

Doing Business In EU - Wednesday

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

Generally speaking we think that it's good that companies think the possible risks and problems that they might face in legal issues. If the legal consultation that company offers costs too much for other companies they are not willing to pay for that. Because in this case this business idea of consultation is cheaper than hiring a lawyers it might really work. It's a great business idea and especially great for small and medium sized companies. For smaller money they can prevent problems and future risks.

Do the companies use the service depends on many things like is the company big or not. If you are big firm you have money to hire lawyer and you don't need the consultation. on the other hand you might not need to be lawyer to be consult.

Problem might be that companies might not want to spend money. Also how will the pricing go? Per question or by hours?

This legal advice could be an alternative to legal insurance because sometimes you have problems with the insurance, too, if you need their help.

A big problem might be the question who takes the liability and who can guarantee that there are less risks and problems in the future for the company.

Who will be responsible for problems if they appear even if the company has bought consultation.

SECOND THESIS

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

Business ideas principals are great but there are some problems in it. Service provider needs to show why it's the best option and why they should invest to this service. Is it cheaper or faster? Examples about previous successful cases would be a great way to show customers the best sides of this business idea. Managers usually want to know how much money they will save if they use this service? So if the good things of the service are possible to count or show as numbers it's the easiest way to prove that this business idea is the best one and worth to invest