



**LEGAL SERVICE MARKETPLACE: MAKING LEGAL
SERVICE SIMPLE AND AFFORDABLE**

July 2021



110 Juta¹

Masyarakat Indonesia mengalami masalah hukum signifikan dalam 2 tahun terakhir

71%²

Dari mereka menyerah dan tak melakukan apa-apa

1.Access to Justice Report 2019, Indonesian Judicial Research Society

2.Justice Needs in Indonesia 2014: Problem, Processes and Fairness, Hill NGO

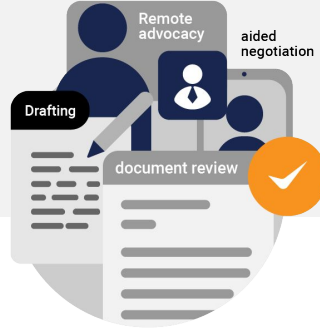


Justika membuat hukum jadi terjangkau



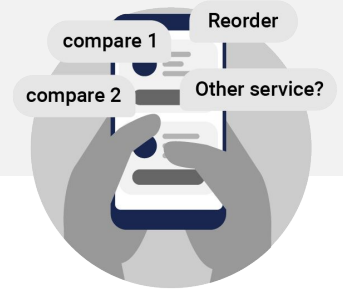
1

Daripada menyerah, pengguna hanya perlu membayar **IDR 30k** untuk langsung chatting dengan **advokat berpengalaman**



2

Setelah mendalami kasus, advokat akan menyarankan **layanan lanjutan** yang seluruhnya dibantu lewat **platform teknologi** Justika



3

Dalam perjalanan kasus, pengguna dapat **melanjutkan, membandingkan, atau memesan layanan yang sesuai**

Produk Justika

Client's
journey

Product

Exploring a not yet urgent case



Chat



Document
check

Initial actions
required as case
becomes urgent



Document
drafting

Negotiation actions
required as case
escalates



Aided
negotiation

Advocacy required
as case enters
court



Remote
advocacy

Justika telah digunakan puluhan ribu pengguna

15.000+ consultations; around 900/month

~10% continues to use the service

**Top 3 cases are family law,
criminal, and property**



Mitra-mitra Justika



bukalapak

kumparan

CARIQSTADZ



**KEMENTERIAN KOPERASI DAN USAHA KECIL DAN MENENGAH
REPUBLIK INDONESIA**



The Asia Foundation

bank
btpn

SMBC A MEMBER OF
SMBC Group



Creating a fairer Indonesia.



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Who we are



Fikri Assegaf
Chairman and Co-founder

As the co-founder of Assegaf Hamzah & Partners and Hukumonline, Fikri brought a wealth of industry knowledge, network, and know-how



Melvin Sumapung
CEO and Co-founder

A tech-product professional with extensive experience on strategy, Melvin launched one of the first AI-based legal research tools on 2017 to begin his legal-tech endeavor



Muhammad Husein
CTO and Co-founder

A serial entrepreneur with two previous start-ups, one of them when he was still a student. Husein started a game developer called Chocoarts and then co-founded an agri-tech called CI Agriculture.

While becoming a new revenue stream for sole practicing lawyers

Significant additional income...

Monthly net income

Jakarta

Indonesia Tier-1 Cities

IDR
20-30 Mn

IDR
10-15 Mn

Additional income from Justika

Current income

IDR
11.5 Mn¹

...with minimal effort

Without Justika



- Selling means waiting, mostly aiming for B2B
- Big marketing effort and low conversion
- Hassle in proposal scoping, invoicing, and billing

With Justika



- Continuous leads through app
- Upfront payment
- Administrations done through Justika's infrastructure