

## 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

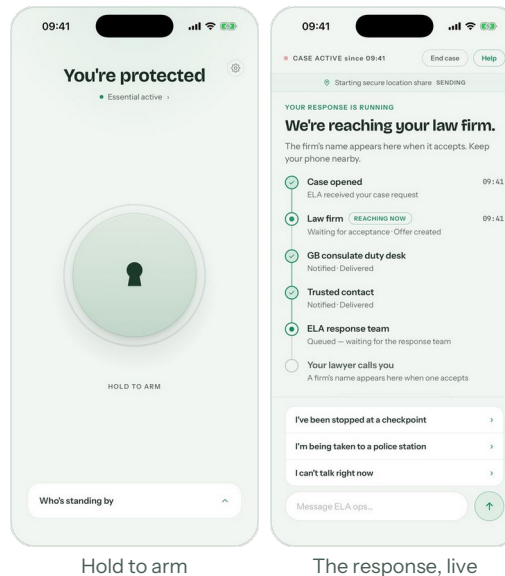
- The member holds the emergency button for three seconds, on iPhone, Android or Apple Watch.
- Once the hold commits, the response runs on our servers: a vetted UAE law firm takes the case, the consulate is told, and a trusted contact gets a private live link.
- Our response team follows the member's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

### How ELA earns

- **Membership** through the App Store: AED 24.99 a week, 79.99 a month or 749.99 a year. Company seats by contract.
- **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 legal fees on cases ELA sends; from year three, a panel fee from firms.



Hold to arm

The response, live

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.

### 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, monthly model

|         | Cautious | Base   | Upside |
|---------|----------|--------|--------|
| Members | 2,756    | 10,969 | 33,031 |
| Revenue | 1.6      | 6.2    | 17.1   |
| Result  | (6.0)    | (1.8)  | 8.0    |

Members at year end. Revenue and result in AED millions. Our own assumptions, not a forecast.

#### AED 7M

The raise, about USD 1.9M.  
Base case: profitable from month 9, and cash never falls below AED 5.2M.  
Cautious case: 14 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 · TBC: Anna

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