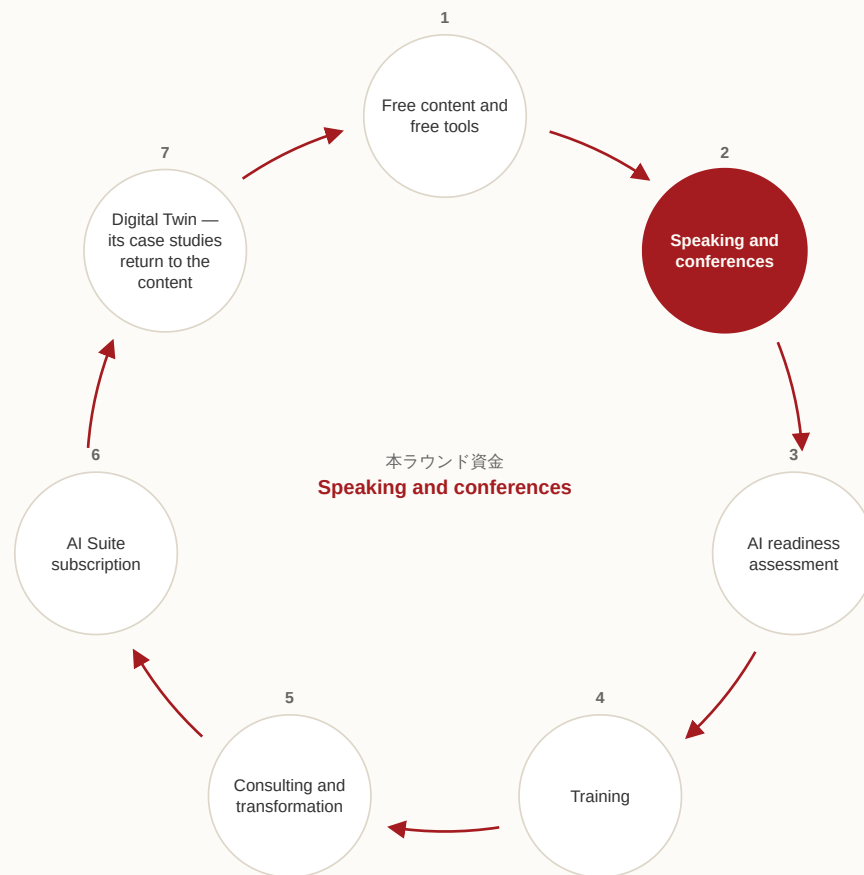


事業のフライホイール

Lawra



事業のフライホイール・Lawra・ビジネスプロフィール / growth.json から生成(2026.09.13)

顧客ファネル

ステージ	数値	根拠
1 Reads the free content or uses a free tool	1,950+ pages in nine languages · 20+ free interactive tools, published and live 情報源: The published inventory of the free layer, https://lawra.io/investors/ (investors.askAlready1Desc). 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.	公開情報源
2 Signs in for the free tier of a product	計画上の前提	計画上の前提
3 Buys a one-time document package — Lawra Incorporate or the Founders Package	計画上の前提	計画上の前提
4 Subscribes to the AI Suite	計画上の前提	計画上の前提
5 Engages a service: the assessment first, then training, consulting or case implementation	計画上の前提	計画上の前提
6 Expands: a firm tier, a Digital Twin, or a sovereign deployment	計画上の前提	計画上の前提

ロードマップ

Lawra・ランウェイ 18 か月・期間は ROUND.runway に基づく・将来予測に関する記述

	クローズ後 1~6 か月目	クローズ後 7~12 か月目	クローズ後 13~18 か月目
プロダクト	- Stripe payroll and AI Suite subscription gating ship product - Consensus Mode, the Lawra Monitors obligation-tracking mode and the first LatAm doctrine packs (published for Q3 2026) product ◆ Word and Outlook add-ins ship to Microsoft AppSource, and Vault bulk-document Q&A ships (published for Q4 2026) product - The multi-provider model proxy — Claude and OpenAI alongside Gemini infra	- Retrieval over the published corpus, and the Lawra.app mobile application product ◆ Sovereign Suite reaches its first paying customer (published for 2027) product	Cross-model Consensus and the Premium-tier expansion (published for 2027) product
市場	- Stealth-mode exit and the launch campaign marketing - Conference presence: CEDEX, ABA LatAm, LegalTech Forum BR marketing ◆ First enterprise pilot in Latin America (published for Q4 2026) sales	- Outbound to mid-size firms in Mexico, Colombia, Brazil, Peru and Argentina, and in Iberia sales - The EU mid-market opens (published for 2027) marketing	Land-and-expand inside the accounts the pilots opened sales
チーム	The commercial hires: an enterprise sales lead for Latin America, a customer success manager, a demand-generation specialist sales	No further hiring is planned inside the runway; the reserve line is the only unallocated capacity reserve	The commercial team carries the pipeline without further headcount sales
財務	- Lawra, S.R.L. formalization compliance - International trademark filings: USPTO, EUIPO, INPI BR, IMPI MX compliance	◆ The SOC 2 programme opens and Type 1 is certified — 2027, once the round has closed compliance - ISO 27001 and ISO 42001 (AI management) preparation compliance	◆ SOC 2 Type II audit completed — 2027 compliance ◆ Break-even at month 14~16 reserve ◆ \$1M ARR at month 18 — the published Series A trigger sales - The reserve is either released or carried into a Series A bridge reserve

資金使途: 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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