

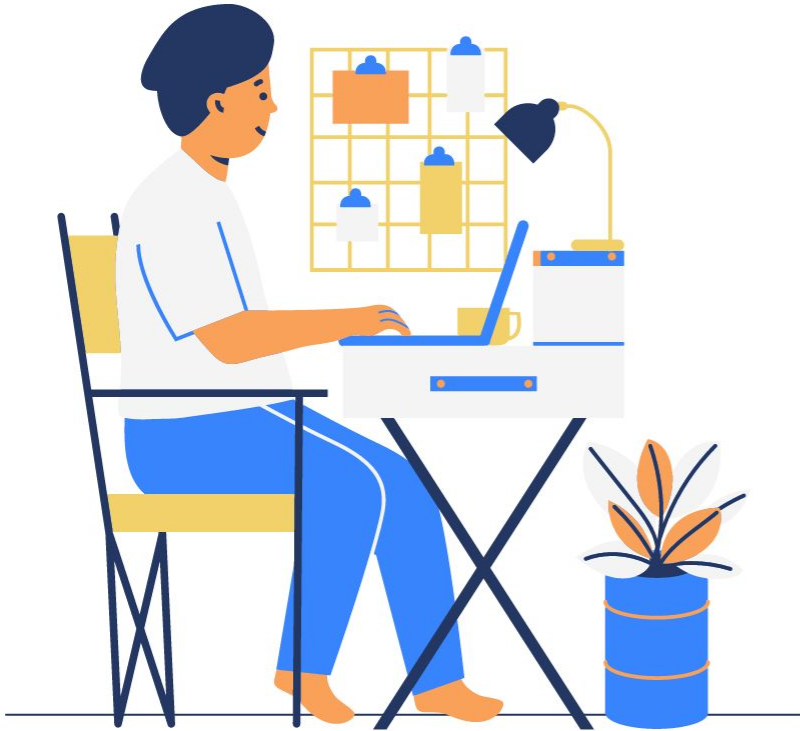


Market Opportunity

The legal service sector is largely traditional and one of the most underserved industries in Africa, with a market capitalization of \$9.8B dollars.



Market Share



\$1T

Total Available Global Market

\$9.8 Billion

Total African Available Market

\$22.47M

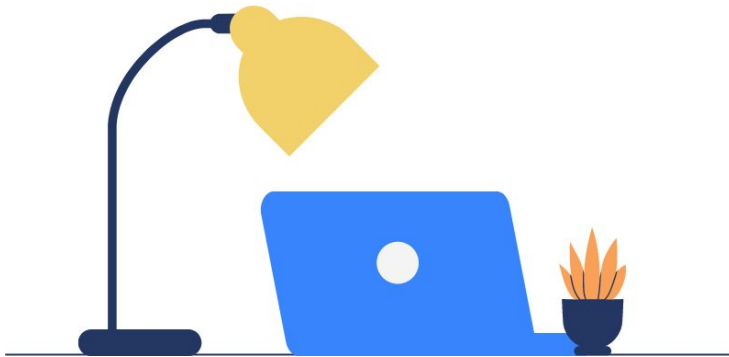
Total Available Kenyan Market

\$5M

Total Obtainable Market

Problem

Most Africans today cannot access legal solutions easily.



High cost of solving legal problems

Africans normally run into lots of issues with the law while running their lives and the cost of solving them is exorbitantly high.



Time consuming

An average case or legal problem takes up to 6 years which makes it even more expensive both moneywise and timewise

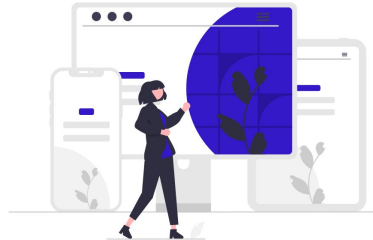


Strained Social Circles

Predominantly using social circles to solve their justice solutions which strain finances and relationships in the long run

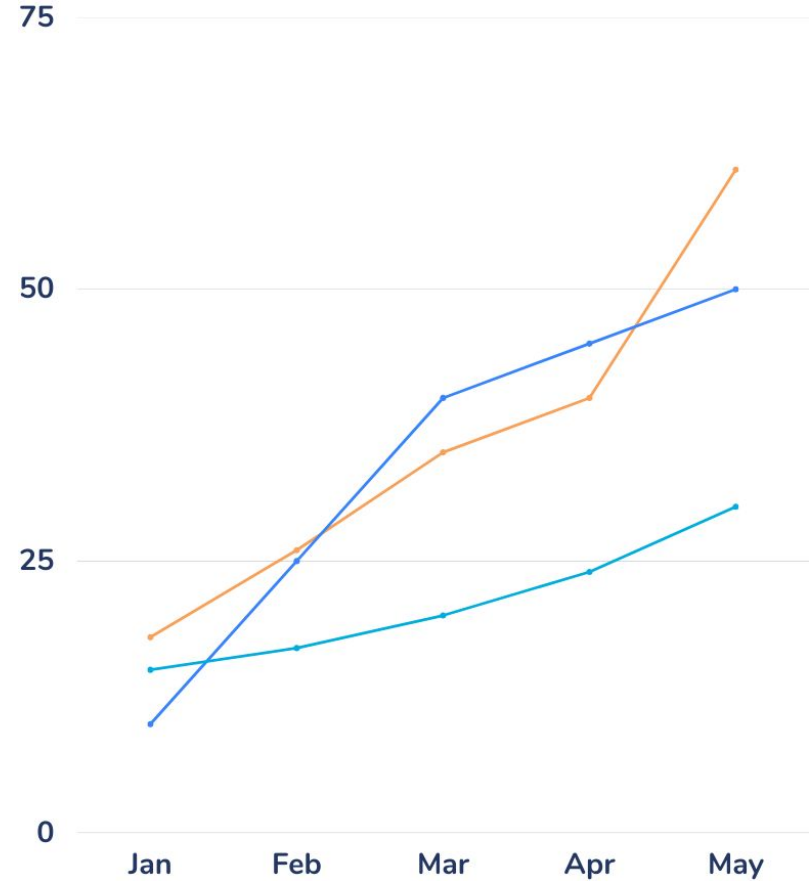
Solution

Lowyad provides a platform where people can easily access safe, high quality and affordable lawyers and legal services.



Traction & Growth Strategy

- Proven product-market fit with transportation sector.
- Raised a \$10000 grant to validate market demand.
- Expanding platform capabilities(escrow)
- Building a comprehensive legal marketplace
- Scaling across different professional segments



Competitive Advantage

- First to Market
- Experience in the legal sector
- Deep understanding of market.



01

First Mover Advantage

We are the first legal tech company with the right experience and a ground-breaking product.

02

Local Market Experience

Our team understands the dynamics of the local legal space from our experience in the transport niche as well as personal experience.

03

Positive Unit Economics

Our platform growth costs go lower as we expand- this gives us a great projection towards profit in a less amount of time

04

Independent

We are positioned to serve the clients conflict of interest free efficiently as we do not have any investment in the legal sector and the client sectors. Our vision is anchored on democratizing access to justice.

Revenue Model

Lawyers Subscription- \$15 dollars

Escrow transaction- 15% per
transaction average \$23 dollars

Platform Advertising for lawyers-
\$10 dollars per ad

FX transactions



Future RoadMap

Product Roadmap



First MVP



Pivot with Jisort
Kisheria



Iteration(platform
completion)



A full platform for legal
service matching

Customer Roadmap

Transport Sector
(matatu drivers, cab
drivers,bodaboda
riders)

Institutions(remand
centres, tribunals and
small claims court)

Religious
centres(churches)

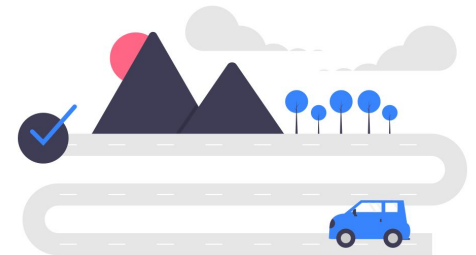
Diaspora Market

Company Roadmap

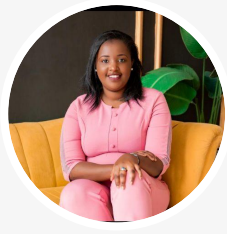
Early Stage (Developing
the idea

Validating Demand

Growth
Stage(Fundraising)



Team



Victoria Kangethe

Founder, CEO

Lawyer

2X Founder

YC School

Strathmore Business School

5 years innovating justice solutions



Kwame Sarpong

Co-Founder, CTO

Software Engineer

4X Founder

Helped raised \$52M+ in startup funding with tech

Meltwater Entrepreneurial School

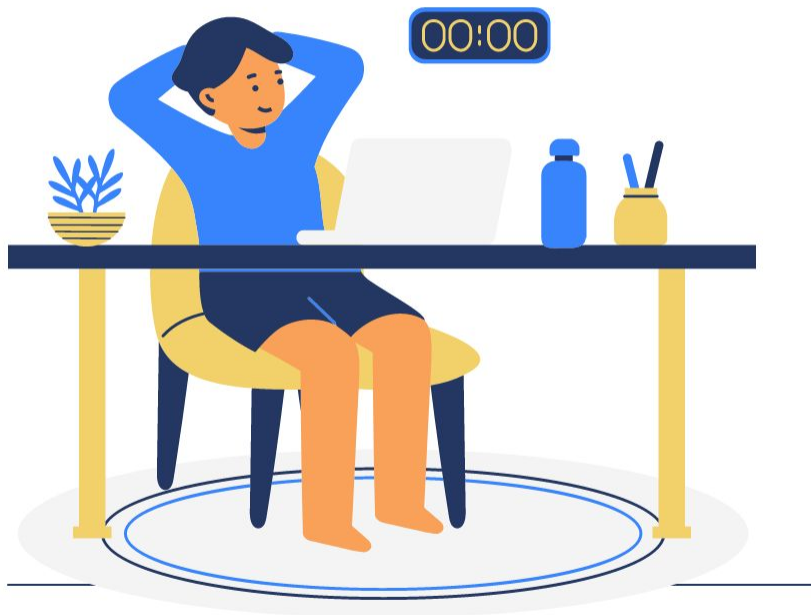
7 years of innovating software solutions

Our Ask

We are currently raising \$400,000 dollars pre-seed for 20% of the company.

The funding is for;

- Customer acquisition
- Platform development completion
- Working Capital.



Contact Us



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