NayaMitra

Your AI-Powered Legal Companion

Making legal assistance simpler, more affordable, and accessible.

PRE-SEED INVESTOR PRESENTATION

Raising $115K • India • 2026

Sandeep Bajpai | Founder

The Problem

Legal help is often difficult to access at the exact moment people need it.

Expensive

Traditional legal support can be out of reach for routine issues and early-stage businesses.

Complex

Notices, contracts and procedures are written in language most people struggle to interpret.

Fragmented

Discovery, documents, communication and professional support happen across disconnected channels.

Reactive

People often seek help only after a legal problem has escalated.

Opportunity: Turn the first step in a legal journey into a guided, digital experience.

The Solution

AI-assisted workflows with human legal expertise when professional judgment is required.

01	02	03	04
Ask / Upload	**AI Understands**	**Guided Action**	**Human Escalation**
Describe the issue or upload a legal document.	Extract context, classify the matter and explain it simply.	Generate drafts, checklists and next-step workflows.	Connect with qualified legal professionals when needed.

Design principle: AI accelerates understanding and workflow; professional judgment remains human-led where required.

MVP Product

A focused first release built around high-frequency legal workflows.

Legal Document Explainer

Plain-language summaries, key clauses, risks and action points.

AI Drafting Assistant

Structured drafts for common documents and communications.

Matter Workspace

Documents, tasks, timelines and conversations in one place.

Legal Triage

Classify the issue and recommend an appropriate next step.

Professional Network

Escalate to verified legal professionals when human assistance is needed.

Business Dashboard

Simple legal workflow support for startups and SMEs.

Market Opportunity

A large, underserved base of individuals and businesses with recurring legal needs.

TAM Broad consumer + SME legal-services opportunity

SAM Digitally reachable individuals, startups & SMEs

SOM Initial wedge: document + legal-workflow use cases

Initial wedge → document understanding → drafting → matter management → professional services

Business Model

Software-led recurring revenue supported by transaction and professional-service revenue.

Consumer Subscription

Monthly / annual plans for AI-assisted legal workflows.

Pay-per-Service

Document review, drafting and other structured services.

Professional Services

Qualified legal consultations and referrals.

B2B / SME

Team plans for startups and SMEs with recurring legal workflows.

Long-term model: recurring software revenue + transaction/service revenue + B2B contracts.

Competitive Positioning

NayaMitra sits between generic AI assistants, legal marketplaces and traditional legal services.

Capability	Generic AI	Legal Marketplace	Traditional Lawyer	NayaMitra
Plain-language legal guidance	✓	■	■	✓
Structured legal workflows	■	■	✓	✓
Document AI	✓	■	✓	✓
Human escalation	✗	✓	✓	✓
Centralized matter workspace	✗	■	■	✓
Individuals + SMEs	■	✓	✓	✓

Differentiation: workflow depth, human escalation and a purpose-built legal experience—not just chat.

Go-to-Market

Start narrow, prove repeat usage, then expand across legal workflows.

Phase 1 • 0–6 months

Launch MVP around document understanding + drafting. Founder-led outreach, communities and legal partners.

Phase 2 • 6–12 months

Introduce subscriptions, matter workspace and professional escalation. Build referral loops and SME partnerships.

Phase 3 • 12–24 months

Scale acquisition, expand use cases and launch B2B plans with stronger workflow automation.

Growth loop: useful first interaction → saved matter → recurring workflow → referral / professional engagement.

Technology & AI

Scalable workflow infrastructure with AI embedded where it creates measurable leverage.

Experience	Web + mobile interfaces	React / Next.js • Flutter
Application	API-first business workflows	Laravel • REST APIs • Auth
Intelligence	LLM-assisted extraction, classification & drafting	Guardrails • Retrieval • Evaluation
Data & Infrastructure	Secure document and workflow storage	MySQL/PostgreSQL • Redis • Cloud

Trust layer: privacy-by-design, auditability, clear AI boundaries and human escalation for professional matters.

Financial Plan

Illustrative 3-year operating targets for an early-stage, software-led business.

Planning assumptions — to be refined after MVP validation

	Year 1	Year 2	Year 3
Revenue	$60K	$250K	$750K
Gross Margin	70%	78%	82%
Operating Spend	$140K	$300K	$620K
EBITDA	($98K)	($105K)	($5K)
Primary Goal	MVP + PMF	Scale acquisition	B2B + profitability

Important: These are illustrative planning assumptions, not audited forecasts or a guarantee of future performance.

Funding Ask

Raising $115K to build, launch and validate NayaMitra's first scalable product.

$115K

Pre-seed round

Indicative: $455K pre-money
20% equity

Use of funds	Share	Amount
Product & Engineering	40%	$46K
AI / Cloud / Security	20%	$23K
Go-to-Market	20%	$23K
Operations & Legal	10%	$12K
Contingency	10%	$12K

18-month objective: MVP → initial paying users → product-market evidence → next financing milestone.

THE VISION

Make legal help as easy to access as opening a banking or payments app.

NayaMitra aims to become a trusted digital legal infrastructure layer for individuals and SMEs—combining intelligent software, structured workflows and human expertise.

FOUNDER

Sandeep Bajpai

Technology entrepreneur with 10+ years of experience in software development, backend architecture and scalable digital products.

Seeking investors & strategic legal partners