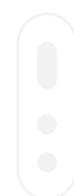




Business Presentation Deck 2020



The Current Landscape

01



No Automated Services in the Market

Current solutions on the market do not offer fully **automated legal services**

02



Arduous Search Process

Businesses and clients expend vast amounts of time and effort into finding a lawyer

03



Inefficiency for Lawyers

Lawyers have minimal autonomy, spending only **55%** of their time practicing law

The Solution

The Jupiter logo, consisting of the word "JUPITER" in blue with an orange "E", preceded by a vertical orange bar.

Jupiter is an online marketplace for legal services which utilizes automation to benefit legal professionals and clients alike.

Key Features



01

Questionnaire

Gathers relevant details from client and feeds them into automated matching system



02

Three-Tiered System

Filters tasks by complexity, offering expedient and fitting solutions



03

Remote Work and Communication

Both clients and lawyers enjoy the convenience of remote work; a timely feature in the COVID era

How It Works: Prospective Clients

- ✓

01

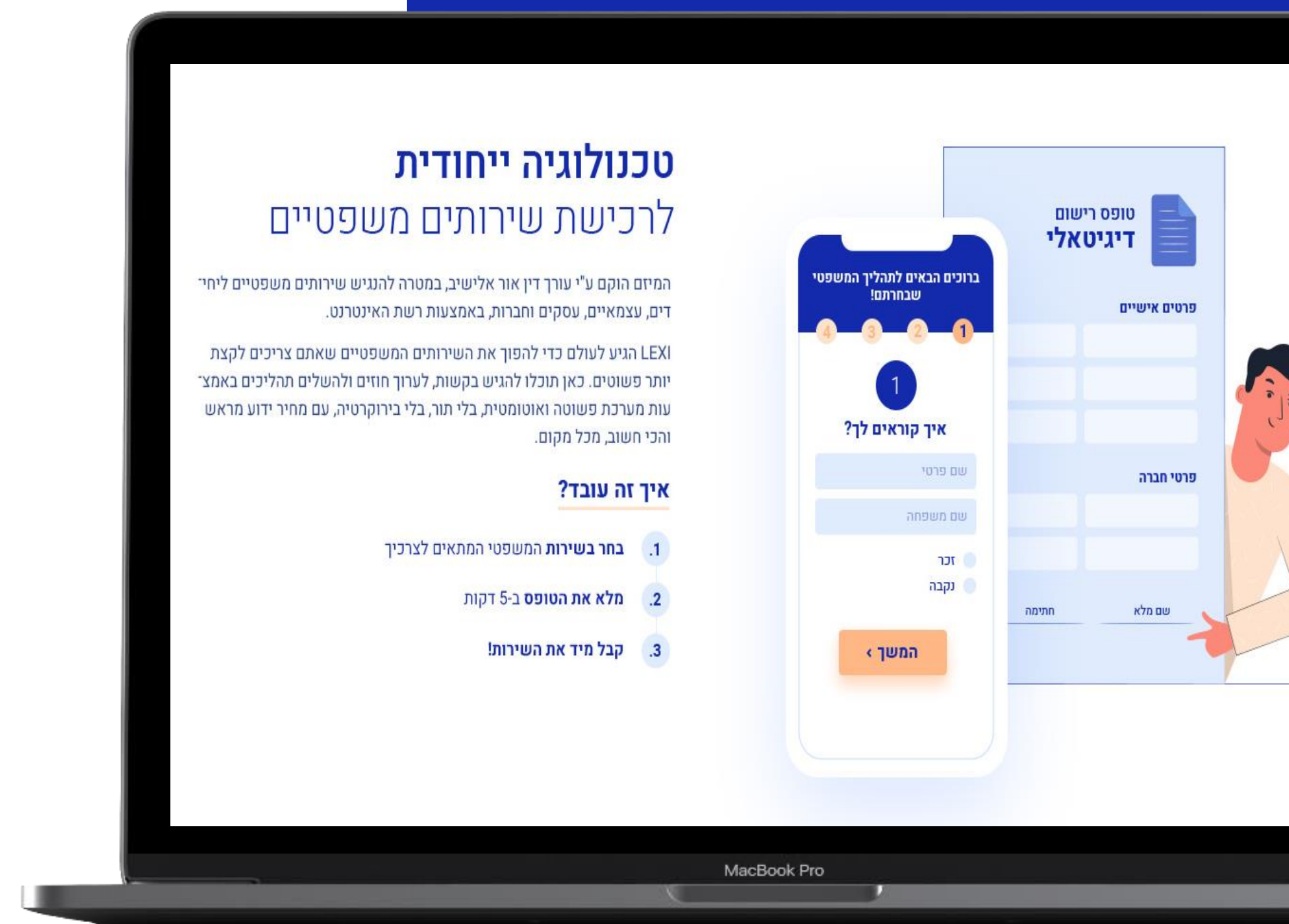
Clients select a general area of service from a list services
- ✓

02

All relevant information is gathered via a questionnaire
- ✓

03

All services provided instantly, upon completing purchase of services, Clients are instantly connected with the service they need



Criteria for Onboarding: Prospective Lawyers



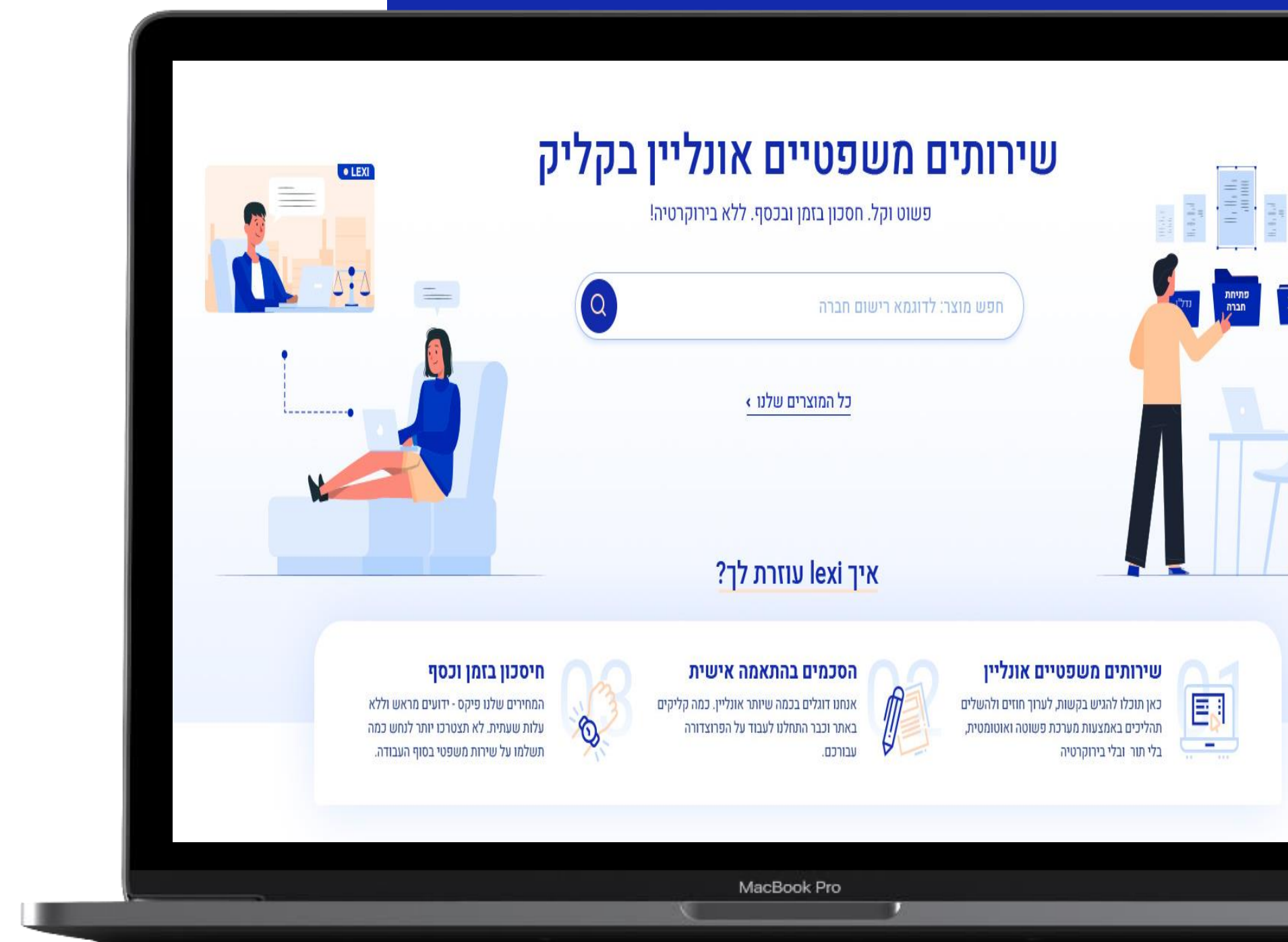
01

Legal professionals provide evidence of experience and a license to practice law in order to gain access to **Jupiter**



02

Legal professionals then create a profile outlining their preferences and area(s) of specialization



Improved Legal Services

01 User Experience

Guidance through every step of the process, creating a shopping experience of legal services



02 Legal Need Identified

Identifies the complexity of the legal need and the service required



03 Streamlined Communication

Using automation tools eliminates human errors and face-to-face meetings



Empowered Legal Professionals

05

Streamlined Marketing Costs

Provides steady stream of clientele, while minimizes costs for client acquisition

06

Streamlined Office Lease and Administration Costs

Reduced administrative expenses and other associated costs

07

Flexibility

Lawyers determine their schedules and opt in to desired cases

08

Additional/Consistent Income

Both employed and free-lance lawyers gain access to steady stream of revenue

Status

Prior Sales of **\$10K**

Updated MVP website launched
January 2021

Competitors

Direct Competitors: Legal Tech in Israel

ETTORNEY

\$1M

{ LawGeex }

\$41.5M

Indirect Competitors: Legal Tech Abroad

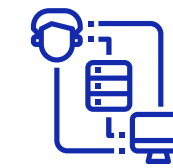
legalzoom[®]

\$811M

ROCKETLAWYER[®]

\$46.2M

Competitive Edge



The only company that can set up a company
and provide you with a founder's agreement
within one day, for as little as NIS 1,000

Key Market Data

01



\$845.7B

Projected global legal service market, 2023

02



1/139

Ratio of lawyers per citizens in Israel, the **highest** in the world

Go-To-Market



01

Pilot Market

Israel



02

Target Audience

Public Sector Individuals

Private Sector Clients



03

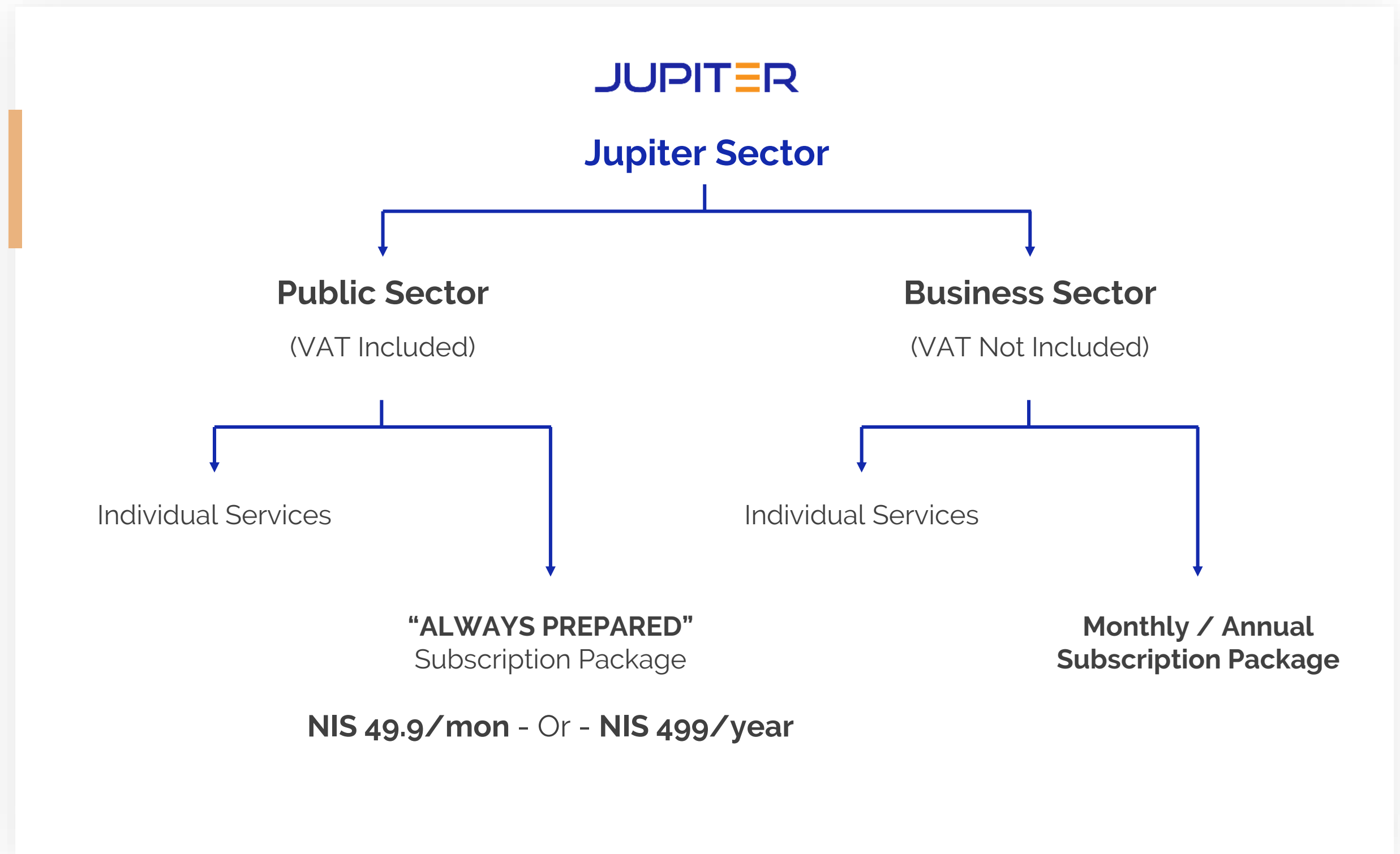
Marketing Channels

Partnering with Legal Professionals

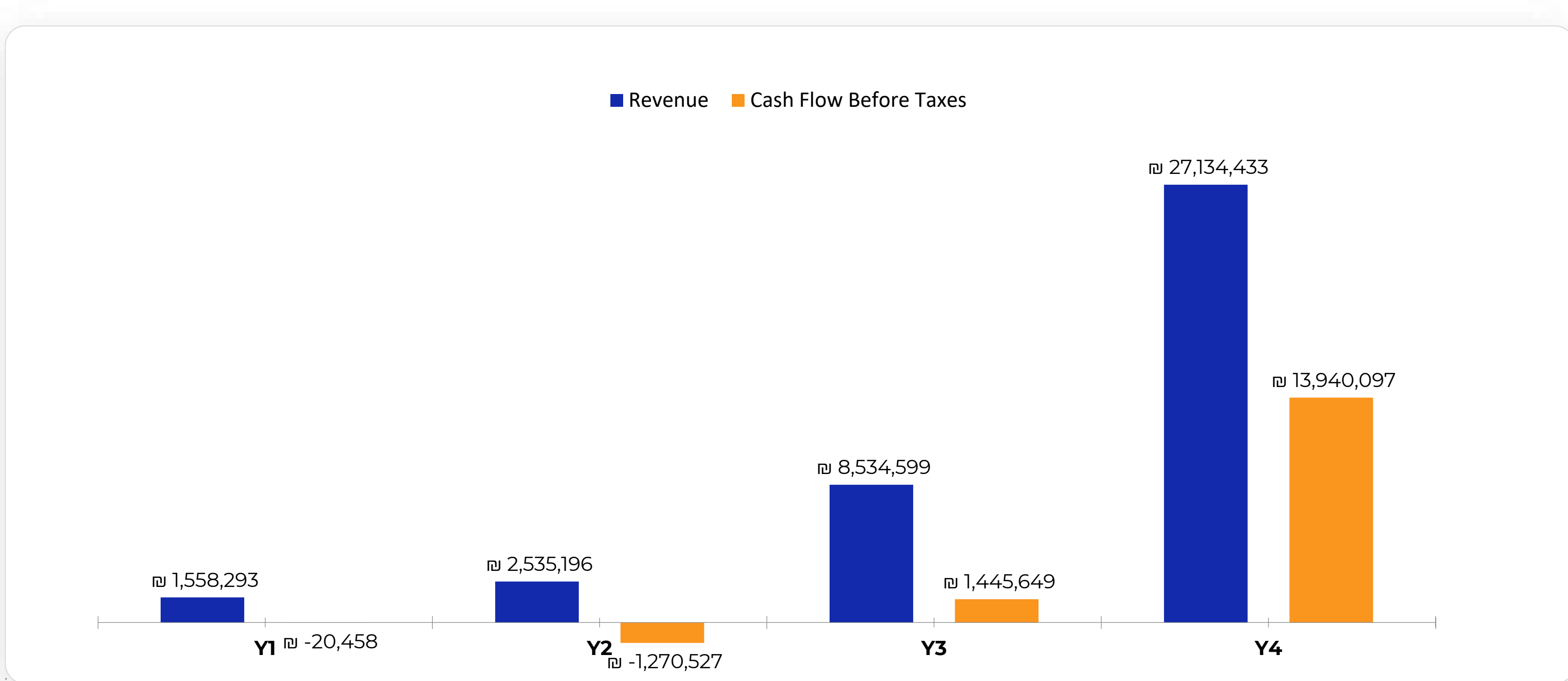
Market Awareness Campaign



Revenue Model



Cash Flow



Financials & Timeline

Required Funding

\$510K

Use Of Funds

- Product Go-Live
- Go-To-Market
- Product Development

Pre-money Valuation

\$1.62 Million



JUPITER

Thank You

Jptr.co.il