



HUGO.legal

Warsaw
26-09-2019



Moonshot 2016

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.

6 MONTHS

€150K
SAVED!

100+ CASES

Collecting data 2017

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

Backed by:



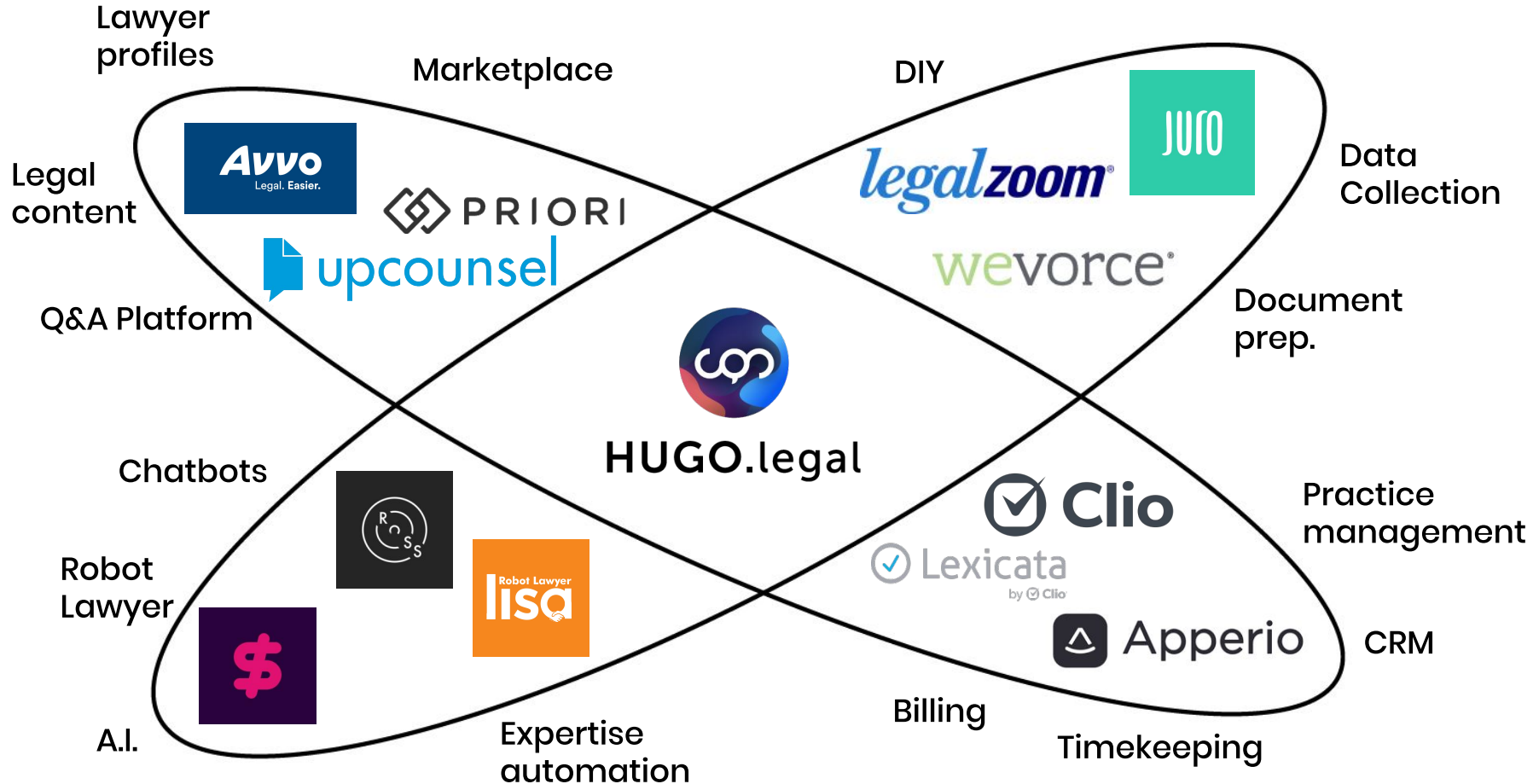
REPUBLIC OF ESTONIA
MINISTRY OF JUSTICE

- 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

2018 Estonia's 1st robot lawyer



2019 Hugo was born



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 about the perfect match!

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.

Matched by Hugo

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

WIRED

Advisors & investors



Rain Rannu
Fortumo Founder



Marko Aavik
Long term Vice Chancellor
Ministry of Justice



Tytus Cytowski
Co-Director Startup
Grind & US attorney



Arvo Kivar
Visionary attorney
Skanska/Nordea



TOP 10 Latitude59



TOP 10 CEE Startup
Challenge III



TOP 5 North Star AI

It all starts with simple algorithm

1

AD-HOC ALGORITHM

2

TEST CASES

3

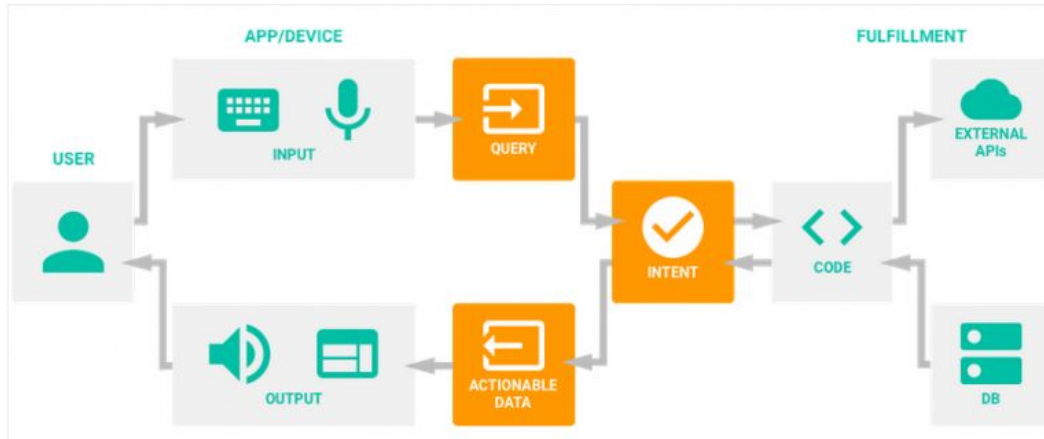
PROPER MACHINE LEARNING

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

10% Traditional Law Firms

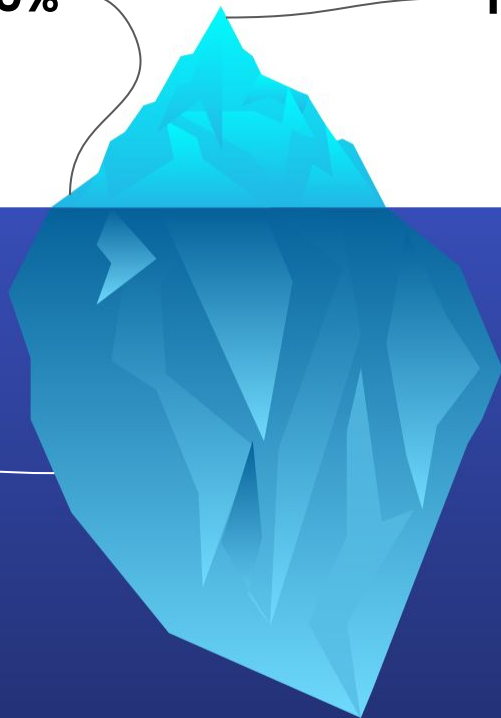
Trying to provide outstanding
service to limited group.

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.**

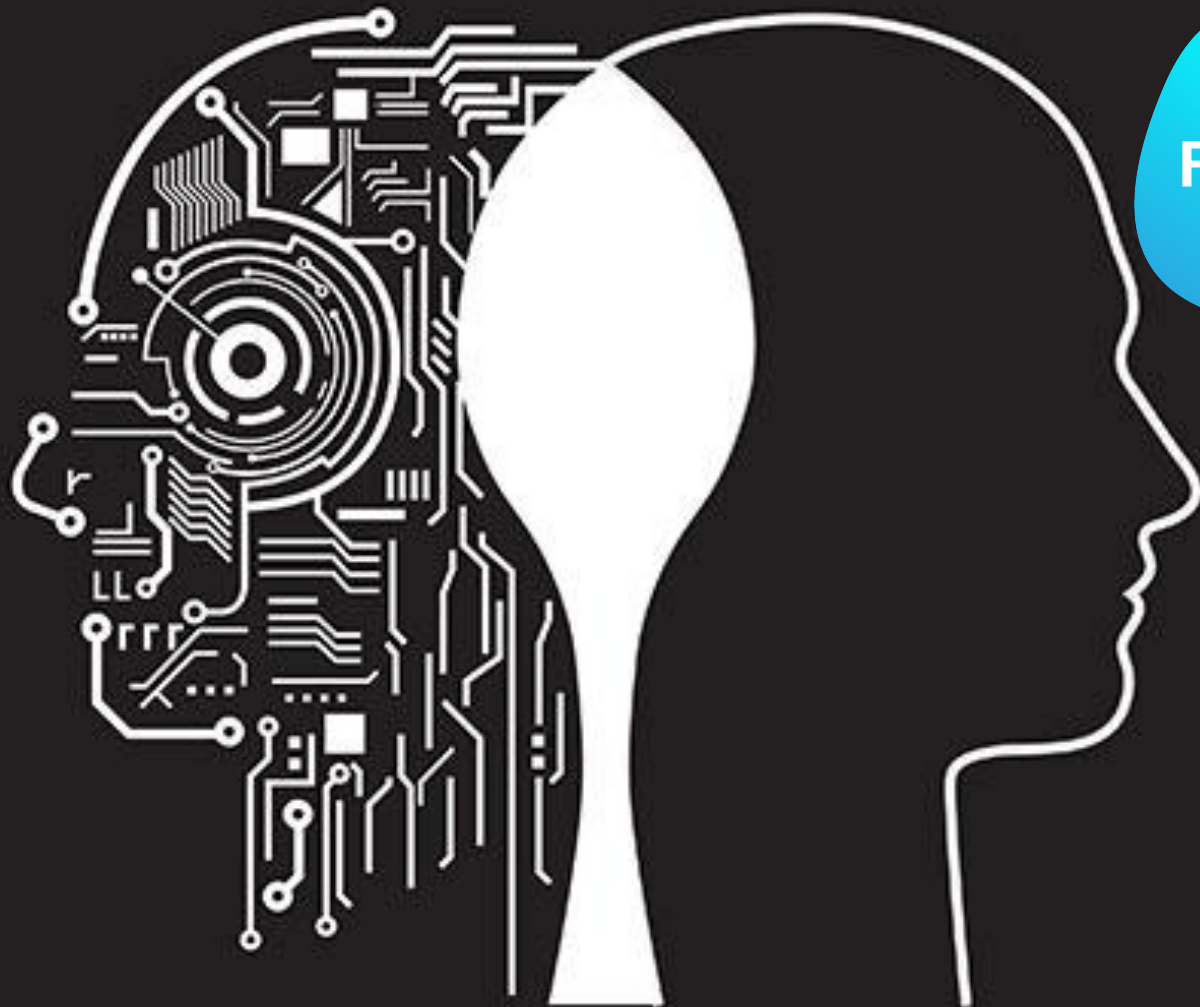




Past
1%



Present
20%



**Future
90%**

A close-up, slightly blurred photograph of a pilot's hand in a dark uniform with gold stripes on the sleeve, gripping a control stick. The background is a complex cockpit dashboard with numerous illuminated buttons, switches, and small digital displays. The lighting is dim, with the primary light sources being the cockpit's instrument lights.

A.I. as a autopilot for lawyers?

ZAPROJEKTUJ
PRAWNICZEGO
CHATBOTA

KONKURS LEGALTECH

TAKE THE
FIRST STEP!



LegalTechPolska
TECH FOR LIFE • LAW FOR TECH

[HTTPS://LEGALTECHPOLSKA.PL/KONKURS-LEGALTECH-POLSKA/](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

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HUGO.legal founder & CEO



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