

DESCRIPTION OF THE BUSINESS

Currently, the services of professional digital lawyers are extremely popular. This is due to many factors. First, it is constantly changing legislation. Secondly, it is becoming more and more expensive to keep professional it lawyers with a team.

Company:

IRT GROUP LTD-legal digital decentralized company in the world, our lawyers work in Ukraine and most countries of Europe, Online office, legal support 24/7, digital lawyer is what our society craved, no more offices – everything is online.

The founder of the company IRT GROUP LTD is Oleksandr Fomenko, a person who decided to organize his online legal firm, which had not previously been on the Ukrainian market. He is an expert in jurisprudence, and has the skills to effectively organize and motivate people for the legal protection of clients.,

Registered office address: 91 Battersea Park Road, London, England SW8 4DU

Company registration: England, Estonia

Company type: Private limited company

Incorporated on: 21 September 2022

Company number:14366792

Email: alexshul44@gmail.com

Nature of control:

- Ownership of shares – 75% or more
- Ownership of voting rights - 75% or more
- Right to appoint and remove directors

The main direction of distribution channels is in Ukraine and most countries of Europe.

At present, the legal services market is becoming more and more popular on the Internet. For example, in 2022, the need for an in-house lawyer for an IT company increased by 20% (Google Trends data). This is an excellent basis for the development of IT-LAWYERS services.

Products / Services

The market continues to be more than competitive, the total number of law firms continues to grow, and young lawyers continue to create new law firms and associations or try to merge with stronger and more successful market players.

Therefore, it is very important to create a high-quality and sought-after product that will interest the market, this is the key to a successful business.

The market is gradually narrowing, forcing out weaker players, but continues to grow, as does the competition for customers.

It is worth noting that those law firms that did not quickly switch to digital customer acquisition tools began to lose market share to more skilled players who created and systematically implemented their digital promotion strategies.

Analysis - a quarterly cut of the legal market, built based on data from open sources, information from the legal catalog, and expert opinions.

It evaluates all significant factors influencing the development of the Ukrainian legal services market and the growth dynamics of its players.

IRT GROUP LTD offers the following services:

- Comprehensive legal support for IT companies and startups
- Drawing up business documents (Business contracts, Terms of Use (TOU), Privacy Policy, NDA, NCA, MSA, SPA, etc.)
- Registration of intellectual property rights: trademarks, patents, copyrights, related rights

Company registration:

- Company registration in England, Estonia
- Legal consulting
- Declaration
- Resolving issues

Corporate Law:

- Drawing up contracts
- Labor, civil, and economic disputes
- Preparation of all documents at the enterprise (statute, contracts, meeting minutes, etc.)
- Pre-trial settlement of the dispute

In general, for the successful development of a business, it is important to monitor and maintain the quality of the product and services that we provide.

Strategic plan:

The main goal of our company is to create a convenient online service with which each person can pay and receive legal services remotely. Our idea is a breakthrough in the legal services market and, accordingly, we will be able to earn money by helping people protect their rights.

Strategically, the plan is to make an online law firm where clients from all over Ukraine can get legal advice using a smartphone, as well as draw up all procedural documents.

Also in the future, we are going to create and develop our application for phones and upload it to the Apple Store and Google Play. These steps will help us to get more interested customers and make our service even more convenient and affordable.

Success Criteria:

-You need to understand that the work of a lawyer does not consist only of communicating with people or paperwork with documents and laws. It is necessary to set aside a significant part of the time for studying the case materials, draft documents, legislation, and judicial practice to present the position of your client advantageously.

- Under favorable circumstances, the presence of potential, and the desire to learn and achieve new goals, you can significantly overtake competitors

-It is important to be able to communicate correctly and politely with the client, subsequently, a person satisfied with the service can bring new customers.

- Maintaining an account can save you from losing finances and financing, which will affect the growth of the company's income.

Pricing Policy:

Beginner

300\$/month

Comprehensive legal support for IT companies and startups

Drawing up business documents (Business contracts, Terms of Use (TOU), Privacy Policy, NDA, NCA, MSA, SPA, etc.)

Pro

500\$/month

Comprehensive legal support solution to Labor, civil, and economic disputes

Preparation of all documents at the enterprise (charter, contracts, minutes of meetings, etc.)
Pre-trial settlement of the dispute

Enterprise

1000\$/month

Comprehensive legal support for IT companies and startups

Drawing up business documents (Business contracts, Terms of Use (TOU), PrivacyPolicy, NDA, NCA, MSA, SPA, etc.) solution Labor, civil, and economic disputes

Preparation of all documents at the enterprise (charter, contracts, minutes of meetings, etc.)

Pre-trial settlement of the dispute

Marketing Plan:

The purpose of marketing is to identify the mission of the company, define goals, develop development strategies and ensure a balanced structure of the product portfolio actions.

The following functions of strategic marketing are distinguished:

- analysis of the external environment;
- selection of priority market segments;

- positioning of production from the point of view of properties and characteristics actual for consumers;

-analysis of the actions of competitors in the development of a strategy -positioning of the product.

Operating Plan:

For the successful development of a business, it is very important to properly organize the efforts of the staff in the right direction.

Operational planning increases control over the work of personnel, and results and improves overall performance. You will be able to see how quickly and efficiently the employee works, and whether the quality and work standards are maintained. It is also important to see how much the employee is given to work, and what achievements he has. Therefore, operational plans also affect motivation.

Risks and Risk Reduction Strategies:

-Risk of changes in exchange rates

When a business goes beyond the national currency market in trading, investing, lending, etc., it runs the risk of losing money due to changes in exchange rates. Do not take loans in foreign currency if the company's income is not generated from it to a sufficient degree.

-Economic risk

These are changes in the economy that can lead to a drop in sales or an increase in a company's costs. There are a large number of tools that reduce the consequences of the following risks: from business diversification by going beyond the borders of one state and a single product to fixing contract prices on a long-term basis.

-Political risk

Political events can significantly affect the business environment. In countries where democratic traditions are weak, as well as in states with autocratic or totalitarian regimes, the transfer of power can lead to a crisis.

-Resource risk

To achieve a business goal, a company may not have enough funding, experienced employees, etc. Therefore, it is worth calculating everything in advance and making a reservation.

-Marketing Risks

Possible deviations in the financial and production indicators set by the loan documentation of the investment project, due to a decrease in the volume of sales due to reduced demand and lower prices for finished products, increased competition, deteriorating market and industry conditions, errors, and inflexibility of the marketing strategy/plan.

-Criminal risk

Hackers and viruses attack not only banks or government sites, but also ordinary organizations. Businesses need to secure work in cloud services, and banking applications, so that attackers do not get to the money, personal data, or trade secrets. The company must regularly conduct anti-money laundering procedures to prevent the theft of the organization's property.

-Anti money laundering procedures

Anti-Money Laundering (AML) are procedures that prevent money laundering. It is implemented in businesses to track fraudulent activity. This point plays a big role for the development of the company, because, first of all, monetary crimes threaten business development activities and lead to the loss of the financial fund.

Let's look at several ways to solve this problem:

- We use KYC to prevent money laundering. This procedure requires the user to provide personal data confirming his identity and makes the user responsible for all financial transactions made. In such a system, the exchange of data and funds will be very reliable.

The benefit of this:

- no need for manual control;
 - reducing the number of errors, inaccuracies and data loss;
 - increasing the security and credibility of the company;
 - absence of unethical and illegal use of data;
- We detect suspicious activities from our users and automatically increase security measures, for example, large inflows or outflows of funds are automatically flagged.

During or after an investigation, we suspend the user's ability to deposit or withdraw funds and provision of legal services. Then we enter the data into the ledger of suspicious activity.

If evidence of illegal activity is found, it is forwarded to the relevant authorities. If stolen funds are found, they are returned to their rightful owners whenever possible.

- Finally, we have clear financial rules that will allow for targeted hunting of intruders while still ensuring the safe movement of money to dissidents and others in closed societies.

Financial Plan

Sources of financing:

-Private venture investors

These are individuals who invest in a business at an early stage of its development in exchange for a share in the property. Therefore, this financing option is very convenient for startups who do not need large investments but want to maintain more control over their business.

-Credit

Designed for sustainable businesses. These loans are issued for a period of 1 to 5 years.

-Leasing

This is a method of acquiring the necessary equipment on an installment plan, which can be used immediately after leasing. You just need to pay an initial fee and make fixed monthly payments.

-Factoring

With the help of the factoring service, the company can immediately receive money on unpaid invoices, which allows it not to slow down the important processes of growth and development.

-Create an obligation

Bonds provide financing on terms acceptable to the company, which, however, are formulated taking into account market demand (these conditions relate to currency, terms, interest rates, payment structure, etc.).

For successful business development, it is important to analyze and take into account many factors. Only by setting up the process of organizing, investing, managing, searching for clients, advertising, etc., you can achieve phenomenal success.