



LEGAL CENTRAL

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INVESTORS PRESENTATION - 2016

Mission Statement

1 LEGAL CENTRAL IS A CONSUMER FRIENDLY STATE-OF-THE-ART CLOUD SERVICE THAT WOULD SERVE LEGAL AND PUBLIC PROFESSIONS WITH A SILKY AND FLUID REAL-TIME EXPERIENCE.

Market Summary

The market for consumer legal solutions is changing in fundamental ways because of the ascendancy of the Internet.

We have estimated that there is a huge latent market for legal services – approximately \$100 billion+ annually - that is currently not served by the legal profession.

From the consumer's perspective, the system for delivering legal services needs to be re-designed to create a new value proposition. This new value proposition could involve:

- Eliminating the need to go to the lawyer's office,
- Increasing the speed of the transaction,
- Offering services at a flat fee.

From the attorney's perspective, law firms and solo attorneys are looking for:

- Growth: Satisfy clients without sacrificing quality or margin, Embrace technology with confidence and Manage their business to increase profits
- Lead Generation: Needs to be Efficient, Showcases Expertise and Leads with Value

Law firms are spending 2% of their revenue into technology to grow their business.

- The **US** legal market for law firms is **\$274B**
- More than 75% of the US legal consumers search for an attorney on the internet, spending between \$43 and \$56b.
- There are 23 million small businesses in the US - this creates an untapped market (the 7 million who avoid lawyers) equal to roughly **\$45bb**.
- **UK** Legal Consumers Market is **£3b** per year, the biggest in Europe
- **Mexico, Peru, Colombia and Chile** Legal Consumer Market is **40M**

What consumers want?

Our research shows that consumers will avoid using a lawyer unless they really have to for the following, major reasons:

- Consumers cannot afford lawyers at \$125-\$150 per hour.
- Consumers do not trust lawyers to always represent their best interests, despite what the canons of ethics require.
- Lawyers are inconvenient and inefficient to use.
- Consumers dislike hourly rates.
- Consumers perceive lawyers as high risk in terms of outcome and cost/benefit.
- Rather than seek legal assistance, many consumers will search for a solution that is “good enough.” Consumers will sub-optimize and seek the assistance of an independent paralegal, for example, rather than the full services of an attorney in the interest of economy. Although it may not be the perfect solution, it is “good enough.”
- Very little market research data exists on consumers’ opinions:
 - 29% of consumers reported that legal services were poor value for their money.
 - 23% said that their solicitor did not listen to their opinion.
 - 30% did not feel well informed about charges.
 - 40% said that despite being unhappy with the service, there was no point in complaining because the Law Society would not do anything any way.
 - 63% think it would be a good idea to get legal services at supermarkets or retail banking institutions.

Why Do Consumers Look for Alternatives to Lawyers?

The research on what consumers want from their lawyers shows that the dominant theme is **better customer service**. More particularly, consumers want:

- To know what their case is going to cost,
- To know how long will their case take,
- To receive progress updates on their cases,
- To receive prompt responses to letters and phone calls,
- To have complaints responded to promptly.

The research also reports that consumers want legal advice and legal services to be delivered:

- Online, by phone, or even by text,
- Outside the traditional 9:00 to 5:00 hours,
- Linked with related services, such as the purchase of a home,
- Together with unbundled and DIY legal services.

Ideal solution for consumers

Marketing is more than “promotion.” We believe that fixing the system for the delivery of common legal services requires more radical changes. These include:

- **Increasing the transparency of the transaction** between client and lawyer by moving away from hourly pricing towards fixed pricing and pricing by result.
- **Increasing productivity** of the legal transaction and **passing the savings** on to the client - *Consumers suspect that lawyers are using information technology to increase their productivity by automating more routine legal tasks such as document production. Instead, legal fees tend to move up over time.*
- **Making it more convenient to communicate** and work with a lawyer - While it is necessary to appear in a doctor’s office for a physical examination, it is not necessary to be physically present in a lawyer’s office in order for the law firm to do its work.
 - The pressures to change the patterns of delivery of legal services for consumers will increase dramatically in the next few years, as a “connected generation” comes to life.

Competition

- 1LegalCentral is the world's first secured platform in real-time communication services serving exclusively those who require strict client-attorney privileged confidentiality.
- 1LegalCentral has Key relationships with the American Bar, large law firms in the US/Europe/Asia and one major technology player in the sector - LexisNexis
- Our competition has some components of our total offering, but only 1 LEGAL CENTRAL addresses all of the key issues of the market place.

Features List Comparison

FEATURE	1 Legal Central	LegalShield	Rocket Lawyer	Legal Zoom	Avvo	LawDepot	USLegal	JustAnswer LLC
Access Attorney	✓	✓	✓	X	✓	✓	X	✓
Online Discussion	✓	✓	✓	✓	✓	✓	✓	✓
Call with an Attorney	✓	✓	✓	X	✓	X	X	X
Confidentiality	✓	✓	✓	✓	✓	✓	✓	✓
Real Time Video	✓	X	X	X	X	X	X	X
Review Docs	✓	X	X	X	X	X	X	X
Finalization Doc	✓	X	X	X	X	X	X	X
Signature Docs	✓	X	X	X	X	X	X	X
Multiple Audience	✓	X	X	X	X	X	X	X
Seminars	✓	X	X	X	X	X	X	X
Group Discussion	✓	X	X	X	X	X	X	X

What is the solution?

The lesson here is that non-clients of your law firm can become great clients if you figure how to reach them with an alternative offering that really meets their needs.

Sometimes the best target customers or clients are those that lack the skills, wealth, success or time to consume traditional legal products or services.

➤ **REMOVING BARRIERS TO CONSUMPTION CAN BE A PATHWAY TO GROWTH.**

Once you figure out what kinds of clients you want and how you will serve them, you can translate the strategy into an internet development plan.

This Plan will estimate investment costs, revenues, and the intangible benefits that result from the creation of a web-based legal service delivery system for your firm.

eLawyering

- The first step in creating an eLawyering practice, is to build a “strategy map” which identifies who and where your existing and potential clients are and how you can serve them more effectively over the Internet
- A law firm that serves small businesses in a specialty area such as intellectual property, immigration, or employment law and is seeking to expand its practice from a single city to statewide will find the Real Time Communication (RTC) very relevant indeed.

How to penetrate the latent legal consumer market

In order to develop a competitive strategy, you have to think like a disrupter.

If you closely analyze companies like Southwest Airlines, the University of Phoenix, and Wal-Mart, you will see that their growth follows a common pattern.

- Each of these companies started with a solution that made it easier, simpler and more affordable for customers to solve a critical problem in their lives.
- Each of these companies then identified a group of customers that typical suppliers in the industry considered insignificant.
- Each of these companies adopted an approach that made it difficult for traditional suppliers to respond.

Law Firms – What to do next?

- The web is an interactive medium. What distinguishes a law practice based on eLawyering concepts is an interactive platform that involves clients with the actual legal work of the firm.
- Interactivity with clients is the true marker for what constitutes eLawyering in the law firm of the future.
- Figuring out how to incorporate these newer “interactive technologies” into law firm business models will be both a challenge and an opportunity for law firms, particularly those that offer personal legal services to the middle class.
- Initial efforts are promising that the legal profession will rise to the challenge of offering legal services on the Web.

5 reasons for law firms to be on the internet

1. Clients and potential clients are there.
2. Other Law Firms (as Well as Non-lawyer Purveyors of Competing Services) are establishing themselves on the net.
3. Conversations among lawyers and maybe clients about legal issues are already taking place on the net.
4. Cost-effective access to information
5. Cost-effective global communication of data of all sorts

Business Concept

Business Model Cavenas

Key Partners	Key Activities	Value Proposition
Attorneys Bar Law Firms Legal Big Players Legal Content Partners	Managing Plateform Adding new content and Features	Interactive Connection RTC Consumers/Attorneys Confidentiality & Efficiency No Travel Time and Expenses
Key Resources	Cost Structure	Customer Segments
Online Platform Software interfaces Content	Sales Commissions Infrastructure Cost Partners Commissions	Legal Consumers Law Firms all sizes
Channels	Revenue Streams	
E-Marketing & Digital Legal Sector Partners	B2C Subscriptions Consumers & Attorneys B2B Law Firms all sizes Entreprise Solution Customized Services & Content	

Financial Plan

	2017	2018	2019	2020	2021
Revenue	\$51,350,000	\$94,450,000	\$174,200,000	\$321,331,250	\$402,976,563
Cost of Sales	\$25,500,000	\$47,175,000	\$87,273,750	\$161,456,438	\$201,820,547
Expenses	\$12,753,250	\$18,023,500	\$29,789,500	\$49,290,663	\$60,723,747
EBITDA	\$13,096,750	\$29,251,500	\$57,136,750	\$110,584,150	\$140,432,269
EBITDA %	25.50%	30.97%	32.80%	34.41%	34.85%

Milestones / Goals / Objectives

- Raising Working Capital - \$1.4M – Dec 2016
- Platform available - Jan 2017
- Recruit Sales and Marketing Team – by Dec 2016
- Signing partners with content – 1st Qtr 2017
- Develop Road map with new services/features offering – on going process - 2017
- 1st Year Revenue Target -\$50M and 100,000 consumers subscribed & 1st Law Firms signed off

Use of Proceeds / Funds

Maximum number of shares in Friends & Family round	700,000		
Selling price per share	\$ 2.00		
Maximum to be raised in Friends & Family round	\$ 1,400,000		
	Best Case	Mid Case	Worst Case
	Raise 1.4M (100%)	Raise 840K (60%)	Raise 560K (40%)
Site & Platform Development	103,000	103,000	103,000
Marketing & Promotion	210,000	126,000	126,000
Trademarks & Legal	104,000	84,000	84,000
IPO Preparation	300,000	180,000	120,000
Overhead and operations	683,000	347,000	127,000
Total	\$ 1,400,000	\$ 840,000	\$ 560,000

Legal Central, Inc., a Florida corporation (the "Company") is selling up to \$1,400,000 in Units, that is, two hundred eighty (280) Units, however the Company reserves the right to increase or decrease the amount of the Offering at its sole discretion. Each Unit is comprised of 2,500 shares of the Company's Common stock, par value \$0.0001 per share ("Common Stock") at a price of \$2.00 All subscription funds will immediately be deposited by the Company in its regular bank account and the Company shall apply the funds as disclosed in the following table. The Company has calculated and adjusted the Use of

Proceeds should they not 100% of the offering in the Friends and Family round.

Exit Strategy

- Merger & Acquisition (M&A): Merging with a similar company, or being bought by a larger company - This is a win-win situation when bordering companies have complementary skills, and can save resources by combining.
- Initial Public Offering (IPO) within the next 18 months

The Management Team

Enrique Mesones – CEO

Ahmad Moradi – CSO

Richard Paull – CFO

Anne Bormans – CLO

Cyril Moreau – COO

Dr Ahmad Moradi founded 1 LEGAL CENTRAL after successfully founding and selling several companies into the communication and video sector. Ahmad has recruited Enrique Mesones as the CEO and Richard Paull as the CFO who have previously worked together in several companies such as NetStairs. Ahmad has completed the team with Anne Bormans, attorney expert in IP, business law, and licensing as the CLO and Cyril Moreau seasoned executive into the Software and legal sector, as the COO.

Enrique Mesones - CEO

One of the most connected recruiters in the world, Enrique Mesones', CEO of Smart Connections SAC, his background speaks of his unique talent for fostering powerful solutions and effectively responding to change.

In 2004, Enrique established Smart Connections where he has played a pivotal role in the advancement of high-caliber executives, global organizations and entrepreneurs around the world. Enrique has completed hundreds of challenging, critical executive searches. In 2010, he moved to Lima, Peru where he launched The Executive Education Program providing a variety of Corporate level expansion courses to companies in the LATAM Region. For the last two years Enrique is focus on building the pillars for a Digital Economy. He's currently assisting and educating Governments, Cities, Industries and Organizations in how to use new technologies (WebRTC, IoT, AI & VR) in proper ways to improve the quality of their living and working environments. He is collaborating with Universities, Business Schools, Researchers and Entrepreneurs and putting useful information and new business models into digital formats that are widely accessible for social and economic benefits.

Ahmad Moradi - CSO

Ahmad Moradi is a visionary knowledge engineer with focus on business, technology, and equity structure. With hands on experience on human interaction, organizational behavior, art, science and technology, he has introduced new business models, products and technologies throughout his career.

As a serial entrepreneur, specializing in Information Communications Technology (ICT) and Strategic Business Growth with a focus on specific industries such as online content delivery, digital media, interactive broadcasting, Health IT, healthcare services, law, internet, intranet, network management, and infrastructural networking, he brings a wealth of creative know-how and experience.

Moradi was elected as 2005, and 2004 Florida Businessman of the Year. He has been awarded as Businessman of the Year for 2003 by the United States Presidential Business Commission. He was Honorary Co-Chairman of Business Advisory Council awarded by National Leadership Council and National Republican Congressional Committee (2003). He was awarded NRCC Congressional Order of Merit. In 2002, he was elected as an Honorary Chairman of The United States Presidential Business Commission earning him a Ronald Reagan Gold Medal for his contribution.

He has a vast degree of structural business experience with prominence in technology, finance, marketing, management, mergers, acquisitions (M&A). He has served as elected officer of public companies and advised companies to enter into the public stock exchanges. He is currently Chairman, CEO, and President of Maxwell Rand, Inc., and NetStairs.com, Inc.

Richard Paull - CFO

Richard Paull, CFO has been our Chief Financial Officer since the Company was formed on April 22, 2005. He was appointed as an officer and director at the same time. Over the past 35 years he has provided financial consulting services to publicly held companies including Westmark Group Holding, Inc. and its subsidiary Westmark Mortgage; Netgates, Inc.; and WorldCast Interactive, Inc. Mr. Paull served as the controller of WorldCast from October, 1998 to June, 2000 and was responsible for the company's financial records, setting up policies and procedures, working with the external auditors for the annual audit along with preparing all SEC filings. Since 1991, Mr. Paull has been a principal of R & J Consulting of Palm Beach, Inc., a business consulting, accounting, and tax firm specializing in assisting small to medium sized public and private corporations with their financing, accounting, reporting, SEC and tax matters. His expertise includes working as an external CFO for companies ranging from startups to mature organizations. Prior to opening his consulting firm, he worked as the financial consultant to one of Forbes 400 wealthiest individuals overseeing his corporate investments and acquisitions. From 1983 through 1985 he was employed as an auditor with Grant Thornton, LLP in Boston, Massachusetts. He is an active board member of various non-profit agencies in Palm Beach and Broward Counties. He obtained his master's degree in business administration with a concentration in accounting from Suffolk University in Boston, Massachusetts and a dual bachelor of science and arts in biology and education from Syracuse University.

Anne Bormans - CLO

Anne BORMANS is an attorney, admitted to the Paris' Bar in 1993; she also opened an office in Brussels since 2013.

From 1992 to 1996, she was associated to the Parisian law firm of a well-known attorney, Maître THIERRY LEVY.

Anne BORMANS created her own law firm in 1997 and the first lawyer website in 1999 in France, www.pigeon-bormans.com, so she has a perfect knowledge of the Internet and social networks.

Her area of practice are business law, business creation, start-ups, copyright, architecture right, trademarks, designs and models, internet's right, advertising and communication, image rights and right to privacy, Licensing and Contracts, Opinions and Counseling, Litigation in France and throughout Europe.

Additionally, she intervenes in court on unfair competition acts and / or infringement.

Anne BORMANS is also an author, she has been publishing articles since 2002 mainly online, www.avocats-publishing.com, she also wrote a book for students « **Problématiser en droit et en économie** » Ed. Studyrama in 2001.

Starting in September 2016, she will be teaching an MBA course on business law and intellectual property for Iso (institute for graduated opticians in Paris).

Cyril Moreau - COO

Mr. Moreau is a visionary executive accomplished in designing ground-breaking solutions for global organizations. He is exceptionally well-versed in all aspects of strategic business development with an impressive track record of generating multimillion-dollar sales growth and expanding revenue streams. Decisive, strategic, and results-driven with an extraordinary talent for building channel partnerships and customer loyalty for the long-term. Committed to improving bottom-line profitability.

In 2010, Mr. Moreau founded International Executive Consulting LLC, to serve as interim C-Suite executive for global public/private companies. Provide transformational leadership, change management, and insightful recommendations while consistently exceeding client expectations. Leverage advanced expertise to maximize project opportunities, operations, and revenue streams. Aggressively expand organizations worldwide. He had several Interim CxO assignments and board member positions with public and private companies.

Early 2008, Mr. Moreau joined Strategic Thought to overhaul underperforming Global Services organization. Relocated to the District of Columbia in order to turn around underperforming finances and operations.

Prior to this, in early 2006, Mr. Moreau was headhunted to join Thomson Reuters as their International Client Services Director. Optimized financial performance of Client Services organization.

Summary

- Market - Legal Consumer Market \$100B+
- Management - Very seasoned team within the technology, RTC, software and legal market
- Interactive RTC platform for legal market consumer and law firms.
- \$1.4M investment with a great ROI

Summary



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- Any Questions?
- Contact Info: Enrique Mesones CEO