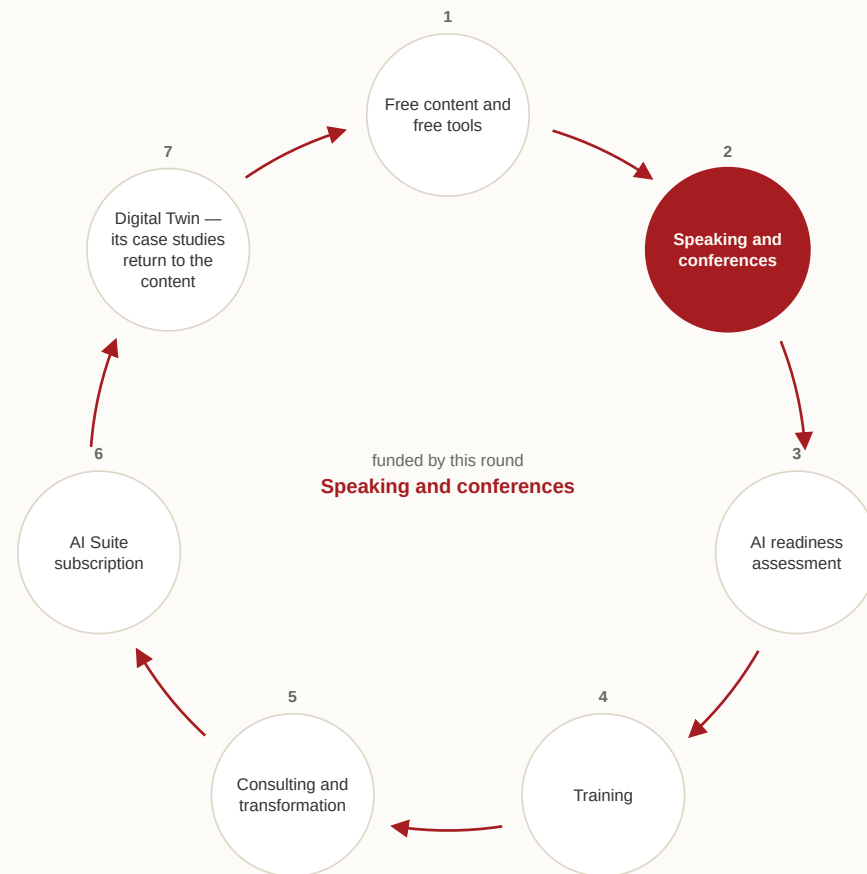


Business flywheel

Lawra



Business flywheel · Lawra · generated from the business profile / growth.json on 2026.09.13

The customer funnel

STAGE	FIGURE	BASIS
1 Reads the free content or uses a free tool	1,950+ pages in nine languages · 20+ free interactive tools, published and live Source: The published inventory of the free layer, https://lawra.io/investors/investors.askAlready1Desc . It is what the top of the funnel consists of — not a traffic or conversion figure: no audience number is published, and none is invented here.	Published source
2 Signs in for the free tier of a product	<i>Plan assumption</i>	Plan assumption
3 Buys a one-time document package — Lawra Incorporate or the Founders Package	<i>Plan assumption</i>	Plan assumption
4 Subscribes to the AI Suite	<i>Plan assumption</i>	Plan assumption
5 Engages a service: the assessment first, then training, consulting or case implementation	<i>Plan assumption</i>	Plan assumption
6 Expands: a firm tier, a Digital Twin, or a sovereign deployment	<i>Plan assumption</i>	Plan assumption

Roadmap

Lawra · Runway 18 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close	Month 13–18 after close
PRODUCT	• Stripe payroll and AI Suite subscription gating ship product • Consensus Mode, the Lawra Monitors obligation-tracking mode and the first LatAm doctrine packs (published for Q3 2026) product ◆ Word and Outlook add-ins ship to Microsoft AppSource, and Vault bulk-document Q&A ships (published for Q4 2026) product • The multi-provider model proxy — Claude and OpenAI alongside Gemini infra	• Retrieval over the published corpus, and the Lawra.app mobile application product ◆ Sovereign Suite reaches its first paying customer (published for 2027) product	• Cross-model Consensus and the Premium-tier expansion (published for 2027) product
MARKET	• Stealth-mode exit and the launch campaign marketing • Conference presence: CEDEX, ABA LatAm, LegalTech Forum BR marketing ◆ First enterprise pilot in Latin America (published for Q4 2026) sales	• Outbound to mid-size firms in Mexico, Colombia, Brazil, Peru and Argentina, and in Iberia sales • The EU mid-market opens (published for 2027) marketing	• Land-and-expand inside the accounts the pilots opened sales
TEAM	• The commercial hires: an enterprise sales lead for Latin America, a customer success manager, a demand-generation specialist sales	• No further hiring is planned inside the runway; the reserve line is the only unallocated capacity reserve	• The commercial team carries the pipeline without further headcount sales
FINANCE	• Lawra, S.R.L. formalization compliance • International trademark filings: USPTO, EUIPO, INPI BR, IMPI MX compliance	◆ The SOC 2 programme opens and Type 1 is certified — 2027, once the round has closed compliance • ISO 27001 and ISO 42001 (AI management) preparation compliance	◆ SOC 2 Type II audit completed — 2027 compliance ◆ Break-even at month 14–16 reserve ◆ \$1M ARR at month 18 — the published Series A trigger sales • The reserve is either released or carried into a Series A bridge reserve

Use of funds: Engineering + Product 25% · Sales + Customer Success 25% · Marketing + GTM 20% · Compliance + Legal 15% · Cloud Infra + AI APIs 10% · Reserve + Runway Buffer 5%

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