# **LSO A2I – Stage 1 Application**

# *This application has 2 parts. Part A is completed by you and submitted to us prior to our first meeting. Part B is completed by us at, or immediately following, our first meeting with you. You’ll have an opportunity to review/edit the entire application prior to finalizing it.*

# **Part A: Primary Information**

*The purpose of these questions is to give us some background on your idea/product so that we can have a more productive conversation with you at our first meeting. We phrase the questions here in the future tense, assuming your idea/product has yet to come to market. But if you’re already in market, use present tense in your answers as appropriate.*

# **Tell us About You**

*The A2I project is open to any type of service provider – licensed lawyer or paralegal, non-licensed person, law firm, business or not-for-profit organization. The project is designed for any providers who are seeking to deliver legal services to consumers via technology.*

1. Please describe the organization that will be delivering the service, including the organizational structure and the experience and/or credentials of key individuals involved.

# **Tell us About Your Idea/Product/Service**

*The A2I project will consider services at all stages of development – anywhere from early concept through to in-market products/services. We recognize that, depending on what stage you’re at, you may not yet be in a position to answer some of the questions. If so, TBD is an acceptable answer.*

1. Please describe the service that you’re going to deliver. What is it? What legal help is involved? What technology is involved?
2. What tangible results will your service deliver to users? E.g. drafted legal documents, written legal advice, assistance navigating a particular legal process, transaction processing, etc.
3. What is the target market for your service? Who will use it? What legal needs of a user is the service intended to address, and how will it address those needs?
4. Will LSO Licensees be involved in the development of the service/product, specifically to provide guidance to ensure the functionality of the product and that its outputs will be compliant with applicable laws and meet the legal needs of your users?
   1. If so, please describe the role of licensees in the development of the product, and, if known, list the Licensees who are/will be involved.
   2. If not, please describe how/where you will source the legal knowledge to ensure your product will be legally compliant and meet the legal needs of your users.
5. What is your planned revenue model for the service (e.g. fee, subscription, advertising, etc.)?
6. Please describe the current stage of development for your service. Do you have a target launch date?
7. Please describe how delivering your proposed service could violate the Law Society of Ontario’s rules or regulations, indicating specific rules/regulations, if known. If you’re unsure of how to answer this question, please just answer “unsure” and we’ll be happy to discuss with you when we meet.
8. Please describe any potential risks you’ve identified for users of your service, and any plans you have to mitigate those risks.
9. What does success of the service look like from your perspective?
10. Is there anything else that you would like to tell us about your application at this time?

# **Part B: Application Details**

*As noted above, we’ll be filling out this part when we meet to discuss your application in more detail. For now, please just review the questions so you’ll know what to expect when we meet.*

1. Area(s) of law involved in the service.

|  |  |
| --- | --- |
| Areas | Check if applicable |
| Aboriginal Law |  |
| Alternative Dispute Resolution / Mediation Services |  |
| Administrative Law |  |
| Bankruptcy/Insolvency Law |  |
| Charity and Not-for-Profit Law |  |
| Child and Youth Law |  |
| Civil Litigation |  |
| Class Actions |  |
| Constitutional/Human Rights Law |  |
| Construction Law |  |
| Consumer Protection Law |  |
| Corporate/Commercial Law |  |
| Criminal Law or Provincial Offences (including Traffic Offences) |  |
| Cybersecurity Law |  |
| Education Law |  |
| Elder Law |  |
| Employment/Labour Law |  |
| Environmental Law |  |
| Family/Matrimonial Law |  |
| Franchise Law |  |
| Health Law |  |
| Immigration/Citizenship/Refugee Law |  |
| Information Technology Law |  |
| Insurance Law |  |
| Intellectual Property Law |  |
| Landlord and Tenant Law |  |
| Municipal Law |  |
| Personal Injury Law |  |
| Privacy Law |  |
| Real Estate Law |  |
| Securities Law |  |
| Tax Law |  |
| Wills, Estates, and Trusts Law |  |
| Workplace Safety and Insurance Law |  |
| Other (describe)  [NTD: insert description here if applicable] |  |

1. Scope of legal help that the service will provide (check all that could apply).

|  |  |
| --- | --- |
| Description | Check if applicable |
| General legal information that is intended to educate and is not tailored to any person’s unique circumstances/needs |  |
| Limited assistance – summary legal advice |  |
| Limited assistance – document/form completion |  |
| Limited assistance – support for a negotiation or transaction |  |
| Limited assistance – legal communication |  |
| Limited assistance – filing legal documents |  |
| Limited assistance – preparation/coaching for a legal process |  |
| Extensive assistance – preparation/negotiation of a transaction |  |
| Extensive assistance – negotiation of a settlement without litigation |  |
| Extensive assistance – negotiation of a settlement with litigation |  |
| Extensive assistance – representation in an administrative or court proceeding |  |
| Extensive assistance – other than settlement negotiation, litigation, or court/administrative decision |  |
| Full representation and legal assistance |  |
| Referral to legal representative |  |
| Other (describe)  [NTD: insert description here if applicable] |  |

1. In which jurisdiction(s) do you intend to operate? Please also specify if you have obtained, or intend to obtain, business permits to operate in Ontario.
2. What makes the proposed service innovative?
3. How does the proposed service improve access to legal services and/or access to justice?
4. What makes the proposed service viable (i.e., sustainable and/or scalable)?
5. Developmental steps related to your organization and your proposed service.

\**Please note that these steps are not specific factors for approval decisions; they provide context for the A2I team to understand the status of the applicant and the proposed service. It is expected that, for some applicants, many answers will be “no”.*

|  |  |
| --- | --- |
| Step | yes, no, n/a |
| Applied for a patent, trademark, or copyright |  |
| Applicant has committed its own money to the venture |  |
| Currently applying to an external financing entity for funding |  |
| Secured external funding or investment |  |
| Has hired and paid employees including managers |  |
| Startup team has been developed and organized |  |
| The leadership team includes expertise in IT, management, and/or law |  |
| At least 1 founder/employee has made full-time effort to development for a year |  |
| Has a business phone number, email, or website |  |
| Key supplies and materials have been purchased |  |
| Major equipment has been purchased or rented |  |
| Effort has been made to identify product-market fit |  |
| A formal business plan has been developed |  |
| Appropriate financial projections have been prepared |  |
| Business entity is registered |  |
| Has begun marketing and promotion efforts |  |
| Track record of innovative legal product or service sales |  |
| Developed a prototype of the product or service delivery system |  |
| Existing sales or financial statements |  |