

FIRST THESIS

First of all we want to know whether you as a future entrepreneur or future advisor to entrepreneurs share our views on the new approach. One of the challenges we encounter is the fact entrepreneurs are not used to the new legal services. We think this is in part due to two groups (entrepreneurs versus law professionals) speaking a different language when it comes to doing business.

First of all we would like your opinion on the above.

Do you share our view, and if so, what can we do to bridge the gap?

- There should be education for both: law professionals should be taught business and business people should be taught law.
- "legal language" should be converted to a form that is easier to understand

What do you think causes entrepreneurs to disregard legal advice until a legal case presents itself?

- Entrepreneurs know the risks but don't believe that it might actually happen to them
 - Money (whether to save money or be prepared) insurances -> legal cost?
 - "If you don't have a driving license, why would you buy a car"
 - Depends on the quality of information
 - "Service/favor for a friend" (cheaper)
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- Firms don't buy expensive attorneys because they don't bring extra value -> attorneys are needed when it's "too late" -> problems have already occurred. ???
 - Depends on the situation

SECOND THESIS

We believe proactive lawyering has added value. Do you share this belief? If so, how could we quantify such added value?

- We think that proactive lawyering has added value
- The company is more reliable
- The company is probably having more satisfied customers
- Can be measured by customer surveys