



LEGALVISION[®]

Digital Disruption in Professional Services
Industries

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Who we are

Tech-driven legal services business delivering high-quality and resource-effective legal solutions to startups, SMEs and corporates

New Development – August 2016

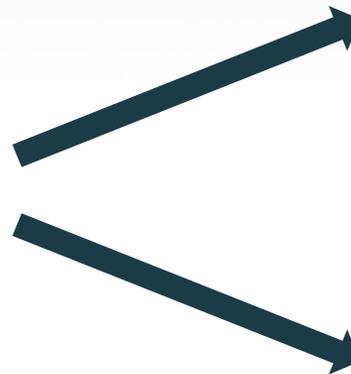
- \$4.2 million Series B capital raise
- led by leading Australian corporate law firm, G+T
- investment will fund expansion and further development of legal tech to increase client service and reduce costs



What is disruption?

Disruption

A process whereby
a smaller company
with fewer resources
is able to successfully challenge
established incumbent
businesses



New-market disruption

Low-end disruption



Disruption tool kit

Design thinking / user-centred design

Empathise



Test



Iterate



How to do it



Meet an underserved need



Remove process inefficiency



Rethink the framework



How to spot a disruptive opportunity: Start by taking a look at your market

Legal services

- Large, highly-fragmented market
- Hourly billing means lawyers are not incentivised to work efficiently
- Partnership structure means leaders are not incentivised to invest for the long term
- Large firms are unfamiliar with technology and fast-paced change
- Smaller clients receive low-quality service from suburban firms

Accounting services

What aspects of the accounting services market can be reconsidered?

???

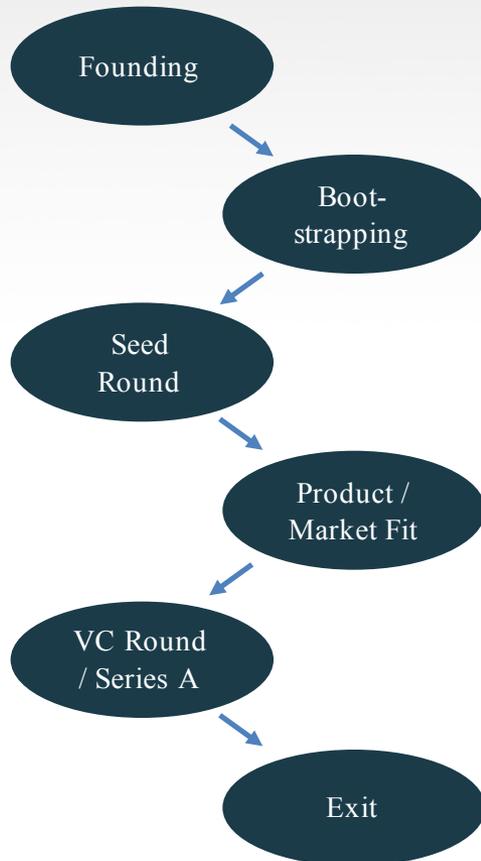


Ripe for disruption!



Building a disruptive business

Growth Stages



Key Issues

Why hasn't anyone else thought of this? It seems too easy

Will we ever make any money?

Why should investors believe in this business?

Will people ever buy our product?

Can we scale fast? How will growth change our product and culture?

Are we ready to give up control?



LegalVision



We are a legal services business, run as a tech start up



We are specialists: we have dedicated teams of lawyers, marketers, sellers and ops managers



We are experienced: our lawyers were trained at top law firms in Australia and overseas



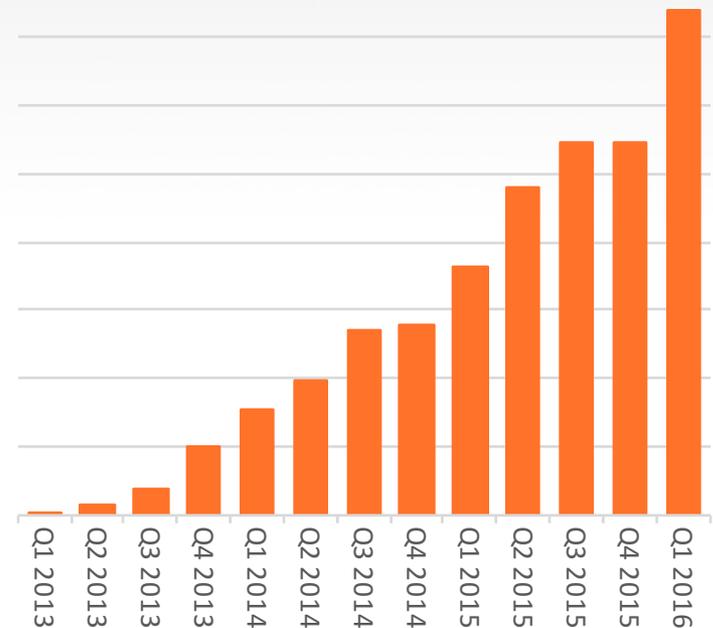
We are technologists: we support our lawyers with custom-built tech



We are innovators; it's in our DNA

Our Growth Story

Revenue, quarterly



Vision: To transform the delivery of business law services in Australia



LegalVision's Journey

2012

We founded LV as a platform for sharing online documents

2014

We established an incorporated legal practice

2016

We raised our Series B – to fund expansion and further legal tech

2013

We began providing a full suite of legal services, including engaging a lawyer

2015

We raised our Series A and launched our cloud platform for clients



Three Forms of Innovation at LegalVision

1

Business process innovation

Reevaluating traditional business model and implementing improved systems and processes (eg fixed fees)

2

Facilitative innovation

Using technology to support lawyers and clients and to promote the efficient delivery of legal services (eg customised CRM)

3

Experimental innovation

Generating and testing ideas that could become business process or facilitative innovation (eg document automation)



Access to high
quality legal
assistance

An excellent client
experience

What do our
clients want?

Fast and reliable
outcomes

Cost certainty



Digital Disruption for Accountants

These trends are already happening.



Big data and analytics



Division of labour



Content marketing



Services ecosystem

What will be the next disruptive innovation?



Changes you can make today: Content marketing and SEO

1. Create a List of Keywords

Start with creating a list of keywords your audience is likely to look for

2. Map Your Website

Map out your website and assign a page for each keyword

3. Primary v Secondary Pages

Distinguish between secondary landing pages and primary landing pages

4. Optimise for SEO

Every important page on your site needs to have an optimised title, description, URL, H1 header and content around your keyword





Changes you can make today: Service ecosystem through partnerships

Benefits of partnerships

- Offer clients a one-stop-shop for their business management needs
- Earn referral commissions
- Receive reciprocal referrals

Some of our partners





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