Early Stage Legal MOKRs (Summer 2010)

Mission

Early Stage Legal is an online legal document resource for entrepreneurs, lawyers and investors. The company provides online incorporations tailored specifically for entrepreneurs and start-up lawyers, automated seed funding documents for lawyers and investors, and trademarks. The site will also provide a first class educational resource for entrepreneurs covering legal issues and subjects surrounding start up financing.

Objectives

During the Summer session, ESL will:

1. **Design and Implement Website User Flow** — Create outlines for user flow, page titles, and content for each webpage inside the site.
2. **Write and Post Web Content** — Write all content for each webpage corresponding with User Flow, post all content using CMS.
3. **Create and Post Educational Content** — Design, prototype and post multiple education modules pertaining to legal and financial processes.
4. **Execute Multiple “Charlie” Betas** — Drive multiple entrepreneurs through the incorporation module, watch user experience, and gather feedback.
5. **Execute Lawyer Product Beta** — Sell law firm on idea, drive individual law firm clients through the incorporation product, and watch user experience.
6. **Generate First Seed Financing** — Design documents for attorney and investors on a seed deal, and execute the document creation process.

Key Results

**Design User Flow**
- Map out site outline structure, listing individual pages.
- Outline page content for each page, decide on major navigation and tabs.
- Design Learning Center navigation and structure.
- Examine and map user flow throughout Incorporation process.

**Write Web Content**
- Write all textual content for main navigation pages.
- Create content for all service and product pages.
- Create all user based e-mail communications.
| **Create Educational Content** | Map and organize all educational content topics around all pertinent legal and financial subjects.  
| | Connect each educational item with meta-tags, assignment of mutual association.  
| | Write text for ALL educational items, create videos where appropriate, and create images. (S)  
| | Gather feedback on educational content and delivery mechanism from Foundry members.  
| **“Charlie” Beta** | Find entrepreneurs who want to incorporate, run them through the process.  
| | Watch multiple users using the system, gather data, feedback and questions.  
| | Use feedback to improve and re-design Incorporation product (S)  
| | Map out and execute an LLC Incorporation.  
| **Lawyer Beta** | Acquire entrepreneur customer, incorporate, pass him/her along to a law firm for free consultation.  
| | Convince attorney to pass ESL a client, incorporate, and send document to attorney for review.  
| | Conduct sales calls with 8 – 10 lawyers.  
| | Test embedded URL inside law firm web structure. (S)  
| | Acquire multiple attorney clients. (S)  
| | Gather feedback on Lawyer product, incorporate feedback in site flow re-design. (S)  
| **First Seed Financing** | Oversee “wiring” of Seed docs, test output.  
| | Acquire first investor partner, wire up docs.  
| | Execute first Seed Deal docs and deliver to law firm for review. (S)  
| | Conduct sales calls with 4 investor groups, 5 financing organizations. |