It all started with a Facebook page...

By collecting cases against illegal debt collectors

Why we chose debt collection issue?

- widespread & under-regulated,
- the claims are 8-10 times of the principal amount,
- 85% of debtors never appeal.

But there are legal effective remedies to fight unjust claims.

we created blueprint that works with 1 reply.
Collecting data 2017

2017 we signed agreement worth €3,5M with the Ministry of Justice to provide legal assistance until 2022.

- 15K+ cases
- including 1400 court cases
- 14K+ paying customers
- 30+ lawyers

**Key knowings**
- How to optimize & digitize legal industry
- Real time trends, pains and solutions

Backed by:

[Republic of Estonia, Ministry of Justice]
2018 Estonia's 1st robot lawyer
Nobody is happy in the legal industry!

**Clients**
- 80% NO access to justice
- 3 out of 4 civil cases NOT started
- NO user friendly solutions to find the right legal expert

**Lawyers**
- High client acquisition cost
- Lots of routine tasks
- On average only 40% billable time
A marketplace for lawyers, powered by A.I.

Key value for the Customer

Discover your legal freedom

Key features

- Common legal questions answered & documents generated by A.I.
- Competitive prices (~50% market average)
- Vetted lawyers with ranking & reviews
- Easy to use as talking to a friend on Messenger

Key value for the Lawyer

Increased efficiency and income

Key features

- Hustle free A.I. optimized digital law office
- Make downtime into cash
- Highly Qualified Leads
- Premium Client Acquisition
- Focus on what you love & be master of your own time

MATCHMAKING
It's not just matching the client with the right legal expert. When the lawyer is not happy about the case...

Out of 20K+ matches 92% perfect match! Both sides thumbs up.
And about the unit economics!

Hugo provides metrics for lawyers' performance

Lawyers' can focus on those metrics & improve performance

Lawyer's income increased on average 30%

Lawyers client
EXECUTIVE SUMMARY

Within the last year Hugo became the largest legal service platform in Estonia

- Profitable in Estonia
- 20K+ paying customers
- 21.5K+ legal cases matched with lawyers
- TRUST: 92% customer satisfaction
- 50+ active lawyers on network
- Close to €100k monthly revenue
- Growing 8% MoM
- 1000+ appeal documents generated by robot lawyer
- Expanding to Warsaw & Madrid

Estonia’s 1st robot lawyer automatically generated 1000+ appeal documents to be sent to the debt collectors and has saved our clients €300K
It all starts with simple algorithm

1. AD-HOC ALGORITHM
2. TEST CASES
3. PROPER MACHINE LEARNING
4. DEEP NEURAL NETWORKS
MAKING ARTIFICIAL INTELLIGENCE

From simple Chatfuel to TensorFlow, Sci kit, NLP, Translation tools, etc
MAKING THE ROBOT LAWYER

90% cases solved by AI, giving the rest 10% HQ leads.

Currently 90% of cases in HUGO are solved by legal professionals via marketplace.

In the future, 90% cases will be solved by A.I.

**HUGO.legal** = legal marketplace + robot lawyer = HUGO

The New Legal World = Sharing Economy + Artificial Intelligence
Government Legal Aid: 10%
- Only for citizens below the subsistence level

Traditional Law Firms: 10%
- Trying to provide outstanding service to limited group.

HUGO.legal: 80%
- While most of the public is getting NO legal services.

7.7B people in the world and rapidly growing. The only lawyer they will ever be able to afford will be one using A.I.
A.I. as a autopilot for lawyers?
ZAPROJEKTUJ PRAWNICZEGO CHATBOTĘ

KONKURS LEGALTECH

TAKE THE FIRST STEP!

HTTPS://LEGALTECHPOLSKA.PL/KONKURS-LEGALTECH-POLSKA/
Do you want to be part of meaningful social change?

A new superhero is born to help them.

All of them!
Meet us afterwards!

Artur Fjodorov  
CEO & Founder  
13+ years profound experience building companies.

Age Viks  
CMO & Co-founder  
15+ years in movie industry & marketing. MA from Baltic Movie & Film School.

Lukasz Klos  
Poland Country Manager

Arvo Kivar  
General Counsel
Thank you!

HUGO.legal
Justice Made Possible