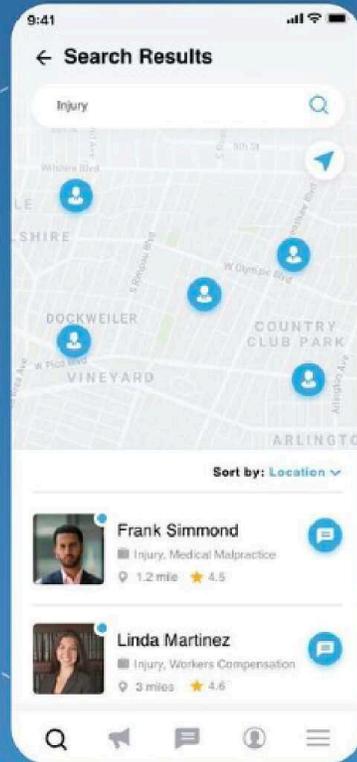


Vikkoria

# Find & Hire Lawyers



INVEST IN VIKKTORIA

## The Legal Marketplace Empowering Universal Access to Justice

[vikkoria.com](http://vikkoria.com) Long Beach CA   

Technology

Marketplace

SaaS

B2C

Minority Founder

### Featured Investors



**Kevin Tamm** 

Syndicate Lead

Experienced intellectual property attorney living and working in Houston.

Invested in [Vikkoria](http://Vikkoria)

Vikkoria will bring the process of accessing legal professionals into the modern era by providing timely and accurate information to both potential clients and attorneys. With live, secure communication features, internet searching through patchworks of largely outdated information by clients can be avoided, and attorneys can quickly and securely gather case information. For clients, access to justice will be expanded, and for attorneys a new centralized

marketplace will exist for client intake

[Read More](#) ▾

Follow

1 follower

Invested \$5,000 this round & \$50,000 previously

## Highlights

- 1 First mobile on-demand legal marketplace - timely post-pandemic entrance!
- 2 A gateway for solving the massive Access to Justice problem
- 3 Co-founded by lawyers who recognize the pain points of the legal industry
- 4 TAM of 1.3M lawyers and \$438B legal services market
- 5 SaaS revenue model, like "Upwork" for lawyers, revenue forecasted by end of 2023 (not guaranteed)
- 6 Broad consumer demographic; mobile + multi-generational (Millennial ➡ Gen X ➡ Gen Z ➡ Boomers)

## Our Team



**Walid Romaya** CEO + Co-Founder

Serial Tech Entrepreneur, Real Estate and Law, mobile and UI/UX strategist, product specialist and branding designer.

I wanted to find an attorney for a family matter and the experience was to be polite horrifying. I did endless google searches and went on a wild goose chase back and forth with many assistants and attorneys before finding someone. It took weeks ! I see why so many people give up on finding an attorney when they need one.



**Tabrez Ebrahim** Chief Legal Officer + Co-Founder



Patent lawyer, law professor, Texas Bar and Patent Bar, Venture Investor.



**Haytham Allos** Chief Technical Officer

Enterprise systems architect, programmer, creative solutions in software system methodology.

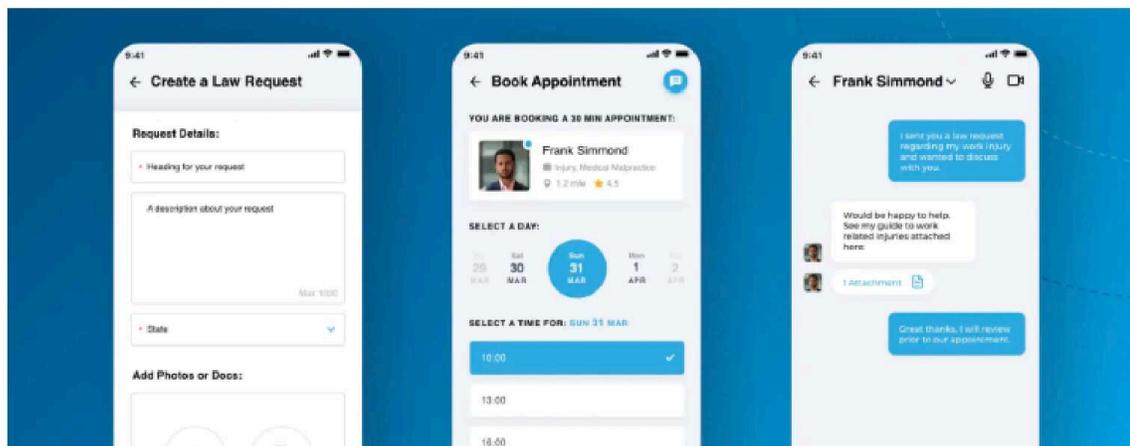
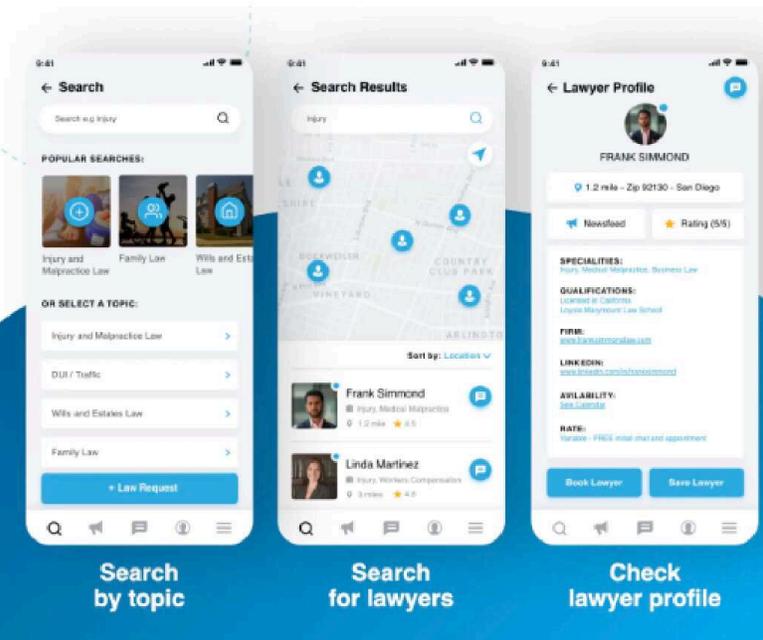


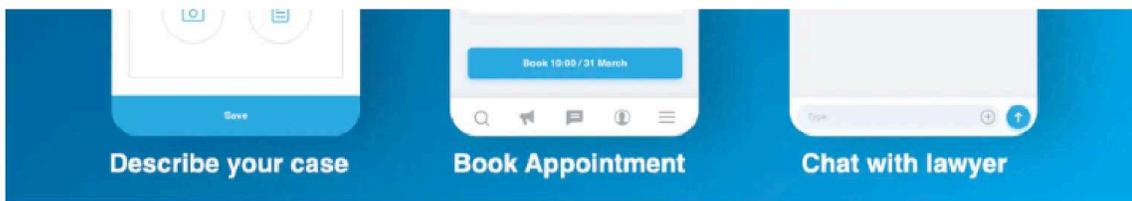
**Eugene Oktyabrskiy** Head of Growth

An experienced business development executive with a background in IT, health, finance and energy.

## Making legal search simple and effortless!

### The Legal Marketplace





Vikktoria solves the first mile problem of connecting consumers to relevant legal help – with minimal effort on both sides of the marketplace. This is a rare, timely, and massive growth opportunity for the digital laggard legal industry positioned for change.

## The Current Legal Search Doesn't Work



Every year, millions of Americans encounter life challenges that require legal services. From simple things like traffic tickets, writing a will, or drafting contracts to more complex situations like divorce, domestic violence, or evictions.

But what happens when these ordinary people seek out legal help? They turn to Google, legal directories, and subpar DIY services. Lawyers are inundated with inquiries that don't fit their expertise. The result is legal needs are unmet or mismatched every day.

The current legal search process is outdated, complicated, and time consuming for consumers *and* lawyers.

“

Findina leaal help is full of effort

in the effortless economy

Selene Hanna  
Consumer

## | The Lawyer Problem



Time constraints qualifying real client prospects.



Intake process outdated using emails, vm, lead forms.



Inefficient and outdated consumer facing marketing.



Digital laggard legal industry.

“

Acquiring new client business remains a top concern for many small law firms

Thompson Reuters State of US Small Law Firms 2021

The legal market is in desperate need of a modern solution. It's time!

## Access to Justice

*Access to justice* means when people encounter life challenges they can understand their rights, protect those rights, and get a fair outcome. This

includes not just finding the right legal representation, but also affording that legal representation. The current barriers to finding that match make justice too far out of reach for many people.

To read more about the immense access to justice problem, here's a summary:

### The Justice Gap

While searching for legal help, families are in crisis from very real consequences. Having adequate access to justice determines whether basic human needs like food, clothing, shelter, and safety are met. And right now, justice is *not* universal.



## We must do better

With fast, mobile, virtual, and On-Demand trends sweeping other industries, the legal space is one of the last traditional service industries to deliver the real-time expectations of modern consumers. However, the pandemic brought a mass adoption of virtual and cloud legal technologies, paving the way for the next generation legal industry.

The time is now.

Vikkoria is here to accelerate that change and usher in a modern legal era by empowering universal access to justice right from our phones.

## Introducing Vikkoria

With our On-Demand legal marketplace app, Vikktoria is – *for the first time* – bringing relevant, real-time search and connectivity with up to 1.3M lawyers. The open, non-advertising, B2C marketplace is powered by a search engine with an AI enabled algorithm.

# Vikktoria™

THE LEGAL MARKETPLACE



Vikktoria solves the consumer problem since consumers can search for exactly what they want, where they want, and when they want.

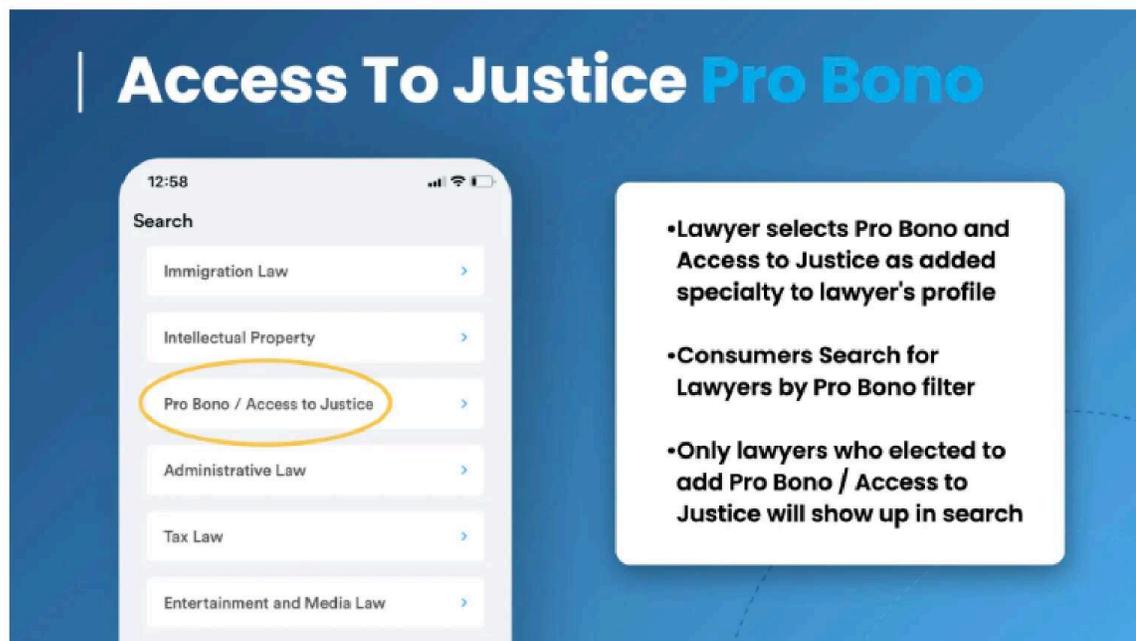
Vikktoria solves the lawyer problem since it pairs lawyers with the right clients quickly, easily, and without multi-million-dollar marketing budgets.

Our app is a win on all sides of the legal marketplace, providing the bridge between those who *need* help and those who *can* help.



Vikktoria tackles the access to justice problem since everyone can easily find fair legal representation, including Pro Bono work which has a massive impact on universal access to justice. Using a filter on the app, consumers can search for

lawyers who provide Pro Bono services and plans for access to justice.



We are the first platform to empower access to justice and we will fundamentally change the way law is done!

## The Viktoria Technology

We have designed Viktoria from the ground up with the best UI/UX practices to make the platform stable, secure and scalable:



## Path to Market

- Raised \$200k in pre-seed to build, test, and refine the app.
- Ready to launch in a geographic roll out in major metropolitan areas.

- Engaged external marketing firms in early 2023 to deploy a 2-sided campaign targeting first lawyers, then consumers.
- Developing phase 2 of the app to widen the filters and search parameters for lawyers.

## | Launch Timetable



## | Marketing Overview



Here is a 30 second spot aimed at consumers as part of our awareness campaign:



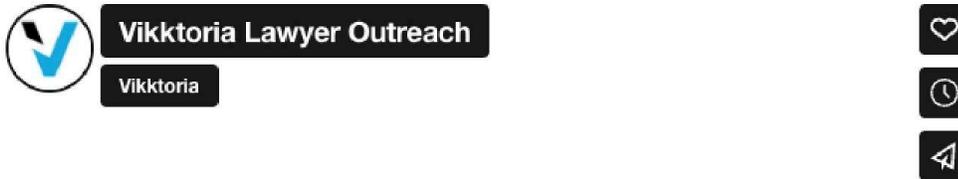
**Vikktoria Customer Outreach**

Vikktoria





And another targeting lawyers:



## Lawyers



## The Numbers

The legal industry in the U.S. is a powerhouse with \$437B in annual billed services and \$73B in Serviceable Obtainable Market. Depending on firm size and specialty, lawyers spend anywhere from 2% to 50% of their annual billings on marketing!

Law firms are catching up on digitizing their inner operations but have lagged with consumer facing trends. This creates a *major* opportunity for Vikktoria in the highly fragmented, untapped legal space.

## Legal Market Size



- 1.3 Million Lawyers in USA
- TAM: Total Addressable Market, (big, medium and small/solo law firms plus in-house corporate legal departments)
- SAM: Serviceable Available Market, (medium and small/solo law firms)



(medium and small/solo law firms)

- **SOM: Serviceable Obtainable Market (small/solo law firms and Jr associates / partners of medium and big law)**

Graphic not to scale. Data sources: Thompson Reuters and American Bar Assoc.

Our business model is a recurring subscription based SaaS revenue from a pool of 1.3M U.S. lawyers.

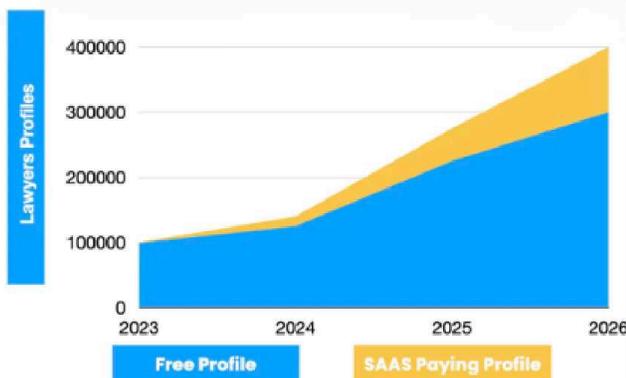
## Pricing Plans

FOR CONSUMERS:	FOR LAWYERS:	FOR LAWYERS:
<b>FREE USAGE</b>	<b>BASIC: FREE</b>	<b>PRO: \$49.95</b> <small>per month</small>
Free App Usage  For Legal Fees you pay as agreed with the lawyer	Free Limited Profile One Zip Code Up to 5 Initial Chats Up to 5 Posts  <b>Key Features</b> ✓ Visible Profile on Map ✓ Syndicate to Social Media ✓ Manage free Consultations ✓ Establish a Customer Pipeline	Expanded Profile Two Zip Codes Enhanced Search Unlimited Chats Up to 30 Posts per Month  <b>Key Features</b> ✓ Expanded Customer Pipeline ✓ Video & Audio Chats ✓ Document Exchange ✓ Calendar Integration  <small>*Paid Annually, \$69.95 month to month</small>

### Financial projections\*:

Our goal is to have 100,000 lawyer profiles in year 1 in various metro areas. Our marketing strategy will create consumer demand, resulting in lawyers converting to paid plans. Our projections show us generating revenue by the end of 2023.

## Lawyer Growth Projections



- Viktoria's proprietary backend tech imports and sorts lawyer data and profiles by area clusters

- Viktoria's admin initiates automated claim lawyer profile communication with lawyer

- Free profile converts to paid with interactions with consumers

\* These are projections for illustration purposes and actual results will vary

As an example for Lawyers:

*10,000 paying lawyers x \$50/month = \$6M Potential Annual Revenue*

*100,000 paying lawyers x \$50/month = \$60M Potential Annual Revenue*

### For Consumers:

*Goal: 200,000/Mo. unique traffic year 1.*

*Goal 50,000 App installs year 1.*

And that's just the beginning, as we launch additional revenue streams including a monetized newsfeed and sponsored ads.

**\* All projections and estimates above can't be guaranteed.**

## Pipeline

Following the initial launch of Vikkoria, we will pursue additional revenue paths, including:

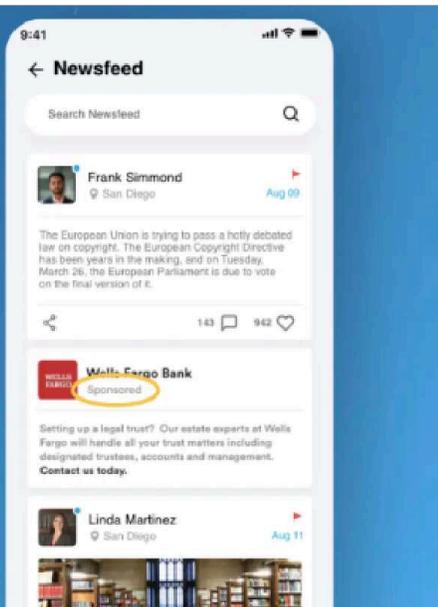
- **Law Request:** This feature is already built and live within the app. We plan on monetizing it by giving lawyers additional access to requests in their local areas.



- **Newsfeed:** A monetized legal newsfeed where Vikkoria and lawyers post news and information based on customizable filter specifications. As the marketplace grows, we will monetize through sponsored ads for brands such as banks and mortgage companies (not lawyers).

# Newsfeed

- Enhances Lawyer Credibility
- Content Marketing
- Syndicate across social platforms
- Sponsored posts
- New revenue stream



## Why We're Different

While there are legal directories (Avvo, Lawyers.com), Google search, and DIY platforms (Legal Zoom), we are the *only* one connecting and benefitting all the dots. Their advertising and consumer paying model limit their client size to advertisers in contrast to our open marketplace model allowing all legal pros.

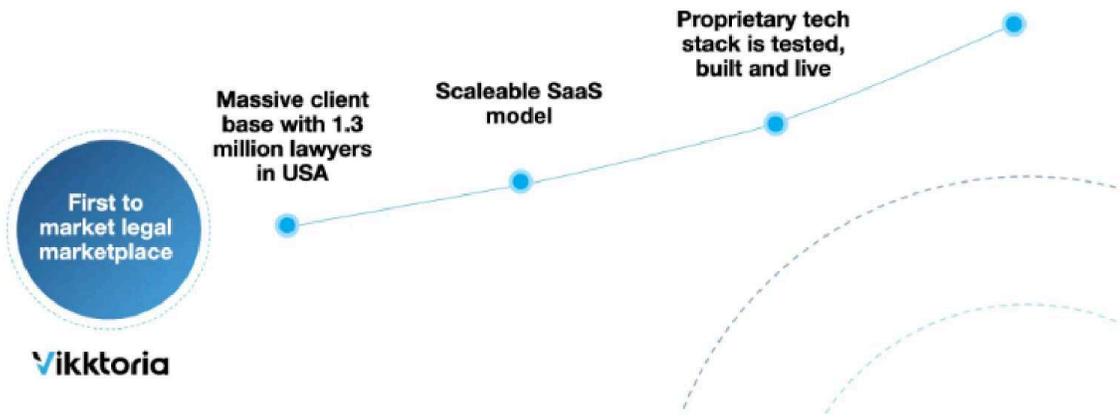
## Competitive Matrix



The time for Vikkoria is *now*. Our major advantage is we are first to market and positioned to launch. We have the team to take it to the finish line and are poised to pave the way for the next generation legal marketplace!

## Investment Opportunity

Large potential exit



## Where do we want to take Vikkoria?

The technology is built and we need the marketing dollars to scale and make Vikkoria a national platform and household name.

Below are forward looking projections of where the company valuation can be (Please read the small print!).

## Valuation Projections

Paying Lawyers	Average/ Mo.	Annual Recurring Revenue (ARR)	Multiple * 10X	Multiple 15X	Multiple 20X
5,000	\$50	\$3M	\$30M	\$45M	\$60M
10,000	\$50	\$6M	\$60M	\$90M	\$120M
20,000	\$50	\$12M	\$120M	\$180M	\$240M
40,000	\$50	\$24M	\$240M	\$360M	\$480M
50,000	\$50	\$30M	\$300M	\$450M	\$600M
70,000	\$50	\$42M	\$420M	\$630M	\$840M
100,000	\$50	\$60M	\$600M	\$900M	\$1.2B

### The Small Print:

This table contains forward projections. Valuation Multiples on ARR (Annual Recurring Revenue) for SaaS tech companies vary significantly depending on many complex factors which include but are not limited to annual growth of subscribers, churn rate, available capital for growth, rate of growth and future trajectory of business. These are strictly numbers for illustration purposes and there are no guarantees of performance results and or/ timing.

## Use of Funds

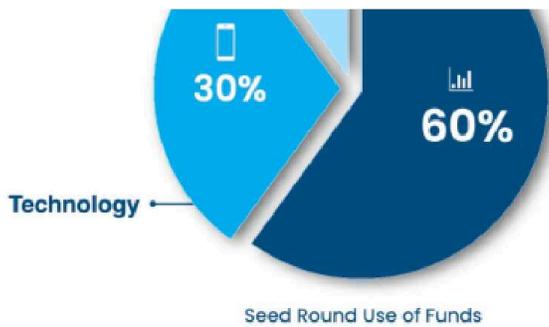
The majority of the fundraising (60%) will be used for marketing and scaling the app. The rest is as follows:

## Capital Raise



•\$200 K Pre-seed Closed

•\$1-\$2 Million Seed Round



- SAFE Instrument
- 20% Discount, \$7 Million Cap
- 12-18 Month Runway
- Min 60% for marketing and getting into revenue

The funds will allow us to grow to the next level and be in revenue by end of 2023.

## Team

Our team is made up of highly experienced tech and legal professionals, backed by diverse advisors with experience in Small to Big Law.

As lawyers and technologists the Viktoria co-founders saw first-hand the drastic limitations of the current system. With our previous start-up experience, we knew we could do something about it.

### | Meet the Team



**Walid Romaya**  
CEO and Co-Founder  
Marketplaces Evangelist



**Tabrez Ebrahim**  
CLO and Co-Founder  
Attorney/Law Professor



**Haytham Allos**  
CTO  
Software Architect



**Eugene Oktyabrskiy**  
Head of Growth  
Sales and Channel Expert

Our team also includes a great team of advisors (lawyers, business executives and tech experts) who have helped us along our journey.

### | Meet the Advisors



**Kelsey Chase**  
Board Advisor  
Corporate Attorney, Tech Co-Founder,  
Alumni Fund, Ex. DLA Piper



**Nicholas D'Amico**  
Board Advisor  
Independent Attorney, Real Estate  
Law, Loyola Marymount Alumni



**Betsy Lemaire**  
Board Advisor  
Corporate Growth Specialist,  
M&A / Network Effect



**Joe Green**

Board Advisor

Startup Attorney, NY, Gunderson  
Dettmer, Writer and Author,  
Ex. Thomson Reuters



**Max Cabral**

Board Advisor

Software Engineer, Stepstone  
Job Boards, Ex. Zip Recruiter



**Tim Penkala, CPA**

Board Advisor

Tech startup venture investor,  
Real Estate executive,  
Notre Dame Alumni

## The Ask

We are seeking to raise up to \$1,235,000 through Wefunder. We are using Wefunder since the entire premise of our work is to bring the future of the legal marketplace to the people. So, we are bringing our future to you. Help us get there!

We are bringing Vikktoria to market because we believe passionately that everyone has the right to universal access to legal services and justice. And we believe our app will deliver that right. **Join us!**