

## LEGAL AID

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**Startup Goal:** To increase citizens' legal literacy by explaining the opportunities of obtaining legal aid, its types, and significance. In addition, to conduct a comprehensive analysis of the role of legal aid in protecting citizens' rights and to develop proposals for its improvement.

**Problem** This tool is useful for providing initial legal assistance, but it has several issues. Legal services can be expensive, while simple legal questions often remain unanswered by qualified specialists.

### Technical and economic indicators

- **Functionality** – operates in 2 languages (Kazakh and Russian).
- **Applications and Platforms** – website, mobile application, social networks.
- **Capacity** – ability to serve 1000 users simultaneously.
- **Technical requirements** – Python, TensorFlow, Rasa, 16 GB memory.

**Competitive advantage** Users can generate standard legal documents (contracts, powers of attorney, statements of claim) through the service by filling out a special form.

- 24/7 availability.
- Free initial consultations.
- Automatic generation of standard legal documents.
- Integration with popular messengers.

**Significance** Developing a student-oriented startup has great potential, especially in the fields of education, legal aid, finance, and career.

### Target Audience:

- Students in need of legal assistance.
- Individual entrepreneurs and small business representatives.
- Ordinary citizens facing legal issues in daily life.

**Solution:** Development of a bot that provides fast and free templates. Users can generate standard legal documents (contracts, powers of attorney, statements of claim) by filling out a form. In addition, there is an option to receive paid consultations from lawyers in more complex cases.

**Product** The “Legal Aid” bot is a legal consultant that helps users find answers to basic legal questions. It provides information on drafting contracts, filing complaints, returning goods, and other legal aspects. The bot will be available through a website and messengers (Telegram).

### Monetization Model:

1. Extended functionality subscription: access to premium document templates, personalized offers and consultations.
2. Advertising placement: partnership with law firms, advertisements related to legal services.

3. Paid legal consultations: the bot redirects complex questions to lawyers, with a service commission.
4. Commission and paid promotion: commission from each completed agreement, paid promotion of lawyers' profiles.

This model makes it possible to provide basic services for free while diversifying revenue sources.

**Intellectual Property Protection:**

The chatbot's source code, algorithms, and technical solutions are protected by copyright and patent. The trademark is registered, and the chatbot's name and logo are legally protected. In addition, the company signs confidentiality agreements with employees and partners to protect trade secrets.

**Project Supervisors:** Defining the mission and goals of the startup. Developing the plan and strategic direction. Establishing and strengthening connections with investors and partners, as well as overall project management.

**Author:** Defining the main idea and purpose of the startup. Enhancing the value of the product or service and its competitive advantages. Developing the business model and strategy.