72.6%
3840000

내 권리는 내가 지킨다, 나홀로소송 5년간 72.6% (민사소송)
2015년 ~ 2020년 6월

쌍방 나홀로소송 비율 72.6% (384건)

사건 유형별 나홀로소송 비율 83.3%
합의 단독 소액

한 쪽만 변호사 선임한 경우

피고만 선임한 경우보다 원고만 선임한 경우가 8배
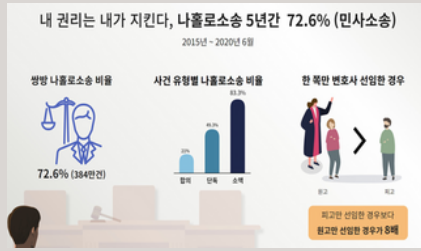
This is the number of lone litigants who failed to hire an attorney in civil cases counted each year. Financial difficulty is the main reason for this. They live in blind spots of justice because of income inequality.

Here's our solution.

First, a litigation guide site to provide a better litigation environment for the 72%,
Second, an innovative law case search engine to decrease the 72%,
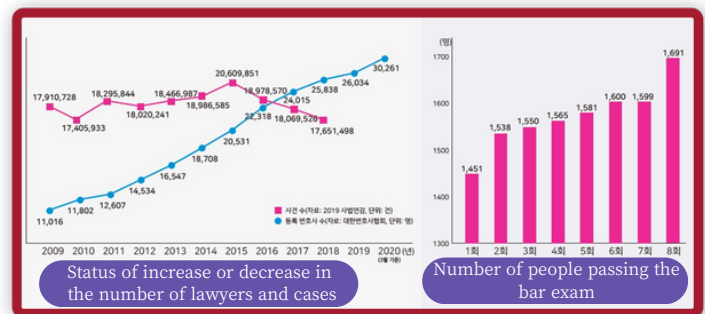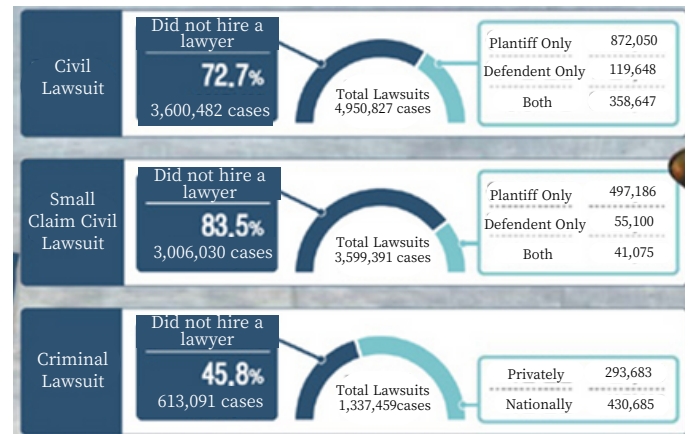**Third**, we plan to expand and operate the service targeting countries with similar situations to Korea.

Critical Thinking & Problem-Solving

Over a period of 10 years, the number of Korean lawyers has tripled, but the number of cases has decreased.

In a saturated lawyer market, we thought that we needed a way for lawyers to take on more cases with less effort and time. We realized that they needed the right tools

Therefore, we thought of Chat AI technology as a way to efficiently search for similar precedents and provide accurate and easy access to necessary information.

Eliminating the existing tedious keyword-based search process for similar precedents, we conceived of a function that makes it easy to see similar precedents if detailed situation in inputted.

Civil Lawsuit	Did not hire a lawyer **72.7%** 3,600,482 cases	Total Lawsuits 4,950,827 cases	Plantiff Only 872,050 / Defendent Only 119,648 / Both 358,647
Small Claim Civil Lawsuit	Did not hire a lawyer **83.5%** 3,006,030 cases	Total Lawsuits 3,599,391 cases	Plantiff Only 497,186 / Defendent Only 55,100 / Both 41,075
Criminal Lawsuit	Did not hire a lawyer **45.8%** 613,091 cases	Total Lawsuits 1,337,459 cases	Privately 293,683 / Nationally 430,685

Status of increase or decrease in the number of lawyers and cases

Number of people passing the bar exam

59% 판례 및 법령 검색 후 서면 작성
41% 변론 구성 및 의뢰인과의 소통

20% 판례 및 법령 검색 후 서면 작성
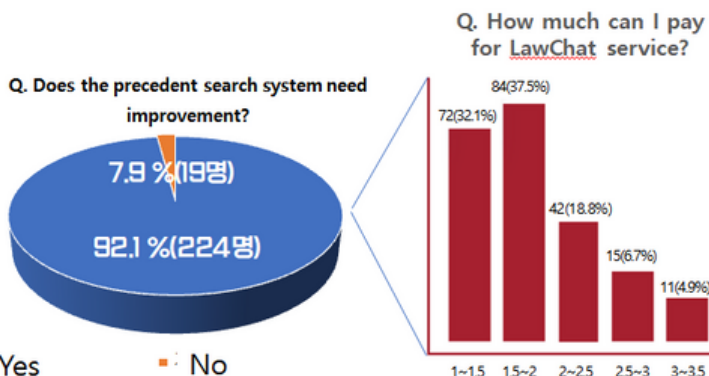80% 변론 구성 및 의뢰인과의 소통

Meeting An Unmet Need

As a result of a survey, **224 out of 243** lawyers felt an improvement in the search for legal precedents, which is **92.1%**

Of those, **73%** indicated that they would be willing to adopt Fence.

In addition, of those who participated in the survey **46.3%** said they could spend an average of 500,000 won to 700,000 won per month.

Q. Does the precedent search system need improvement?
7.9 %(19명)
92.1 %(224명)
Yes No

Q. How much can I pay for LawChat service?
84(37.5%)
72(32.1%)
42(18.8%)
15(6.7%)
11(4.9%)
1~1.5 1.5~2 2~2.5 2.5~3 3~3.5

Our Numbers

Total Investment of **107 million won**
100% Shareholding

Seed Investment: **10,000,000 won**(Series Ventures) - Oct. 2022
Seed Investment: **57,000,000 won**(Ministry of SMEs and Startups) - Apr. 2023

After 6 months of running our website

Number of Site Visitors: **4900+ Visitors**
Number of Page Views: **18000+ views**

Series Ventures

중소벤처기업부
Ministry of SMEs and Startups

10 REDUCED INEQUALITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

United Nation's SDGs

The key to a sustainable society is **"justice"**. Justice is upheld by the law, and the law must protect all individuals equally, regardless of income.

Therefore, we chose **number 10 reduced inequality**, and **number 16 peace, justice, and strong institutions**.
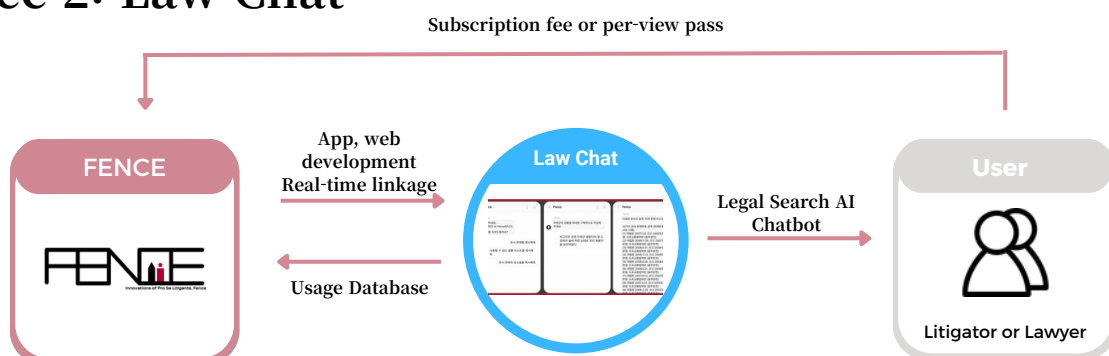
Fence will be a bridge that **lowers the price** of legal services, **addresses information asymmetry**, and lowers the barriers to entry into legal services so that everyone, regardless of income, can **receive minimum legal protection**.

Business Overview

Service 1: Litigation Guide Site

FENCE	App, web development Real-time linkage →	Litigation Guide Site	나홀로소송 Guide →	User
	← Data			나홀로 소송자

No Fees

Service 2: Law Chat

Subscription fee or per-view pass

FENCE	App, web development Real-time linkage →	Law Chat	Legal Search AI Chatbot →	User
	← Usage Database			Litigator or Lawyer

Sales Target

Revenue	
1. Litigation Guide Site Service a. Service Free Offer	0 won

2. AI-based precedent matching service
    a. Initial Service Establishment 3,000,000 won
    b. Monthly Subscription Fee of 500,000 won
    c. First Year Customer Goal: 2% (60 Lawfirms)
	540,000,000 won

Expenses	
1. Purchasing case data and building datasets	52,000,000원
2. Algorithm implementation and maintenance	5,000,000원
3. Website Management	0원
4. Marketing and commercialization Costs	40,000,000원
Annual Profit	443,000,000원

For Fence's first year
in the market, the expected revenue is
443,000,000 won, which will increase
every year.

All profits are reinvested. The increase in profits and investment means maximization of social impact.

Sustainability

Fence has the potential to continue to grow. We provide litigation guides, to help understand the concerns and difficulties of solo litigants, and will continue to improve our website and services based on feedback.

Additionally, if more lawyers use the AI-based case matching service, more accurate algorithms and more datasets can be built based on usage data.

Furthermore, FENCE will expand its business domestically and advance into the world. Through conversations with overseas legal tech experts at the Stanford CODEX meeting, we confirmed that solo litigation is not just a Korean problem.

We will translate the website and litigation guide service into various languages to attract overseas litigants as consumers, and will establish a precedent-matching service that overseas lawyers can use.
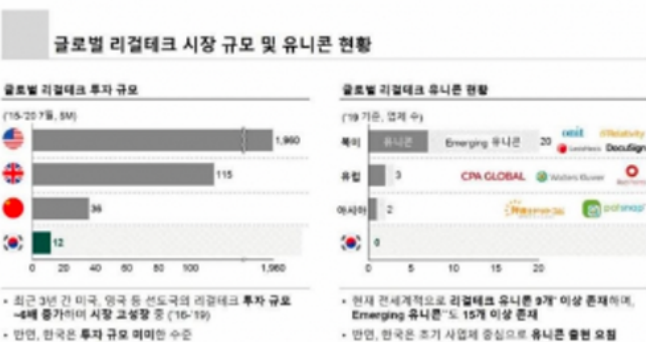
Our Team

Dohun Kim
CTO

Jinsol Hong
CEO Founder

Jungin Lee
Algorithm Developer

Comparisons with Other Services

Services	LAWnB	CaseNote	LBOX	BigCase	FENCE
	Comprehensive portal orientation	High Qualtiy Precedents	Convenient Usability	Superior on number of precedents	1. Productivity 2. Providing appropriate precedents 3. Additional Services
	Difficult to search for appropriate precedents without an elaborate keyword search.				High-quality case law search in a short period of time
Case Search Function	O	O	O	O	O
Release Date	2001	2021	2020	2022	**2023**
AI Usage	X	X	X	O	O
Translation of Everyday terminology	X	X	X	O	O
Natural Language Processing	X	X	X	X	O
Frequently used legal organizing functions	X	X	O	X	O
Win Rate Prediction Fuction	X	X	X	X	O

글로벌 리걸테크 시장 규모 및 유니콘 현황

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series Series Ventures
- October 2022 10 million won seed investment

중소벤처기업부 Ministry of SMEs and Startups
- April 2023 57 million won Seed Investment

AL Axiom Labs
- data set construction and natural language processing

YULCHON 율촌 법무법인(유)
- Top 5 domestic law firms
- Selected as an innovative law firm in Asia for 3 consecutive years

Law & Company
- Korea's only prospective unicorn legal tech company
- 'Operates the 'LawTalk' service

법대로 LIFETIME LEGAL CARE
- operates '법대로' service