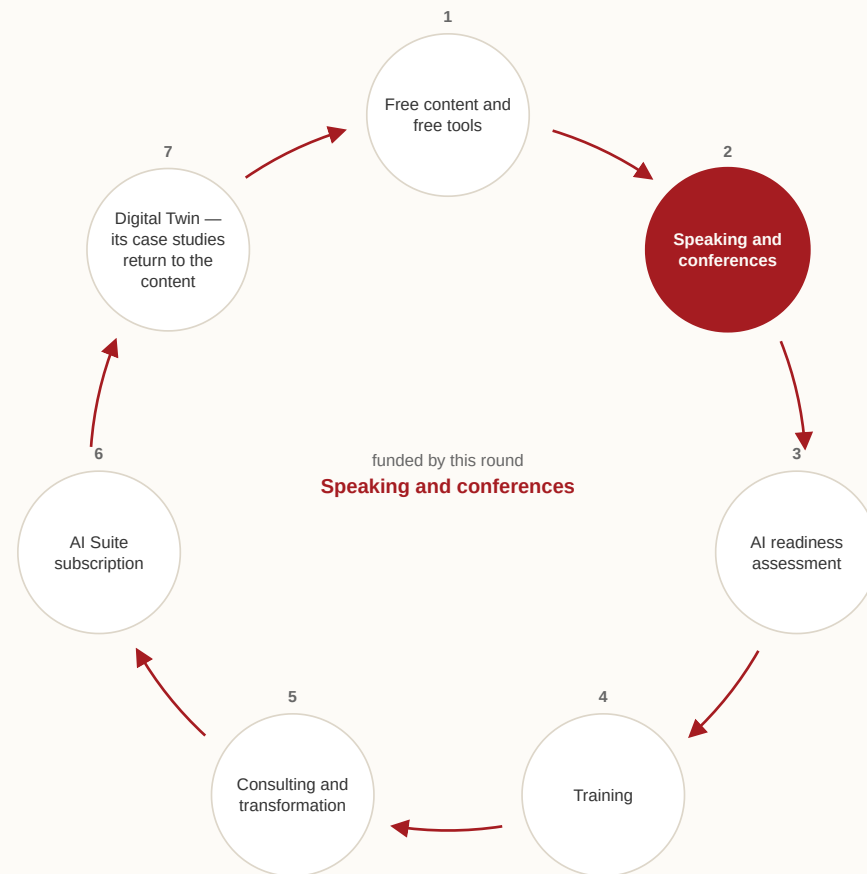


# Business flywheel

Lawra



Business flywheel · Lawra · generated from the business profile / growth.json on 2026.09.13

# The customer funnel

| STAGE                                                                                       | FIGURE                                                                                                                                                                                                                                                                                                                                                                                                         | BASIS            |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 1 Reads the free content or uses a free tool                                                | 1,950+ pages in nine languages · 20+ free interactive tools, published and live<br>Source: The published inventory of the free layer, <a href="https://lawra.io/investors/investors.askAlready1Desc">https://lawra.io/investors/investors.askAlready1Desc</a> . It is what the top of the funnel consists of — not a traffic or conversion figure: no audience number is published, and none is invented here. | Published source |
| 2 Signs in for the free tier of a product                                                   | <i>Plan assumption</i>                                                                                                                                                                                                                                                                                                                                                                                         | Plan assumption  |
| 3 Buys a one-time document package — Lawra Incorporate or the Founders Package              | <i>Plan assumption</i>                                                                                                                                                                                                                                                                                                                                                                                         | Plan assumption  |
| 4 Subscribes to the AI Suite                                                                | <i>Plan assumption</i>                                                                                                                                                                                                                                                                                                                                                                                         | Plan assumption  |
| 5 Engages a service: the assessment first, then training, consulting or case implementation | <i>Plan assumption</i>                                                                                                                                                                                                                                                                                                                                                                                         | Plan assumption  |
| 6 Expands: a firm tier, a Digital Twin, or a sovereign deployment                           | <i>Plan assumption</i>                                                                                                                                                                                                                                                                                                                                                                                         | Plan assumption  |

# Roadmap

Lawra · Runway 18 months · periods derived from ROUND.runway · forward-looking statements

|         | Month 1–6 after close                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Month 7–12 after close                                                                                                                                                                                                               | Month 13–18 after close                                                                                                                                                                                                                                                                                                |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRODUCT | <ul style="list-style-type: none"><li>• Stripe payroll and AI Suite subscription gating ship<br/>product</li><li>• Consensus Mode, the Lawra Monitors obligation-tracking mode and the first LatAm doctrine packs (published for Q3 2026)<br/>product</li><li>◆ Word and Outlook add-ins ship to Microsoft AppSource, and Vault bulk-document Q&amp;A ships (published for Q4 2026)<br/>product</li><li>• The multi-provider model proxy — Claude and OpenAI alongside Gemini<br/>infra</li></ul> | <ul style="list-style-type: none"><li>• Retrieval over the published corpus, and the Lawra.app mobile application<br/>product</li><li>◆ Sovereign Suite reaches its first paying customer (published for 2027)<br/>product</li></ul> | <ul style="list-style-type: none"><li>• Cross-model Consensus and the Premium-tier expansion (published for 2027)<br/>product</li></ul>                                                                                                                                                                                |
| MARKET  | <ul style="list-style-type: none"><li>• Stealth-mode exit and the launch campaign<br/>marketing</li><li>• Conference presence: CEDEX, ABA LatAm, LegalTech Forum BR<br/>marketing</li><li>◆ First enterprise pilot in Latin America (published for Q4 2026)<br/>sales</li></ul>                                                                                                                                                                                                                   | <ul style="list-style-type: none"><li>• Outbound to mid-size firms in Mexico, Colombia, Brazil, Peru and Argentina, and in Iberia<br/>sales</li><li>• The EU mid-market opens (published for 2027)<br/>marketing</li></ul>           | <ul style="list-style-type: none"><li>• Land-and-expand inside the accounts the pilots opened<br/>sales</li></ul>                                                                                                                                                                                                      |
| TEAM    | <ul style="list-style-type: none"><li>• The commercial hires: an enterprise sales lead for Latin America, a customer success manager, a demand-generation specialist<br/>sales</li></ul>                                                                                                                                                                                                                                                                                                          | <ul style="list-style-type: none"><li>• No further hiring is planned inside the runway; the reserve line is the only unallocated capacity<br/>reserve</li></ul>                                                                      | <ul style="list-style-type: none"><li>• The commercial team carries the pipeline without further headcount<br/>sales</li></ul>                                                                                                                                                                                         |
| FINANCE | <ul style="list-style-type: none"><li>• Lawra, S.R.L. formalization<br/>compliance</li><li>• International trademark filings: USPTO, EUIPO, INPI BR, IMPI MX<br/>compliance</li></ul>                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"><li>◆ The SOC 2 programme opens and Type 1 is certified — 2027, once the round has closed<br/>compliance</li><li>• ISO 27001 and ISO 42001 (AI management) preparation<br/>compliance</li></ul>    | <ul style="list-style-type: none"><li>◆ SOC 2 Type II audit completed — 2027<br/>compliance</li><li>◆ Break-even at month 14–16<br/>reserve</li><li>◆ \$1M ARR at month 18 — the published Series A trigger<br/>sales</li><li>• The reserve is either released or carried into a Series A bridge<br/>reserve</li></ul> |

Use of funds: Engineering + Product 25% · Sales + Customer Success 25% · Marketing + GTM 20% · Compliance + Legal 15% · Cloud Infra + AI APIs 10% · Reserve + Runway Buffer 5%

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