

A legal emergency membership for UAE residents.

One three-second hold sends for a lawyer, tells the consulate and alerts family.

The problem

The UAE runs on people who were not born here. When one of them is arrested or detained, the first hour has a simple problem: no lawyer is coming, the consulate has not been told, and the family is waiting for a call.

The solution

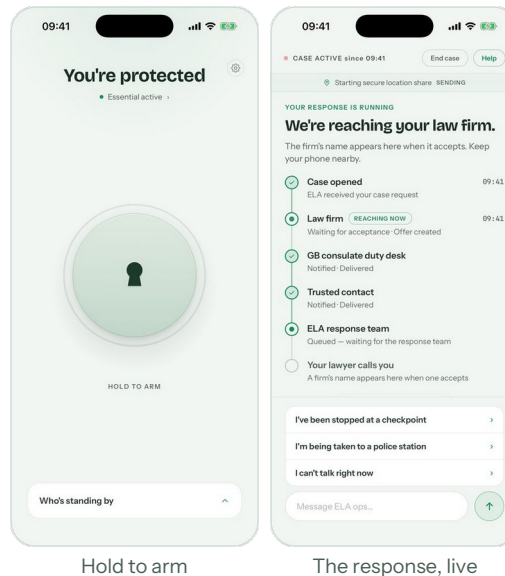
ELA is a legal emergency membership for that first hour. A vetted UAE law firm is sent for, the consulate and family are told, and our response team runs the case from start to finish.

How it works

- The member holds the emergency button for three seconds, on iPhone, Android or Apple Watch.
- Once the hold commits, the response runs on our servers: a vetted UAE law firm takes the case, the consulate is told, and a trusted contact gets a private live link.
- Our response team follows the member's live location and stays in touch by chat and voice notes.

Where we are

- Working product on TestFlight, running end to end on our production servers in test mode.
- About 4-6 weeks of launch work left. The critical path is the messaging setup and the law-firm agreement.
- Insurance add-on agreed in principle with a major broker and insurer.



Our 1 October scan found no product in the UAE or the Gulf where one button sends for a lawyer, the consulate and family. Today people pay a firm per case.

How ELA earns

- **Membership** through the App Store: AED 24.99 a week, 79.99 a month or 749.99 a year.
- **Insurance add-on:** legal fees up to AED 100,000 and bail up to AED 50,000 a claim, for AED 3,000 per adult a year. ELA earns 10% of the premium.
- **Legal referral:** 10% of the legal fees on the cases ELA sends to its law firm.

Routes to market

- **Individuals,** through social media and legal content creators.
- **Employers and SMEs:** company-paid seats for resident staff.
- **Embassies and consulates:** every dispatch alerts the member's consulate.
- **Partners:** wellbeing providers, insurers, banks and card issuers.

Year one, company model

	Low	Base	High
Members	100,000	300,000	500,000
Revenue	70	210	350
Costs	4.6	4.6	4.6

Revenue and costs in AED millions. Our own assumptions from the July 2026 plan, not a forecast.

AED 7M

The raise, about USD 1.9M: the AED 4.62M year-one budget plus AED 2.38M contingency. About 18 months of runway.

AED 195k+

COO time and cash invested so far, as sweat equity. The CEO's time is still to be added.

Team Jonathan Simpson, CEO · Stevan Litobac, COO · Advisors: Shaz Khan, Andrew Trower, Anna

Contact ela.now