



ClearWay Law

# ClearWay Law China

Find a lawyer with ease

[www.Clearwaylaw.cn](http://www.Clearwaylaw.cn)

# The Problem

- Most lawyers are terrible at marketing, hard time finding new clients.
- Clients have a hard time finding right law firm they should hire.
- Most of the Chinese people I know ask a friend if they know a lawyer or pick random law firms on Baidu or WeChat.
- People in China have recently realized that personal/family/consumer legal services are extremely important and are clamoring for both referrals and general knowledge.





# Clearway Law solves this problem

- Our website is fast to use (people just fill out a form or call) when they need a lawyer. We set up the consultation for them with the right lawyer for them
- We act as their “intake,” which filters out bad leads, saving the lawyer time on pointless free consultations. Lawyers can focus on what they do best, practising law instead of marketing.
- We are offering detailed free legal information on our website to educate the public.

# User Persona



Zhang Wei, Lawyer, 34

"I want to grow my practice and get more client"

## WHO IS HE?

- Lawyer at Dentons China
- Graduated From Tsinghua University
- Lives in rented condo in Chaoyang, Beijing

## Hobbies & Interests

- He Likes Watching "Suits"
- He Meets with Friends for hot pot
- He likes going on vacation to Hainan



## CHALLENGES



- Doesn't know how to bring potential clients.
- Wastes money and time trying short term marketing campaigns.

## BIGGEST FEARS



- The law firm having to shut down.
- Having to switch careers.

## COMMON OBJECTIONS



- How do i know the quality will be good?

## GOALS



- Want to earn \$150,000 per year.
- Want to not take orders from a senior partner.

# Value Proposition Canvas (Canada)





# Why China?

- Despite spending no money on marketing, we are a leader in legal services for Chinese in Canada.
- The legal market in China is growing each year.
- We have unique expertise providing legal services in the Chinese community.
- We have connections in the government of China.
- Online platforms are an extremely popular business model in China.

# Why China?

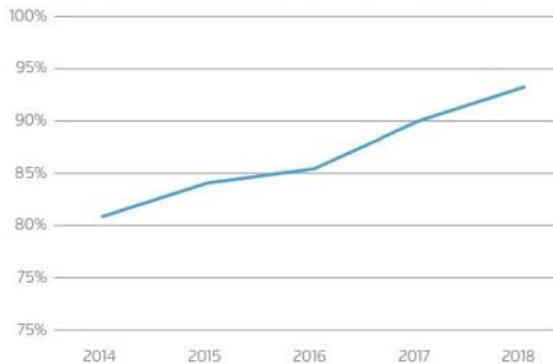


93% of large Chinese organizations now have international legal needs, up from 81% in 2014.



42% of average spend is outbound from China into other markets.

% OF ORGANIZATIONS IN CHINA WITH INTERNATIONAL LEGAL NEEDS



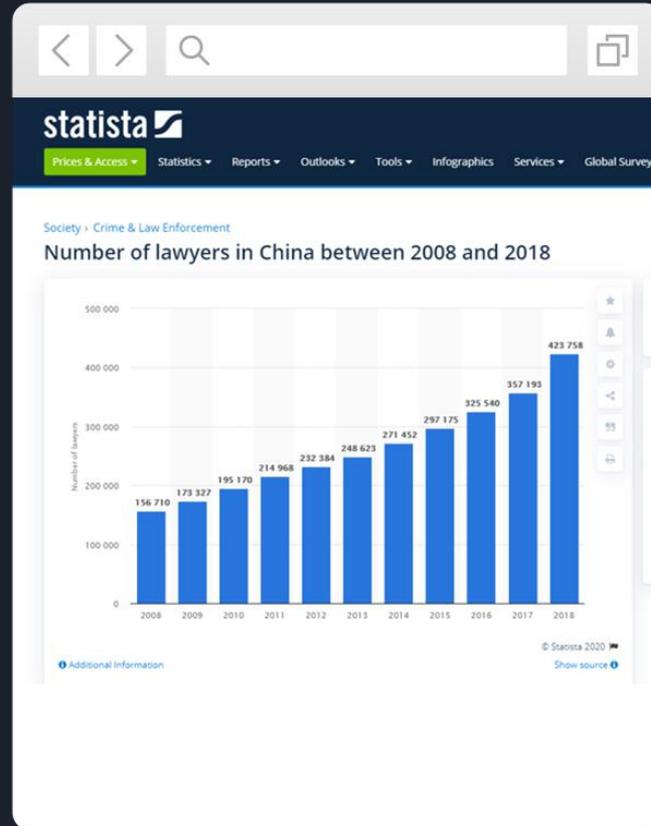
Source: Acrifas Sharplegal research



# Competitive Moat

- China also has a reputation for locally copying and undercutting foreign tech and services vendors. We have addressed this issue by becoming a Chinese company.
- There is the first-mover advantage and the marketplace dynamic.
- Our company is registered in China, and we have registered the ClearWay Law trademark in China. Chinese companies are comfortable stealing intellectual property from foreign companies. However, Chinese companies rarely steal from other Chinese companies, as the penalties are strict.
- Lobbying for special status from the government as a Chinese company that has grown globally. Government support is critical in China if you want to grow.

# Statics



# Service innovation is a priority in China.





# How We Make Money

- We take 30% of the lawyers billing.
- The average foreign contested divorce (for example) is around \$20,000 in legal fees. The average business lawsuit is around \$50,000 in legal fees.
- We would earn on average \$6000 for each foreign contested divorce and \$15,000 for each business lawsuit.



# Areas of Law

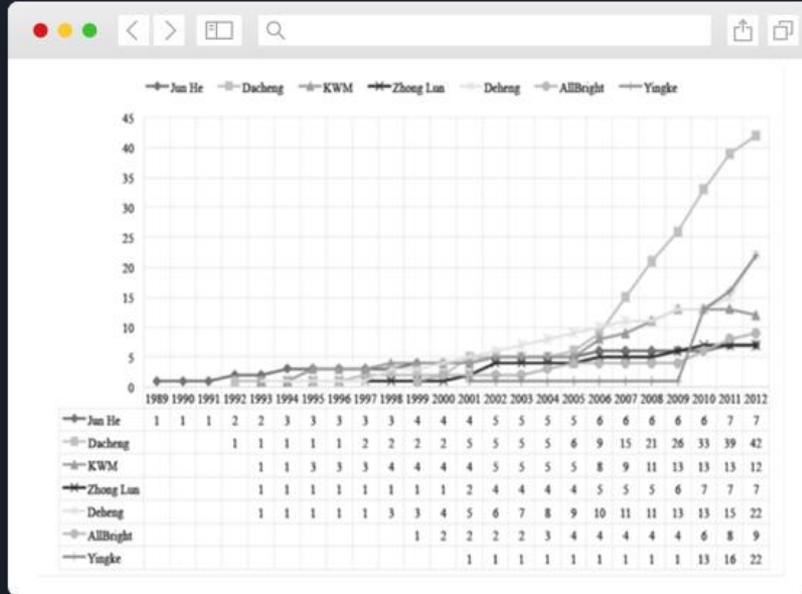
- Foreign divorce
- Lawsuits between individuals and corporations
- Immigration
- Real estate disputes
- Mediation and arbitration
- Setting up a company in China
- Closing down a company in China
- Inheritance battles (local or international)
- Criminal law (getting arrested in China)

# Future growth

- We will get government support. The Chinese government is actively encouraging Chinese companies to go global.
- We could serve Chinese people in Canada, the US, the UK, and Australia. We could even license our brand to “ClearWay Law Australia.”

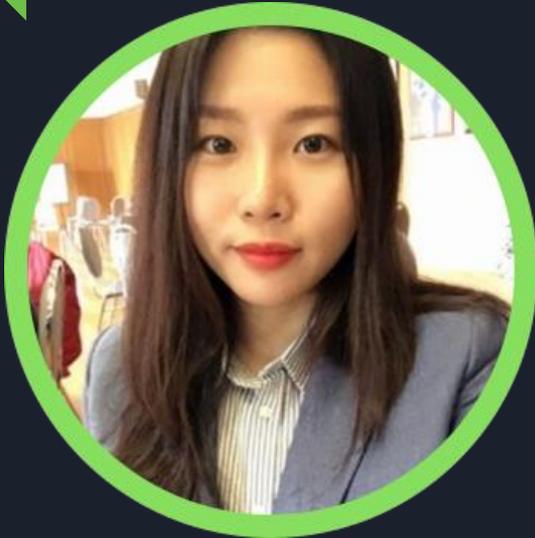


# Future growth



Growth trend of number of lawyers in China

# Team



Jova Xu Chief  
Operating  
Officer



Alistair Vigier  
CEO



Fu Tianxin  
Beijing Lawyer



# What we Need

- \$250,000 – 500,000 CAD.
- This is for marketing and technology.
- We are selling up to 50% of the company for \$500K. We are offering 10% for each \$100K invested. We want to raise between \$250–500K.
- With this money, we'll hit all the milestones set out in the longer pitch deck.
- Please have a look at the detailed pitch deck. Thank you!