EXECUTIVE SUMMARY

The law is a key element of every nation. It is the mechanism through which the actions and conduct of people are regulated and checked so as to promote harmony and good relations. It is therefore vital to ensure that it is well understood and easily accessible. This calls for a platform through which all law-related concerns can be addressed. digiLAW is a mobile Web-based application that seeks to fill this gap by acting as a point of interaction between ordinary citizens, law professionals and the law.

Mission:

digiLAW will provide:

i. A searchable digital version of the constitution
ii. A directory of lawyers grouped by their area of specialization
iii. A blog through which law-related discussions and consultations can be conducted

This will add value to the law sector by:

i. Increasing law awareness and thus reducing the incidences of exploitation due to ignorance.
ii. Enabling easy identification of the appropriate lawyer for a particular case, therefore increasing customer satisfaction and expanding the lawyers’ client base.
iii. Giving law students a more rewarding learning experience through a faster and more efficient reference point to the law and to advice from law professionals.

The Market:

The application will undoubtedly appeal to lawyers, law students and anyone who needs legal representation or information pertaining to the law. These will be reached through various channels such as mass media, social networks, government partnerships and direct marketing.

Revenue

To finance the startup we will seek initial capital from angel investors and corporate partners.
Revenue will be generated by charging lawyers to advertise their services on the website as well as through SMS billing to subscribed users.

The market and financial analyses indicate that with a start-up expenditure of Ksh 400,000, digiLAW will generate over Ksh 1.2 million by the end of year one and produce net profits of over 25% by the end of year two. Break-even will be achieved in year two.

Management

The enterprise will be managed by an experienced and multi-talented quartet of I.T professionals who have a strong technical and entrepreneurial background.