

Team G

Minna Toivonen

Robi Heikkilä

Justine Loots

Guillaume Veldhuizen

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?

We share your view.

- Marketing legal services more
- Explaining the benefits of having the legal advice beforehand
- Saving money
- Brand image will not get damaged that easily
- Company running will be easier
- Saving time
- Better awareness of legal things
- Avoiding the problems

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

could we quantify such added value?

We agree on your argument.

- Saving money (knowing things in advance will save a lot of money)
- saving time: if you do it before, you are staying out of troubles
- > brand image will not get damaged that easily