage even most pressing requirements. Use of Automation, Artificial Intelligence, Machine Learning, Blockchain, etc would further ease the pressure and generate new and unexplored clients. Mobile Apps, Chat Bots and Social Media Accounts would coordinate and provide solutions in real time.

**(c) Cash Burn Areas:** The top cash burn reasons for the proposed TeleLaw Project would be purchase/licensing of technology, use and application of acquired technologies to the projects, customisation of existing tools and software to our specific requirements, technical support and customer care, marketing and advertisement costs, costs for acquiring intellectual properties like Trademark, Copyright, Patents, etc, salary and expense of staff, launch of special purpose vehicles, infrastructure and office development, etc.

**(d) Targeted Market:** Our targeted market is global and it covers both Indian and foreign markets. This is not a difficult task keeping in mind our existing **Digital infrastructure** and the one we are about to launch. It is difficult to specify the market share in exact terms but a market share of 5% to 10% can be captured within the first 2 years of investment.

**(e) Targeted Customers:** To further classify our B2C, B2B, B2G and International Organisations clients/customers, we are targeting a new category of customers who are working in an online environment and who regularly need to engage in a trans-border trade in goods and services. As these companies are engaging in contemporary and novel businesses they need contemporary and novel **Techno Legal Solution** too and TeleLaw Project would fill that gap.

**(f) Cost And Revenue Projections:** A modest and rough cost and revenue projections of the TeleLaw project for a **Funding of Rs. 2 Crore** is as follows: \*

Years	Heading	Cost (In Lakh)	Net Revenue (in Cr) (After Deducting Cost)
1	Fixed & Variable Costs	60	1
2	Fixed & Variable Costs	50	1.5
3	Fixed & Variable Costs	40	2
4	Fixed & Variable Costs	30	2.5
5	Fixed & Variable Costs	20	3

*\* To generate the proposed revenue, we expect a complete autonomy and say for the way TeleLaw Project should be run and managed. So trust us for the best course of action for TeleLaw Project. However, your guidance and suggestions would be greatly appreciated and would be acted upon, wherever possible.*

**Thanks for your time, patience and consideration of this Pitch Deck.**