



amicus

www.getamicus.co

Building connections between immigrants and lawyers

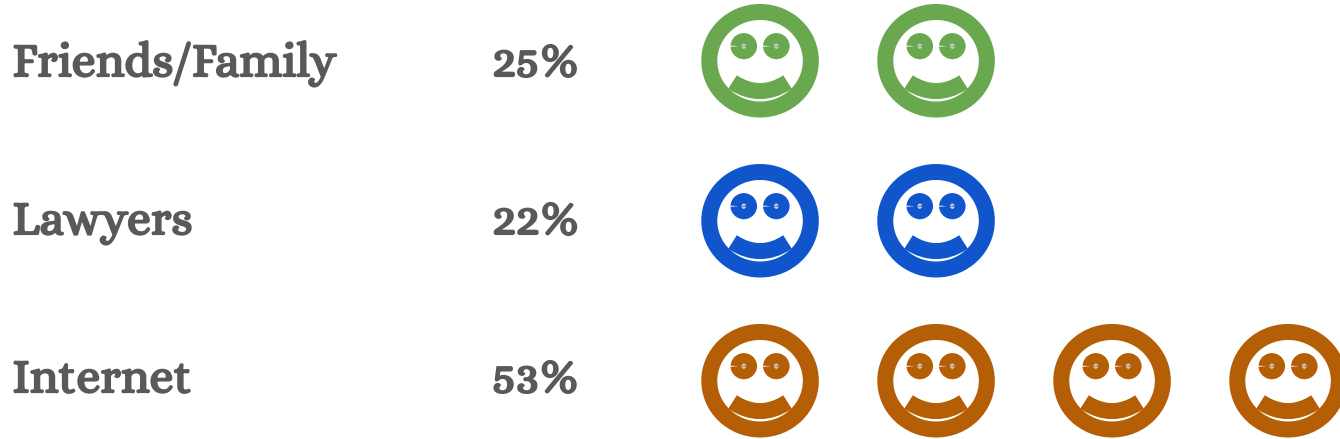
Team:

Joanna, Sebastian, Vinay, Mauricio, Brenda

Problem & Social Impact

- According to USCIS, every year **6 million immigrants** apply to stay in the US.
- According to our surveys, Google search results are overwhelming. Hard to know what information is relevant.
- Lawyers consultations average \$100/hour. Not worth it for a 10-minute question.

How Do You Get Immigration Info?*



**Based on survey conducted in English & Spanish*

Do Search Results Answer Your Questions?*



**Based on survey conducted in English & Spanish*

If websites have too much information, are you less likely to use its services?*



**Based on survey conducted in English & Spanish*

User Journey

Awareness
Stage

User identifies problem.

Examples:

- Google searches and ads
- Blog posts

Problem: Impersonal,
questionable quality

Consideration
Stage

User decides how to solve
their problem.

Before:

- Contact a lawyer for a brief
consultation

After:

- Free consultation with
Amicus

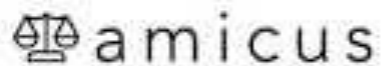
Decision
Stage

User knows how to solve
their problem.

- Hire a lawyer for
paperwork, casework.

Solution: Simplify Legal Knowledge

- Chat with our platform, Amicus! Get quick answers to your questions.
- Amicus is trained to automatically answer simple questions until you need to contact a lawyer.
- Super easy to use--and free.
- No data collection, encryption for privacy -- CONFIDENTIALITY is key.

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HOME FEATURES TESTIMONIALS CONTACT US

between immigrants and lawyers

Simplifying Legal Knowledge

92 other clients have received help from Amicus.

SEE AMICUS



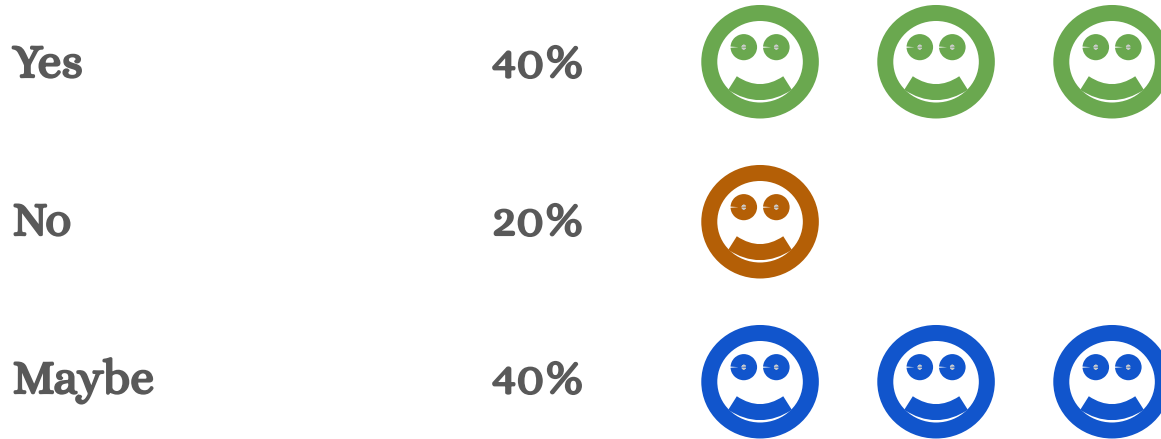
From The Desk of Amicus Curiae, Esq.

- Amicus has a listing of quality lawyers that we vet with great ratings.
- Successful firms spend at least 2% of Gross Revenue on online marketing.
- A firm of 9 lawyers would spend \$27,000 on online marketing alone.

Amicus wants a cut of that marketing budget!

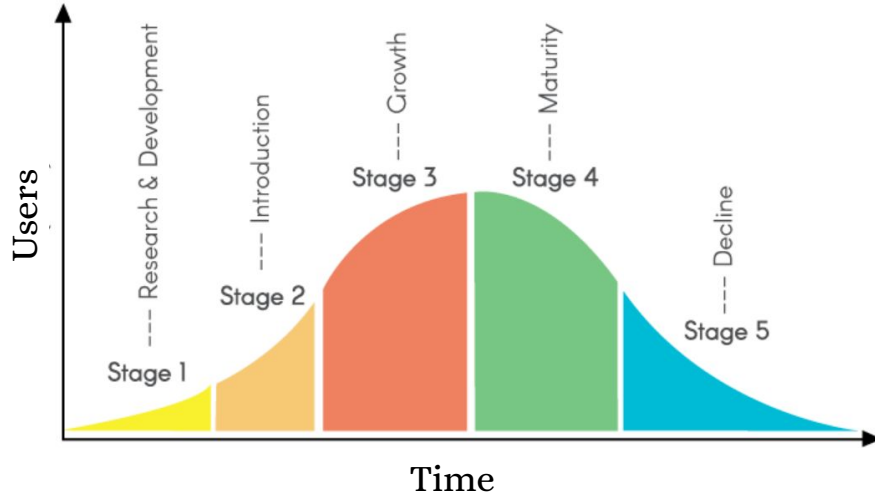
- \$85/month per firm or \$900/year if paid upfront (DISCOUNT!)

Use Amicus For Growth/Marketing?*



**Based on survey of lawyers across the country*

User Acquisition Plan



***Stage 1:** We're here

Stage 2: Keep it grassroots and local. Quality engagement, word of mouth. Community centers, churches. Free early adopter websites (i.e. Product Hunt), social media, SEO

Stage 3: Google and Facebook Ads, Traditional Media. Begin Product Development for next iteration of product, expand to new market

Stage 4: Begin rollout of Amicus 2.0

Operating Costs

- Web Hosting
- Software Engineers
- Language Experts
- Business Development/Community Outreach Manager

Questions?