

1. Business Model – MetaBlue Consulting Services LLP

At MetaBlue we provide **techno-legal drafting and research services**. We seek to achieve this objective by utilizing a cost-effective global legal-tech talent pool. This is achieved by connecting clients in markets with the talent pool to provide affordable legal documents, contracts and compliance consultation.

2. Representation Gap, Problems and importance.

Unrepresented individuals and small businesses in Finland suffer financial losses because they cannot afford standard legal litigation or representation. This gap in representation is what we seek to address at our firm for the public. We seek to provide solutions to the extraordinary costs and help legal firms in their shortage of legal manpower in certain regions.

3. Target Customers

- International Consultants: Supporting global law firms.
- Academic Institutions: Serving universities and law schools.
- Emerging Markets: Regions with an acute shortage of legal expertise.
- Small Businesses: Firms prioritizing cost efficiency.
- International Firms: Needing research for cross-border operations.

Why MetaBlue: Clients get affordable aid, ability to track progress and expertise that is cross-jurisdictional in every domain.

4. Finnish and Global (Indian) operations

The company will strictly follow GDPR practices with its registered office in Finland. Also backend operations will be aided from tier-II cities primarily in India. (to scale up) thus enabling sustainable scaling and affordable fees to clients.

5. Data Protection

Client facts and information are stored on secured and encrypted channels and servers. On-Prem storage of data at the registered office.

6. Revenue Model and Strategy

The strategy focuses on high-volume tasks and handling multiple clients simultaneously.

- **Cost Efficiency:** Operating in tier-II cities keeps overhead low.
- **Alternative Business Structure:** Non-lawyers (finance/accounting) hold managerial roles, while advocates are paid by the hour to comply with professional regulations.
- **Scalability:** The focus on non-lawyer personnel for front-end tasks allows for rapid growth without being bottlenecked by advocate-only constraints.

7. USP

MetaBlue differs from alternatives through its "**personalized legal toolkit**" designed to remove the "manual scavenging" of legal information. Unlike traditional firms, it offers a transparent, real-time view of the work progress and utilizes a unique global workforce that includes remote women advocates to bridge the talent gap.

The long-term goal is to revolutionize the legal-tech industry and remodel the global legal contracting landscape. The firm aims to be the leading supporting firm for legal aid

