

Problem • Legal Research is Time Consuming • The legal language is complicated and key insights are hard to discover. • Research is hard to record, collaborate, and protect.	Solution Natural Language Search Engine Summarized, Relevant and Data driven Results	Unique Value Proposition Increases the quality of legal research search. Makes legal documents accessible through smart summarization. Hosts a collaborative and secure research platform.	Unfair Advantage Nyaay breaks down the entry barrier and complexity of legal research.	Customer Segments Small Law Firms Mid-Size Law Firms Solo Practitioners Large Law Firms
	Key Metrics: Registered Users Concurrent Users Amount of Searches Documents Created		Channels Online Marketplace Presence Direct Sales Team Legal Associations	
	Cost Structure Initial Build Scaling Infrastructure Direct and Passing User Procurement R&D		Revenue Streams Usage-Based SaaS Model (70-90% profit margin target)	

PRODUCT

MARKET