Formally

$68 mil
PROJECTED REVENUE BY Y5

$1.5 mil
RAISING $1.5 IN SEED FUNDING TO HIRE FULL-TIME ENGINEERS AND SCALE OUR VENTURE

2800h
OF ATTORNEY HOURS SAVED PER MONTH

MARKET TRENDS

$9.4B
ADDRESSABLE MARKET

713%
GROWTH IN THE LEGAL TECH MARKET IN 2018

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EXECUTIVE SUMMARY

Formally makes immigration and other legal forms easy.

Immigration forms are hard to complete. Additionally, we have identified 3 problems:
- Lack of legal representation
- Lack of a solution for applicants who cannot access legal services
- Immigration attorneys and organizations are at or beyond capacity

Formally provides:
- An intuitive, guided form-flow
- Translations into 100+ languages
- Friendly, human-centered design

By making complex forms accessible, we:
- Empower attorneys to outsource the form-filling process to the applicant and save hundreds of hours, helping attorneys take on more clients, increase revenue and help better.
- Empower applicants that cannot find legal representation by simplifying and explaining complex forms

Our users pay for Formally because:
- It allows attorneys to fill out immigration forms 10x faster, saving between $700 and $2100 per form (e.g.: Safe Passage Project has 800 clients, attorney time is worth $200/hour=> we save them 2800 hours or $560,000 per month)
- We refer clients to our partners and increase their capacity allowing them to serve more clients and receive additional funding
- Formally makes users feel supported and empowered, leading to better outcomes in court

Our competitive advantage:
- The only company to handle asylum application
- Formally is between 10-25 times more affordable than our competitors
- We work with lawyers, not against them
- We provide a uniquely simplified form-flow, translations and a secure digital passport
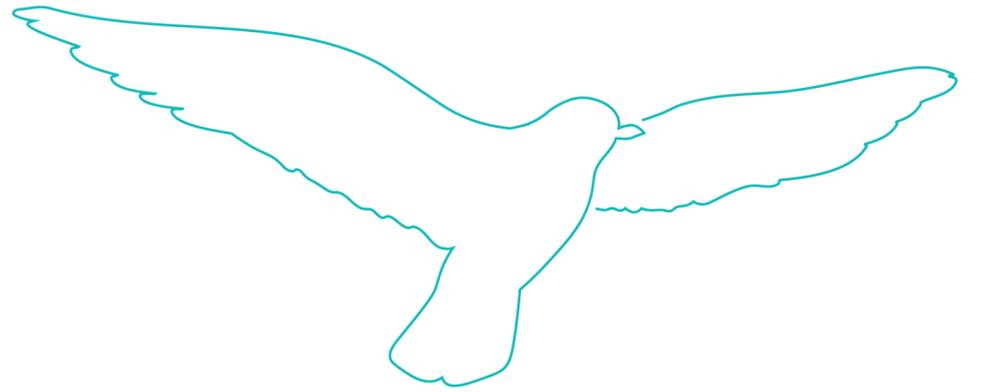- Our diverse interdisciplinary and intercultural team

Current Milestone:
- Meet mentors and strategic investors
- Build a network of fellow entrepreneurs
- Gain visibility for Formally pre-launch

Our marketing & launch strategy:
- February 2019: Launch to our partner organizations (B2B)
- April 2019: Launch to the public (B2B2C and B2C) through social media, launch video, blog about immigration lawyers and resources
- August 2019: Raise capital and scale

View our demo at: https://youtu.be/hRwY0CD3Y5k

Our Team

Amelie (Brown '18 B.A. International Relations) heads the company as our CEO. She has lived and worked in over 10 different countries with people from all over the world. Amélie has gathered significant experience both in entrepreneurship and working with refugees through research, policy making and consulting by working for think tanks, governments and the private sector.

Amélie Vavrosky
CEO

Noah (Brown '19 Sc.B/M.S. Computer Science and Mathematics) is our Head of Site Engineering. He manages our product requirements and leads development of our user facing application, to ensure that we surpass the expectations of clients in our product. He draws from his experience on the founding teams of OurStory, Book Butler, Speechify, and Madeleine, and as an intern at Enphase, Highlight, Pinterest, Nextdoor, and B12.

Noah Picard
Head of Site Engineering

Ben (Brown '19 Sc.B/M.S. Computer Science) is our Head of Infrastructure. He manages servers, data security, and file management to ensure that we are efficient and can protect our extremely sensitive user data. He draws from his experience on the founding teams of the ventures Tekki, Goals with Friends, and OneBrown, and as an intern at MongoDB, Facebook, and Two Sigma.

Ben Murphy
Head of Infrastructure

Diane (Brown '20 Sc.B Computer Science) is our Head of User testing and works to conduct user testing and product development as a full-stack engineer. Diane is an international student from Rwanda and has worked with refugees in the Providence community.

Diane Mutako
Head of User Testing

Our Mission

We believe in breaking down bureaucratic barriers to make our world more accessible. We focus on providing a secure, seamless user experience that integrates with existing systems: we're building a form-filler for immigration papers. Help support us in saving the world, one form at a time.