



LEGAL BUSINESS WORLD
#1 SOURCE FOR LEGAL NEWS AND INFORMATION

Confidential

BUILDING THE FIRST ONLINE LEGAL TV NETWORK

ENDORSED BY PODCAST RADIO AND EPUBLICATIONS



LEGAL BUSINESS WORLD UNIQUE VALUE & SELLING POINTS

Facts

- Online Television (OTT) is a fast growing channel
 - Online Television is an increasingly attractive channel for marketing & advertising
 - The legal market knows a high demand for knowledge and information
 - The current news and information offering is based on traditional media, newsletters, and 1.0 websites.
 - The current news and information offering only covers a small percentage of all legal news, and the landscape is scattered.
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Highlights

- Legal Business World will be the first venture offering online legal news and information via online television
- Legal Business World Television is endorsed by online radio (podcast) and epublications (online articles, emagazines, ebooks).
- Legal Business World offers deepening of TV news and information thru online radio and online articles, emagazines and ebooks
- Management (Founders) have successful trackrecord in legal media, as entrepreneurs and in corporate positions (C-Level)
- Management is hands-on and driven by sustainable growth
- Advisory Board consists of thought leaders and industry experts
- Legal Business World believes in the power of their audience (legal market). A growing network of +800 correspondents in 32 countries is lined-up to share legal news and information via the correspondent app ([see page 11](#))
- Legal Business World knows a high degree of IT/software integration to decrease time to market, control editorial cost, and to share news and information in an online environment

LEGAL BUSINESS WORLD FUNDING

Corporation name: Legal Business World (LBW)

Organization type: Corporation | Inc,

Business: Online TV, Radio, Publications and media software

Business purpose: Increasing transparency in the legal industry thru sharing legal news and information

Departments within Legal Business World: LBW TV, LBW Podcast Radio, LBW Publications

Legal address of the company/corporation: US

Launching country: US

Current Company Valuation: 7,5M USD (source: 'Preferred Return', NY and 'Equidam', The Netherlands)

Total funding needed: US \$1,125M

Funding: Convertible Notes and shares (preferred shares)

Convertible Notes: amount 2,000 | US \$75 per note

Shares: amount 13,000 | US \$75 per share

Pre-Seed Funding: +200K by founders (research, survey's, product development LBW Publications, sales try-outs, beta tests formats and, podcasts)

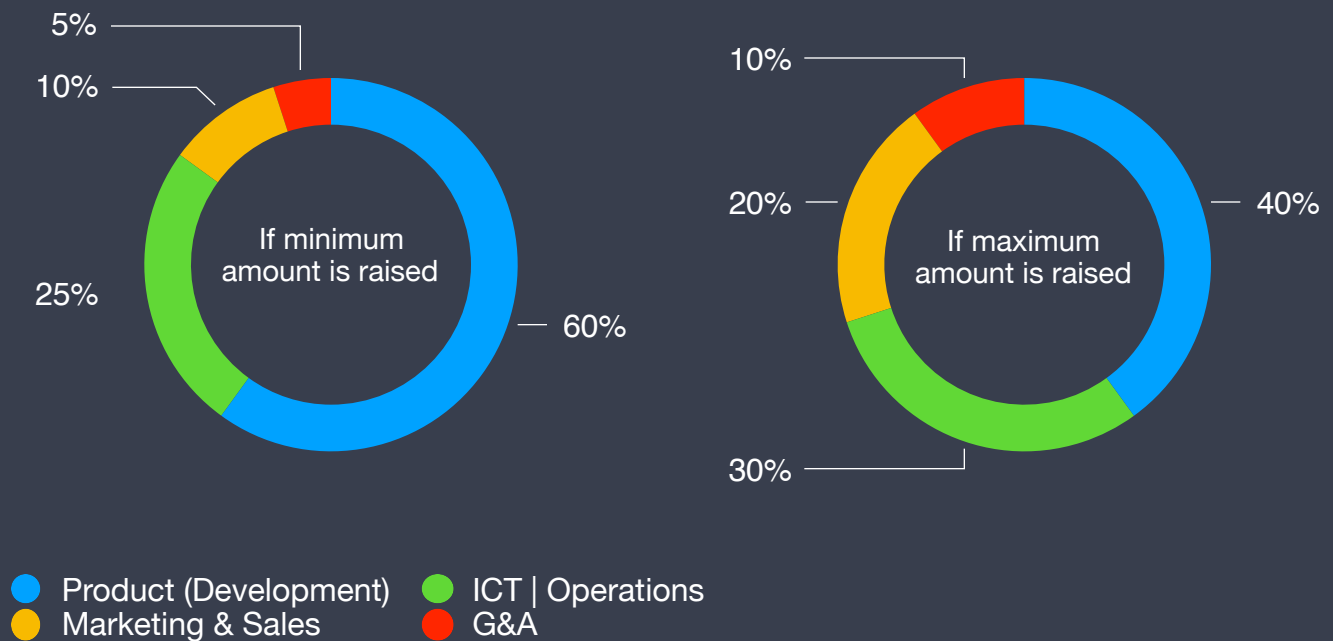
Fundraising Description	
Round type:	Seed
Round size:	US\$ 1,125,000
Minimum investment:	US\$1,500
Target Minimum:	US\$125,000

Key Terms	
Security type:	US\$ 150,000 Convertible Notes US\$ 975,000 Preferred Shares
Conversion discount notes	20%
Valuation Cap (notes)	US\$ 7,500,000
Note term	max. 18 months

Example: Theoretical value increase note conversion (20% discount on the share price)

Amount of Notes	Price Value	Value after Conversion to Shares
10	US\$ 750	US\$ 938
20	US\$ 1,500	US\$ 1,880
30	US\$ 2,250	US\$ 2,810
40	US\$ 3,000	US\$ 3,750
50	US\$ 3,750	US\$ 4,690
60	US\$ 4,500	US\$ 5,625
70	US\$ 5,250	US\$ 6,563
80	US\$ 6,000	US\$ 7,500
90	US\$ 6,750	US\$ 8,438
100	US\$ 7,500	US\$ 9,375
	⇓	⇓
250	US\$ 18,750	US\$ 23,438
500	US\$ 37,500	US\$ 46,875
750	US\$ 56,250	US\$ 70,313
1000	US\$ 75,000	US\$ 93,750

Use of Proceeds



Investor Perks - Optional

(Exposure Legal Business World +200K visitors)

- Investors from \$5,000 get banner space on the website
- In addition to the above, investors from \$10,000 get 1/1 ad page in our eMagazine 'Business of Law'
- In addition to the above, investors from \$25,000 get exposure as program sponsor on TV *
- Upon request: Investor is mentioned in the website sub section 'About Legal Business World' as investors Legal Business World

Business Case

Marketing and advertising spent in the US legal market is US\$ +1,1B, of which approx. US\$ 700M is B2B related. Our business case is based on growth in market share as forecasted in the base case scenario. See substantiating sales for the feasibility of the case.

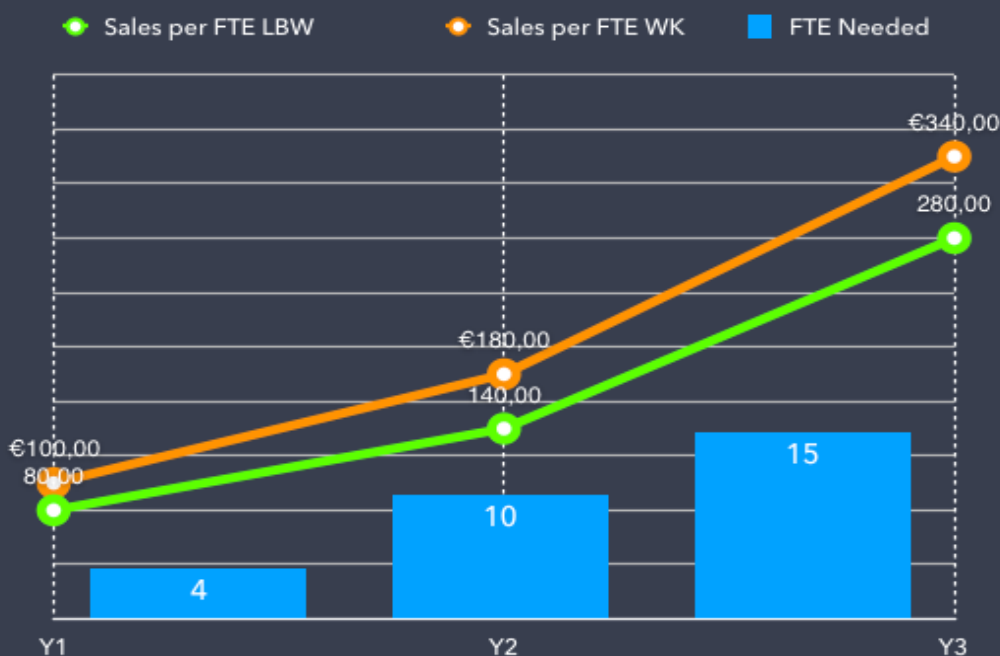
\$700M market	Base Case	Medium Case	High Case
	% Market share	% Market share	% Market share
Year 1	0,04%	0,07%	0,09%
Year 2	0,15%	0,25%	0,50%
Year 3	0,50%	1,00%	1,50%
Year 4	1,25%	2,25%	3,00%
Year 5	2,5%	5,00%	7,50%

Base Scenario Year	Market share %	Sales	Costs	Subtotal	Funding
(Start-up approx. 6 months)	0	0	120	-120	125.000
1	0,04	280	660	-380	400.000
2	0,15	1.050	1.650	-600	600.000
3	0,5	3.500	2.850	650	0
4	1,25	8.750	6.800	1.950	0
5	2,5	17.500	10.650	6.850	0

Substantiating sales in our business case

Our business case is based on a reasonable targeted market share, set against actual insights in sales (best practices). We've looked at several new product introductions from Wolters Kluwer Legal. We used insights in advertising and marketing, performance and growth figures in the legal market. With this data we calculated the average (reasonable) sales progression per fte, and aligned it with our case, resulting in achievable business case (LBW performance figures are lower since Wolters Kluwer has the benefit of a higher brand awareness).

Year	BU case sales	Sales per Fte	Fte Needed	Total Costs (Fte)
1	\$280.000	\$80.000	3,5	\$160.000
2	\$1.050.000	\$140.000	10	\$400.000
3	\$3.500.000	\$280.000	15	\$600.000
4	\$8.750.000	\$390.000	25	\$1.000.000
5	\$17.500.000	\$500.000	35	\$1.400.000



Possible Exits

- Our main goal is to grow Legal Business World and claim dominance with online legal broadcasting in the US and subsequently in Europe and Asia.
- Legal Business World could be interesting to acquire as a Global Legal News and Information Network.
- Legal Business World could be interesting to acquire as a regional network (US, Europe or Asia).
- Legal Business World could be interesting to acquire as a legal press agency with a global network of legal correspondents
- Possible exits are: current news networks (business news channels and general news channels), Legal Publishers, MBO, IPO



Management I Founders

Joek Peters (Founder | CEO) and Allard Winterink (co-Founder | COO).

They have over 50 years of combined international media experience - in both corporate and entrepreneurial settings. They know how to launch and grow successful (online) products, services, and organizations. Both held senior/C-level management positions (RELX, Wolters Kluwer and Springer Nature), and are experienced entrepreneurs in the media industry.

Still a student at the Erasmus Law School, Joek launched the first glossy legal magazine in the Netherlands, which was later bought by Wolters Kluwer and he build the first legal platform in Europe (LegalWeb 1996 - sold to GlobalXS). During the time Joek and Allard worked together at Wolters Kluwer, they had an important role in the successful online transformation of the legal, tax and regulatory business.



Joek Peters



Allard Winterink

Board of Advisors

- Ari Kaplan (US), a leading legal industry analyst, is an inaugural Fastcase 50 honoree, a finalist for ILTA's Thought Leader of the Year award, and a fellow of the College of Law Practice Management.
- Patrick McKenna (CAN), Thought Leader, internationally recognized and bestselling author, lecturer, strategist, and seasoned advisor to the leaders of premier law firms.
- Karen Suber (US), Lawyer, legal innovator, evangelist, and advisor with more than 25 years of experience in M&A, corporate governance, corporate finance, and corporate strategy. She is CEO of the Attune Capital Group and Chief Legal and Innovation Officer at Attune Capital Management
- Markus Hartung (GER), International recognized lawyer and mediator as well as Founder and former director of Bucerius Center on the Legal Profession (Bucerius Law School). He was managing partner at Oppenhoff & Rädler and Linklaters and is also recognized as a leading Strategy consultant.
- Ron Friedmann (US) is one of the top legaltech specialists. He currently is Chief Knowledge + Information Officer at the LAC Group. He is a lawyer by training and has spent over two decades working in the legal market. Prior to joining the legal market, Ron worked as a strategy consultant at Bain & Company and as an economic and financial analyst for Data Resources, Inc. (a McGraw-Hill company).
- Gabe Teninbaum (US) a former trial attorney is a professor and legal technologist. He is a faculty member at Suffolk University Law School, the director of Suffolk Law's Institute on Law Practice Technology & Innovation, as well as the director of the school's Legal Tech. & Innovation Concentration. He also holds appointments as a Visiting Professor at the MIT Media Lab, Fellow at the Yale Law School and founded the educational tech startup spacedrepetition.com

Board of Advisors

- Rudy Moenaert (BE) is a Full Professor and academic director of the Executive Master of Marketing program at Tias School for Business and Society. He wrote several best selling books on Strategic Marketing and Innovation. In his consultancy, he has worked with companies such as Rabobank, InSites, DSM, Robeco, ANWB, Walt Disney Studios Home Entertainment, Océ, VelopA, Barco, KPN, GfK, Stork, 3M and ING
- Harry Trueheart (US) is Immediate Past Chair and CEO of TerraLex, a global network of more than 150 leading business law firms with more than 19,000 lawyers in 100 countries. He is the Chairman Emeritus of Nixon Peabody LLP where is served as the firm's chief executive of over 14 years. Under his leadership Nixon Peabody has been recognized as a Fortune 100 Best Place to Work

The Correspondent App

- A free app for professionals active in the legal market
- Already +800 professionals lined-up to become correspondent (32 countries)
- IOS, Android and web-version
- For legal news and information

