



SNOWLEX

AI That Thinks Like a Lawyer



Natasha de Koker & Frederick Kyle

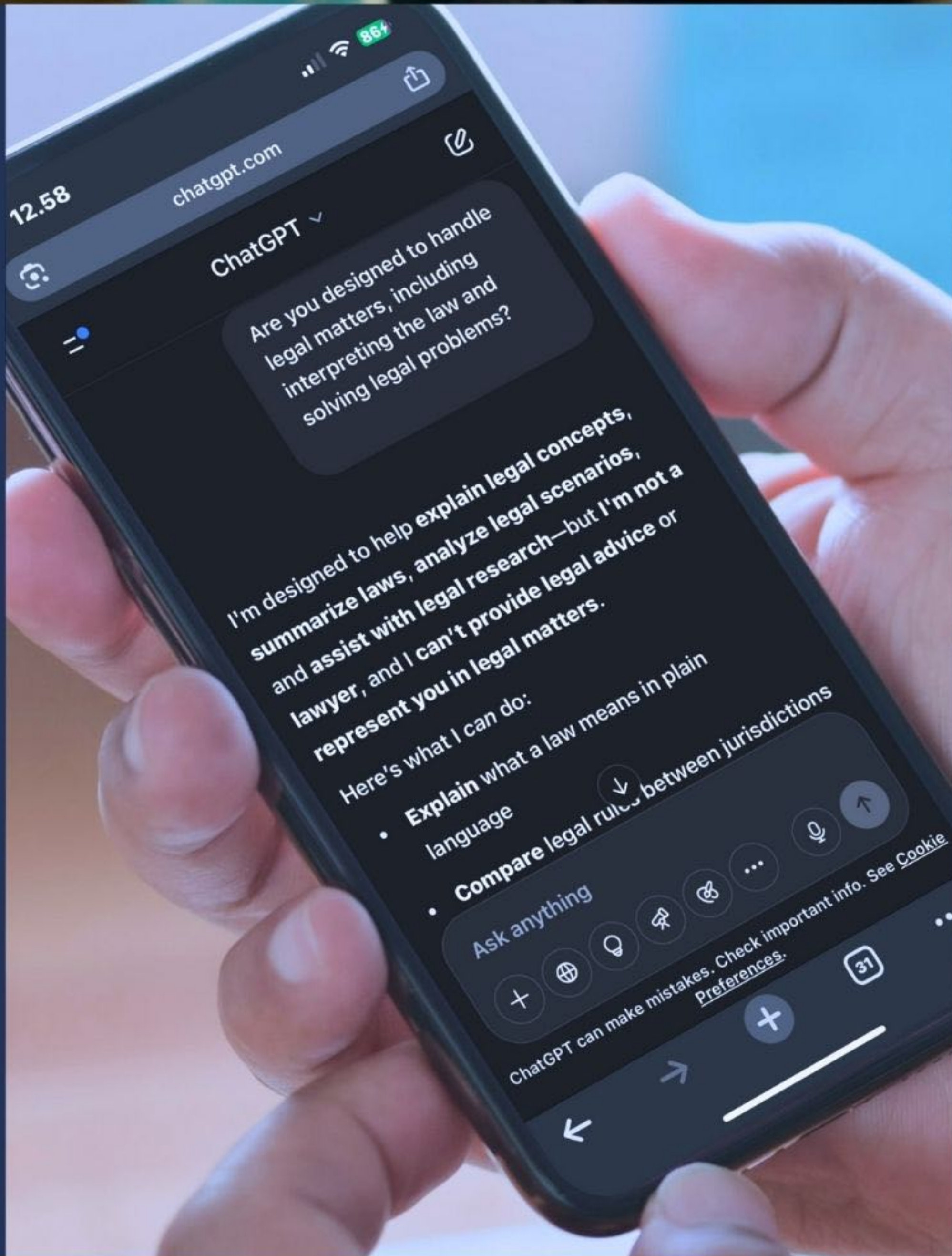
"We're on a mission to revolutionize how legal professionals work by enhancing efficiency through AI-driven tools. Our vision is to enable fairer legal systems that support consistent, just outcomes, ensuring no one is left behind."

Since 2008, we've been more than just co-founders; we've been partners in every sense, building ventures and navigating life's complexities together.

With my dedication to fostering success and Frederick's deep understanding of the law, our shared purpose has always been to address significant, tangible problems.

Our immersion in the legal world revealed its stark realities: the crippling inefficiencies, the hidden hurdles, and the very real human cost of a system that often fails to serve. We experienced these challenges intimately, and it was this shared understanding that ignited our mission.





66% of lawyers use
GenAI weekly.

But it wasn't built for law!

GenAI hallucinates legal facts, undermining accuracy.

It lacks true legal reasoning and nuanced understanding.

Bias and accountability gaps pose critical risks.



Forget GenAI

snowLEX is the first Legal Reasoning Engine, specialised to deliver true legal understanding.



General purpose
AI frameworks



Enhanced with
specialised legal
algorithms and
workflows



Fine-tuned using
legal datasets

snowLEX is designed to adhere to EU and local regulatory standards, guaranteeing compliance with GDPR and other relevant regulations.





AI Agent

A straightforward plug-in solution that can be utilised in any office workspace files.

MONTHLY SUBSCRIPTION

€149 Per user/per month

or

starting at

€1,250 Up to 10 users/per month



Microsoft



Google Workspace



Mobile App

Streamlined mobile app for easy setup, providing you with your own lawyer at your fingertips while you're on the move.

MONTHLY SUBSCRIPTION

€0 For users with AI Agent subscription

or

€49 Per user/per month



App Store



Google Play



Market Share

TAM

\$ 31,59B

approx. 15mil lawyers

The Global LegalTech SaaS market

SAM

\$ 6,38B

approx. 1,5mil lawyers

The European LegalTech SaaS market

SOM

\$ 600M

approx. 50k lawyers

Nordic LegalTech SaaS market

\$ 180M

approx. 15k lawyers

KPI 30% of Nordic Market by 2030



Early Traction:

Product Stage: MVP 50% Completion

Target Market: Finland Solo & Small-law firms

Key Early Wins: FAIR EDIH Clientship

Early Negotiations:

- Pilot Vantaa City
- Helsinki University AI Lab Benchmarking

Early KPI's:

MVP Completion: 100% by Q4 2025

Signed Pilot Agreements: 1 Pilot signed by Q3 2025

Trial Customers: 55 Trial signups Q3 2025

Channel Mix:

-  LinkedIn
-  Traditional Media
-  SEO Marketing
-  Endorcements
-  Events

Expansion Roadmap (2025–2029):

- 2025**
Pilot launch & core refinement in Finland
- 2026**
Sweden localization & user base growth
- 2027**
Expand to Norway & Denmark
- 2028**
Iceland entry & EU localization prep
- 2029**
EU-wide multilingual legal support



Competition



Purpose of Utilization	snowLEX	ChatGPT	Harvey.	Lexis+ AI
Legal Reasoning and Interpretation	✓	✗	✗	✗
Jurisdiction-Specific Insights	✓	✗	✗	✓
Comprehensive Legal Support	✓	✗	✓	✓
Consistency and Reliability	✓	✗	✓	✓

snowLEX doesn't just generate text it delivers legal reasoning, applying jurisdiction-specific logic and ensuring compliance with real-world legal standards.



Core Team



Natasha De Koker

CEO

Holding a diploma in Psychology of Sales combined with over 10 years of experience in Business Management and Sales.



Frederick Kyle

COO & Law

Holding a law degree paired with over 20 years of experience as a lawyer, along with a role as Managing Director of an international business.



Sham Alahmad

AI & Machine Learning

Fueled by her passion for AI and ML, she leads our AI initiatives and research, guiding the team.

Advisors



Jonas Lundberg

Liquido.VC
Startup Architect



Sampo Mielityinen

Finland Law & Legal Design



Could this be you?

Lead AI, Machine Learning & Algorithms Engineer



Could this be you?

Commercialization Scaling B2B



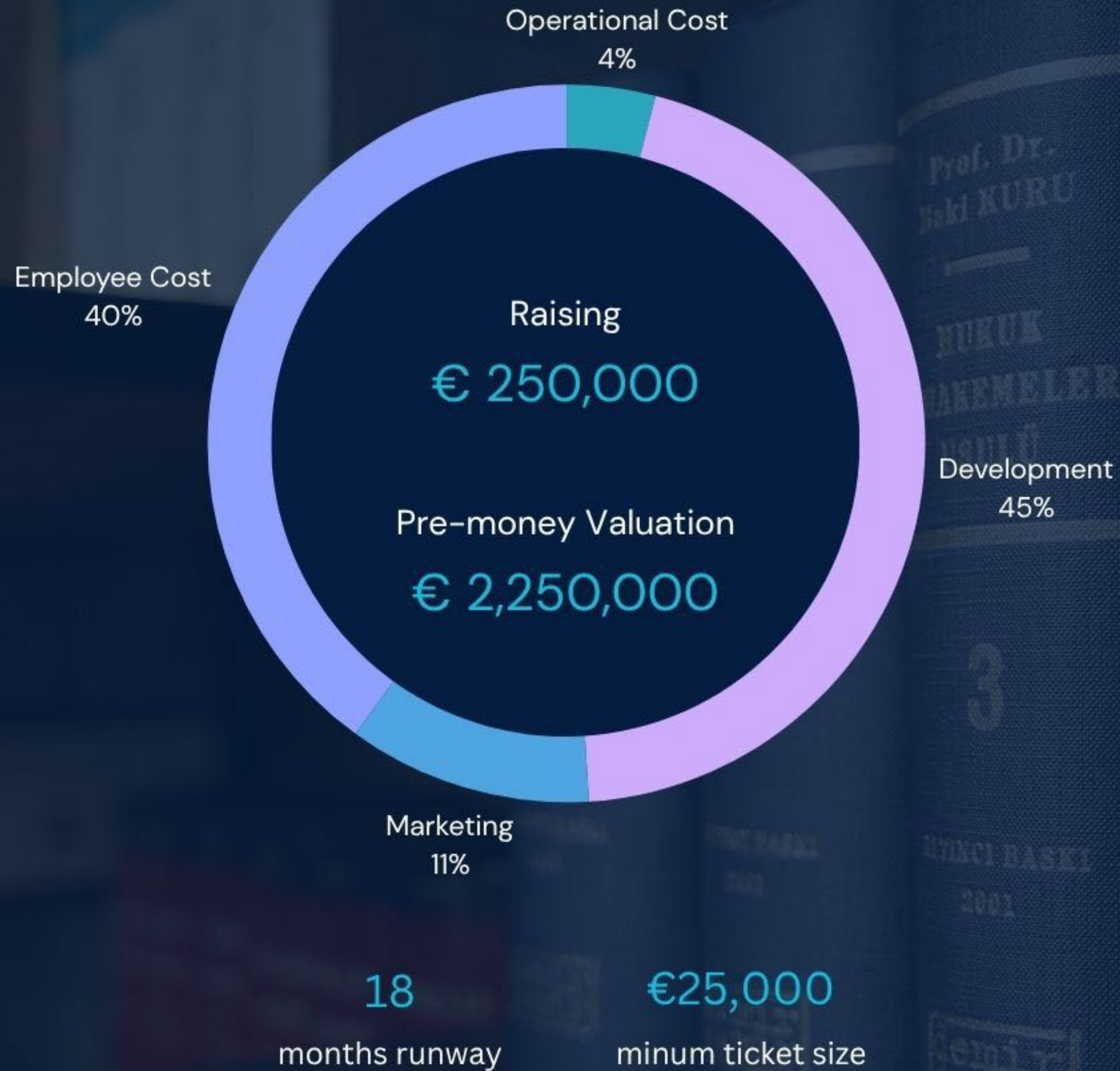
Supported by:



5 Year Projected Income & Expenses

	Year 1 (€)	Year 2 (€)	Year 3 (€)	Year 4 (€)	Year 5 (€)
INCOME					
Revenue Earned	0	508 369	5 470 911	16 385 412	29 876 682
INVESTMENTS & GRANTS					
Equity Funding	250 000	1 500 000	0	0	0
Grant Funding	250 000	0	0	0	0
COST OF SALES					
Cost of Sales	0	94 902	1 021 305	3 058 814	5 577 352
EXPENDITURE					
Trial Cost	23 725	23 725	255 326	764 704	1 394 338
Staff Salaries & Cost	280 917	289 345	698 691	719 652	741 241
Marketing & Advertising	10 500	150 000	1 094 182	3 277 082	5 975 336
Software Subscriptions & Tools	20 000	21 000	22 050	23 153	24 310
Legal & Compliance	30 000	30 000	30 000	30 000	30 000
Accounting & Finance Services	12 000	12 000	12 000	12 000	12 000
Other General Admin Expenses	5 000	5 000	5 000	5 000	5 000
EBITDA (Operating Profit)	-342 142	-75 603	2 376 457	8 541 313	16 165 724
EBITDA %	-	-15 %	43 %	52 %	54 %





Financing Terms:

Business Finland R&D Grant: € 250,000

Equity investment: € 250,000

Total round: € 500,000

Next steps:

- Complete snowLEX MVP API & App.
- Signing LOIs or MOUs with interested law firms or bar associations.
- Earn revenue from first paying customers.



snowLEX is designed for the present moment. The legal industry is prepared, and so are we.



66% of lawyers already use AI, but general tools aren't made for law.



POC complete, MVP roadmap locked in, team ready to execute.



Legal professionals want tools that apply reasoning, not just generate text.



Legal tech is shifting now. Early movers will set the new standards.



Thank You

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