

Lawra

Model and infrastructure suppliers named as suppliers and not as partners: Google today (Gemini API, Firebase, Cloud Functions), with Anthropic's Claude and OpenAI planned behind the multi-provider proxy the round funds

Microsoft AppSource as the listing route for the planned Word and Outlook add-ins — a platform listing not a commercial agreement

CEMI as the parent ecosystem
whose shared platform, personas
and group round Lawra sits
alongside

Publishing and translating the content and education corpus in nine languages — the activity that produces the funnel for every paid line

Building and calibrating the tool and agent catalog - including adapting openly released legal agents to civil-law jurisdictions and to the nine languages Anthropic's claude-for-legal, open-sourced in April 2026, is the named upstream

- Delivering the service lines: assessment, training - consulting, case implementation and Digital Twin
- Jurisdictional and doctrinal configuration - doctrine packs, the jurisprudence corpus and the Council of Jurists

Compliance work the regulated lines depend on ·
SOC 2 readiness and audit, ISO 27001 and 42001
preparation, international trademark filings

The published corpus — 1,950+ pages across nine languages — and the translation practice that keeps it in all of them

- +The live product catalog itself: 50+ tools and 10 .autonomous agents, operational rather than promised
- The jurisprudence corpus, the framework libraries .and the Council of Jurists

The founder's legal and regulatory practice and his speaking platform, which is the company's main distribution today

The shared CEMI platform: the personas and registry ·
 .sources of truth, and the group's engineering practice
 Firebase and Google Cloud infrastructure, Stripe for ·
 .payments, Pagefind for search

The Lawra name and marks, with international trademark filings planned (USPTO, EUIPO, INPI BR, IMPI MX) and funded by the current round

Self-serve and software-only for the .
 ,subscription tiers: sign in, choose a tier
 speak to nobody:

A free public education layer open to everyone, with no account and no purchase — the relationship starts before any money does

Scoped, dedicated engagement for consulting, case implementation, Digital Twin and sovereign deployment, priced per engagement

Cohort relationships in training, from free self-paced modules to custom cohorts with coaching

Self-serve on lawra.io, published in nine languages: the free content and the free tools are the first contact, and the entry subscription tier needs no sales call

The founder's speaking circuit and legal conferences in Latin America — the use of funds names CEDEX, ABA LatAm and LegalTech Forum .BR as the events the round buys presence at

Colombia, Brazil, Peru and Argentina, and in Iberia, once the round funds the commercial hires

Land-and-expand inside a firm: one lawyer's own use becomes a firm assessment, then training then a firm tier of the AI Suite

Microsoft Word and Outlook add-ins on AppSource, and the Lawra.app mobile application both on the published roadmap, neither shipped — yet

Cloud infrastructure and model API usage — the main variable cost, and the reason the multi-provider proxy exists; in a sovereign deployment the client pays the model API costs directly

Salaries: the founding team, plus the two to three commercial hires the round funds — an enterprise sales lead for .Latin America, a customer success manager and a demand-generation specialist

.Content and translation production across nine languages .

Compliance and legal: the SOC 2 Type II audit, ISO 27001 and 42001 preparation, international trademark filings
ongoing counsel and the formalization of Lawra, S.R.L

.Marketing and conference presence, including the launch campaign the round funds .

Service delivery, which is people-time: consulting, training and implementation carry a cost of delivery that subscriptions do not, which is why the plan treats them as a ramp into recurring revenue rather than the

• الاشتراكات (SaaS، عضويات)

• بيع المنتجات

مع الخدمات

الاستشارات

بعض الالتزامات

التدوين والفهم الذاتي

أشهر ما

سجائی بدوں دس سبستر

Lean Canvas

Lawra

المشكلة Legal AI is being built for large · English-speaking common-law firms. Lawyers who work in ·,Spanish, Portuguese, French, Arabic Chinese, Japanese, German or Italian, in civil-law jurisdictions, in small and mid-size practices or in-house teams, get translation overlays of tools that were never designed for their doctrine, at enterprise prices, on clouds their regulators may not accept. They are also expected to adopt AI without ever ·,being taught how — the tools are sold ·.the capability is not built	الحل Lawra AI Suite · Lawra Incorporate · Founders Package · Sovereign Suite · Consulting and AI transformation · AI readiness assessment · Training programmes · Case implementation · Digital Twin · Speaking · Lawra.io content and education · platform المؤشرات الرئيسية Annual recurring revenue against the · ·published target of \$1M ARR by month 18 Months to break-even against the published · ·plan of month 14–16 Paid conversion out of the free layers — the · free tool layer and the free Incorporate tier into a one-time unlock or a subscription. Not ·yet measured: Lawra is pre-revenue Enterprise pilots opened and enterprise · ·pilots converted Revenue mix against the published Year-3 · plan, which ranks consulting at 41%, case implementation at 15%, AI Suite ·subscriptions at 11%, assessment at 11% training at 10%, speaking at 6% and Digital ·Twin at 5% Net revenue retention once subscriptions · ·exist — not yet measurable	عرض القيمة الفريد An end-to-end AI ecosystem for legal · practice that is multilingual, agentic ·,and sovereign-deployable — tools autonomous agents, education and consulting in one place, in nine native languages including civil-law jurisdictions the English-first incumbents do not serve, at mid-market prices and with the option to run entirely inside the ·.client's own infrastructure	الميزة الحاسمة Not a proprietary corpus: a · multilingual education, tooling and consulting platform that makes legal ·,AI usable across jurisdictions doctrines and firm sizes. Corpora ·.commoditize; expertise compounds ·,The 1,950+ pages in nine languages built over years, are the part a ·.competitor cannot buy this quarter القنوات Self-serve on lawra.io, published in nine · languages: the free content and the free tools are the first contact, and the entry subscription tier ·.needs no sales call The founder's speaking circuit and legal · conferences in Latin America — the use of funds names CEDEX, ABA LatAm and LegalTech Forum ·.BR as the events the round buys presence at ·,Outbound sales to mid-size firms in Mexico · Colombia, Brazil, Peru and Argentina, and in ·.Iberia, once the round funds the commercial hires Land-and-expand inside a firm: one lawyer's own · ·,use becomes a firm assessment, then training ·.then a firm tier of the AI Suite Microsoft Word and Outlook add-ins on · AppSource, and the Lawra.app mobile application both on the published roadmap, neither shipped — ·.yet Opinion articles, the newsletter and the wider · ·.CEMI ecosystem of sister sites	شرائح العملاء · المعامون ومكاتب المحاماة · المستقلون والمهنيون المستقلون · الشركات الكبرى · المنشآت الصغيرة والمتوسطة · الشركات الناشئة · الحكومة والقطاع العام · البنوك والمؤسسات المالية · المرَبّون والمؤسسات التعليمية
هيكل التكاليف Cloud infrastructure and model API usage — the main variable cost, and the reason the multi-provider proxy exists; in · ·.a sovereign deployment the client pays the model API costs directly Salaries: the founding team, plus the two to three commercial hires the round funds — an enterprise sales lead for · ·.Latin America, a customer success manager and a demand-generation specialist ·.Content and translation production across nine languages · ·,Compliance and legal: the SOC 2 Type II audit, ISO 27001 and 42001 preparation, international trademark filings · ·.ongoing counsel and the formalization of Lawra, S.R.L ·.Marketing and conference presence, including the launch campaign the round funds · Service delivery, which is people-time: consulting, training and implementation carry a cost of delivery that · ·.subscriptions do not, which is why the plan treats them as a ramp into recurring revenue rather than the end state		مصادر الإيرادات · الاشتراكات (SaaS, عضويات) · بيع المنتجات · بيع الخدمات · الاستشارات · التراخيص والإتاوات · التدريب والفعاليات · مجاني — بدون دخل مباشر		

Value Proposition Canvas — المحامون ومكاتب المحاماة

Lawra · الشريحة: المحامون ومكاتب المحاماة

خريطة القيمة

المنتجات والخدمات Lawra AI Suite — A tiered, self-serve catalog · of 50+ AI tools and 10+ autonomous legal agents for legal practice, organized by lawyer-readable categories: research and drafting, contracts and negotiation, litigation and disputes, compliance and risk, practice .operations, business formation and governance — Lawra.io content and education platform · published pages across nine languages +1,950 with 20+ free interactive tools, jurisprudence and framework libraries, a structured learning — programme and a multi-persona AI assistant free to the public, and the acquisition engine for .everything that is paid AI readiness assessment — A diagnostic of · where a legal organization stands on AI capability, data posture and risk, and what it .needs before deploying anything Training programmes — Structured · programmes that build AI capability across a legal organization, from free public learning .modules to fully custom cohorts with coaching Consulting and AI transformation — Strategic · guidance from assessment through full ,firm-wide AI transformation: what to deploy when, how, and what it changes about how the .practice works Case implementation — Deploying a specific AI · agent or workflow into a live matter or practice area, end to end, with the firm's own .doctrine and precedent Digital Twin — A configured replica of a firm's · ,own doctrine, precedent and drafting style running inside the AI Suite so its output reads as .the firm's work rather than a generic model's	مولّدات المكاسب .One path from diagnosis to daily use: assessment · then training, then the AI Suite, then consulting where .the practice needs redesigning The Digital Twin configures the firm's own · doctrine, precedent and drafting style, so the output .is the firm's and not a generic model's
	مخفّفات الألم Nine native languages with jurisdictional and · doctrinal configuration, rather than a translation .overlay on a common-law product A free education layer and structured training paired · .with the tools, so capability is built and not assumed A self-serve entry tier that needs no sales call, and · .free tools to try before anything is bought

ملف العميل

المكاسب .Hours back on research and drafting · in their own language, without a .platform migration Capability they own — the judgement · to use these tools well, including the judgement to refuse one Output that reads as their firm's · work, and a price a mid-market .practice can actually authorize	المهام Research, draft and argue in their · own language and under their own doctrine, to a standard a court and a .client will accept Handle more matters without · adding headcount, and supervise .what juniors and tools produce Keep client matter confidential and · stay inside professional and bar .duties while using AI at all
نقاط الألم The legal AI they are offered is built · for large English-speaking ,common-law firms, priced for them and reaches other doctrines as a .translation layer They are sold tools and never taught · the capability: adoption is assumed, not .built They cannot tell whether an output is · safe to rely on, or where it came .from	

المستقلون والمهنيون المستقلون — Value Proposition Canvas

Lawra · الشريحة: المستقلون والمهنيون المستقلون

خريطة القيمة

المنتجات والخدمات

Lawra.io content and education · platform — 1,950+ published pages across nine languages with 20+ free interactive tools, jurisprudence and framework libraries, a structured learning programme and a multi-persona AI assistant — free to the public, and the acquisition engine for everything that is paid

Lawra AI Suite — A tiered, self-serve · +catalog of 50+ AI tools and 10 autonomous legal agents for legal practice, organized by lawyer-readable categories: research and drafting contracts and negotiation, litigation and disputes, compliance and risk, practice operations, business formation and governance

Lawra Incorporate — A tiered · incorporation package generator that produces a 95+ document corporate package in one workflow, from a free sign-in tier to a complete one-time unlock or an unlimited monthly bundle

Founders Package — The founder · scaffold — services contract, IP assignment and a side letter capturing the expectations that do not fit the main agreement — generated as one package

Training programmes — Structured · programmes that build AI capability across a legal organization, from free public learning modules to fully custom cohorts with coaching

مولّدات المكاسب

— Tools and agents that do the volume work · research, drafting, review — inside the practice areas a solo lawyer actually bills
Free learning modules that turn the tools into · capability without a course fee

مخفّفات الألم

A free layer that needs no account, a sign-in tier that · costs nothing, and a self-serve entry subscription · with no sales process
One-time unlocks for document work, so a solo · practitioner is never forced into a subscription to · serve one client

ملف العميل

المكاسب

Start today, alone, for nothing · and pay only when a matter justifies it
The leverage of a back office · without hiring one

نقاط الألم

Enterprise seat pricing and · annual commitments are out of reach, and there is no IT department to deploy anything
No time to learn a platform · that does not pay for itself in the first week

المهام

Run an entire practice alone: intake · drafting, filings, billing and the back office nobody else is doing
Compete for work against firms · with research departments they do not have

Value Proposition Canvas — الشركات الكبرى

Lawra · الشريحة: الشركات الكبرى

خريطة القيمة

المنتجات والخدمات

Sovereign Suite — Deployment of the Lawra · platform inside the client's own infrastructure multi-provider and data-resident, with the client paying model API costs directly — for regulated buyers who cannot send matter data to a vendor's cloud

Lawra AI Suite — A tiered, self-serve catalog of 50+ AI tools and 10+ autonomous legal agents for legal practice, organized by lawyer-readable categories: research and drafting, contracts and negotiation, litigation and disputes, compliance and risk, practice operations, business formation and governance

AI readiness assessment — A diagnostic of where a legal organization stands on AI capability, data posture and risk, and what it needs before deploying anything

Training programmes — Structured programmes that build AI capability across a legal organization, from free public learning modules to fully custom cohorts with coaching

Consulting and AI transformation — Strategic guidance from assessment through full firm-wide AI transformation: what to deploy when, how, and what it changes about how the practice works

Case implementation — Deploying a specific AI agent or workflow into a live matter or practice area, end to end, with the firm's own doctrine and precedent

Digital Twin — A configured replica of a firm's own doctrine, precedent and drafting style running inside the AI Suite so its output reads as the firm's work rather than a generic model's

مولّدات المكاسب

Case implementation puts a specific agent or workflow into a live matter end to end, rather than leaving a licence to be figured out

Training builds the capability across the function, so the deployment survives the people who requested it

مخفّفات الألم

The Sovereign Suite deploys inside the client's infrastructure, multi-provider and data-resident with the client paying model API costs directly

The compliance work the round funds — SOC 2 Type II, ISO 27001 and 42001 preparation — is aimed squarely at this buyer's review process

Nine languages and jurisdictional configuration cover a legal function that is not single-country

ملف العميل

المكاسب

Run the platform inside their own infrastructure, on their own terms, with data residency

A legal function whose capability is built once and used across countries

نقاط الألم

Matter data cannot leave the perimeter, which rules out most vendor-cloud legal AI outright

Per-seat enterprise pricing scales badly across a multi-country legal function

No audit trail of where an answer came from

المهام

Absorb contract and matter volume with a fixed in-house headcount and control outside-counsel spend

Pass security, privacy and procurement review before any tool touches a matter

Work across the jurisdictions and languages the group actually operates in

Value Proposition Canvas — المنشآت الصغيرة والمتوسطة

Lawra · الشريحة: المنشآت الصغيرة والمتوسطة

خريطة القيمة

المنتجات والخدمات Lawra Incorporate — A tiered · incorporation package generator that produces a 95+ document corporate package in one workflow, from a free sign-in tier to a complete one-time · unlock or an unlimited monthly bundle Founders Package — The founder · scaffold — services contract, IP assignment and a side letter capturing the expectations that do not fit the main · agreement — generated as one package Lawra AI Suite — A tiered, self-serve · +catalog of 50+ AI tools and 10 autonomous legal agents for legal practice, organized by lawyer-readable · categories: research and drafting contracts and negotiation, litigation and disputes, compliance and risk, practice operations, business formation and · governance Lawra.io content and education · platform — 1,950+ published pages across nine languages with 20+ free interactive tools, jurisprudence and framework libraries, a structured learning programme and a multi-persona AI assistant — free to the public, and the acquisition engine for · everything that is paid	مولّدات المكاسب The published price is on the product page, so the · cost is known before the work starts The same account then reaches the tool catalog for · the contract and compliance work that follows
	مخفّفات الألم Lawra Incorporate generates a 95+ document · corporate package in one workflow, tiered from a free sign-in tier to a one-time unlock or a monthly · bundle The workflow itself tells the company which · documents the package contains and why, instead of · assuming it already knows

ملف العميل



الشركات الناشئة — Value Proposition Canvas

Lawra · الشركات الناشئة: الشريحة

خريطة القيمة

المنتجات والخدمات

Founders Package — The founder · scaffold — services contract, IP assignment and a side letter capturing the expectations that do not fit the main .agreement — generated as one package

Lawra Incorporate — A tiered · incorporation package generator that produces a 95+ document corporate package in one workflow, from a free sign-in tier to a complete one-time .unlock or an unlimited monthly bundle

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مولّدات المكاسب

The free content layer explains what each · .instrument does before the founder signs it
The same catalog then covers the contract work the · .company meets next

مخفّفات الألم

· A free tier to start and a one-time unlock to finish · .instead of an hourly engagement
The package is generated as a set, so the documents · .are consistent with each other

ملف العميل

المكاسب

The founder scaffold in one · package: services contract, IP assignment and the side letter for what does not fit the main .agreement
A clean corporate record from · .day one, at a published price

نقاط الألم

Founder-stage legal work · costs more than the stage can bear, and is postponed until it .is expensive
Nobody tells a first-time · founder which instruments .the round will ask for

المهام

Incorporate, settle founder terms · and assign IP cleanly enough to .survive a diligence
Get to the next milestone without · .spending the round on legal fees

Value Proposition Canvas — الحكومة والقطاع العام

Lawra · الشريحة: الحكومة والقطاع العام

خريطة القيمة

المنتجات والخدمات

Sovereign Suite — Deployment of the Lawra platform inside the client's own infrastructure, multi-provider and data-resident, with the client paying model API costs directly — for regulated buyers who cannot send matter data to a vendor's cloud

AI readiness assessment — A diagnostic of where a legal organization stands on AI capability, data posture and risk, and what it needs before deploying anything

Training programmes — Structured programmes that build AI capability across a legal organization, from free public learning modules to fully custom cohorts with coaching

— Consulting and AI transformation · Strategic guidance from assessment through full firm-wide AI transformation: what to deploy, when how, and what it changes about how the practice works

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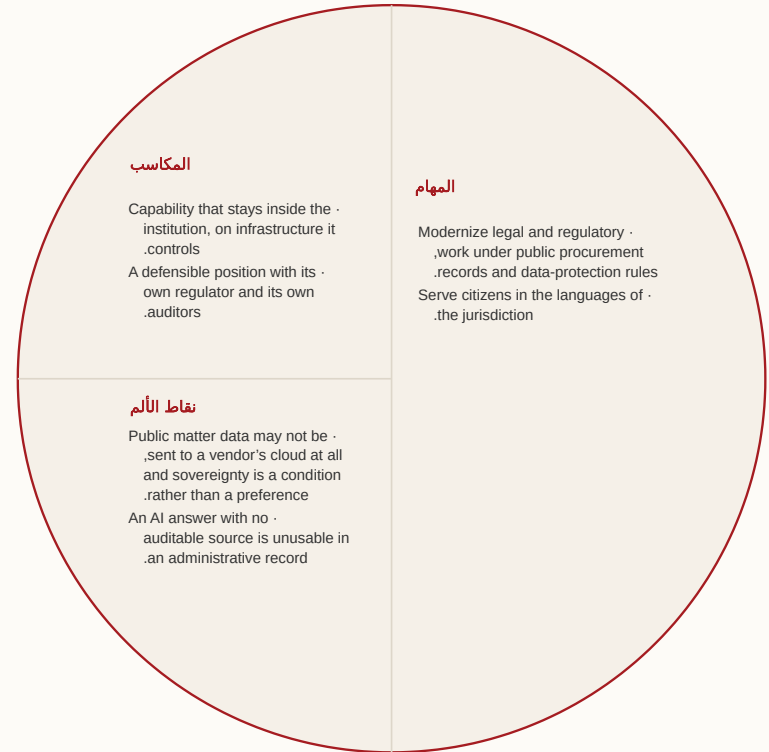
مولّدات المكاسب

Training and assessment build the institution's own capability rather than leaving it dependent on a supplier — the Impact Arc's enable, never do for Nine languages, including right-to-left rendering · cover jurisdictions an English-first product does not reach

مخفّفات الألم

Sovereign deployment runs the platform inside the institution's own infrastructure, multi-provider with the institution paying model API costs directly · ISO 42001 preparation addresses AI management as a system, which is the form an institutional auditor asks the question in

ملف العميل



Value Proposition Canvas — البنوك والمؤسسات المالية

Lawra · الشريحة: البنوك والمؤسسات المالية

خريطة القيمة

المنتجات والخدمات Sovereign Suite — Deployment of the Lawra platform inside the client's own infrastructure, multi-provider and data-resident, with the client paying model API costs directly — for regulated buyers who cannot send matter data to a vendor's cloud AI readiness assessment — A diagnostic of where a legal organization stands on AI capability, data posture and risk, and what it needs before deploying anything — Consulting and AI transformation · Strategic guidance from assessment through full firm-wide AI transformation: what to deploy, when how, and what it changes about how the practice works Case implementation — Deploying a specific AI agent or workflow into a live matter or practice area, end to end with the firm's own doctrine and precedent Lawra AI Suite — A tiered, self-serve +catalog of 50+ AI tools and 10 autonomous legal agents for legal practice, organized by lawyer-readable categories: research and drafting contracts and negotiation, litigation and disputes, compliance and risk, practice operations, business formation and governance	مولّدات المكاسب An assessment first, so the institution knows what it must fix before any deployment — and can decline the deployment The obligation-tracking mode on the published roadmap is aimed at exactly this work مخفّفات الألم Sovereign deployment keeps matter and customer data inside the institution's perimeter SOC 2 Type II and ISO 27001 readiness, funded by this round, is what a vendor review in this sector actually asks for
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ملف العميل



Value Proposition Canvas — المرّبون والمؤسّسات التعليمية

Lawra · الشّريحة: المرّبون والمؤسّسات التعليمية

خريطة القيمة

المنتجات والخدمات Lawra.io content and education · platform — 1,950+ published pages across nine languages with 20+ free interactive tools, jurisprudence and framework libraries, a structured learning programme and a multi-persona AI assistant — free to the public, and the acquisition engine for everything that is paid Training programmes — Structured · programmes that build AI capability across a legal organization, from free public learning modules to fully custom cohorts with coaching Speaking — Conference keynotes and · executive sessions on AI in legal practice, in nine languages Lawra AI Suite — A tiered, self-serve · +catalog of 50+ AI tools and 10 autonomous legal agents for legal practice, organized by lawyer-readable categories: research and drafting contracts and negotiation, litigation and disputes, compliance and risk, practice operations, business formation and governance	مؤلّدات المكاسب Structured programmes and custom cohorts with · coaching where an institution wants more than self-paced material Interactive exercises — the simulators and · calculators in the free layer — give learners something to practise on rather than watch محقّقات نقاط الألم The whole education layer is free and published in · nine languages — 1,950+ pages, 20+ interactive tools a structured learning programme, jurisprudence and framework libraries Learning is organized around what the learner can · do afterwards, not around a product tour
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ملف العميل

