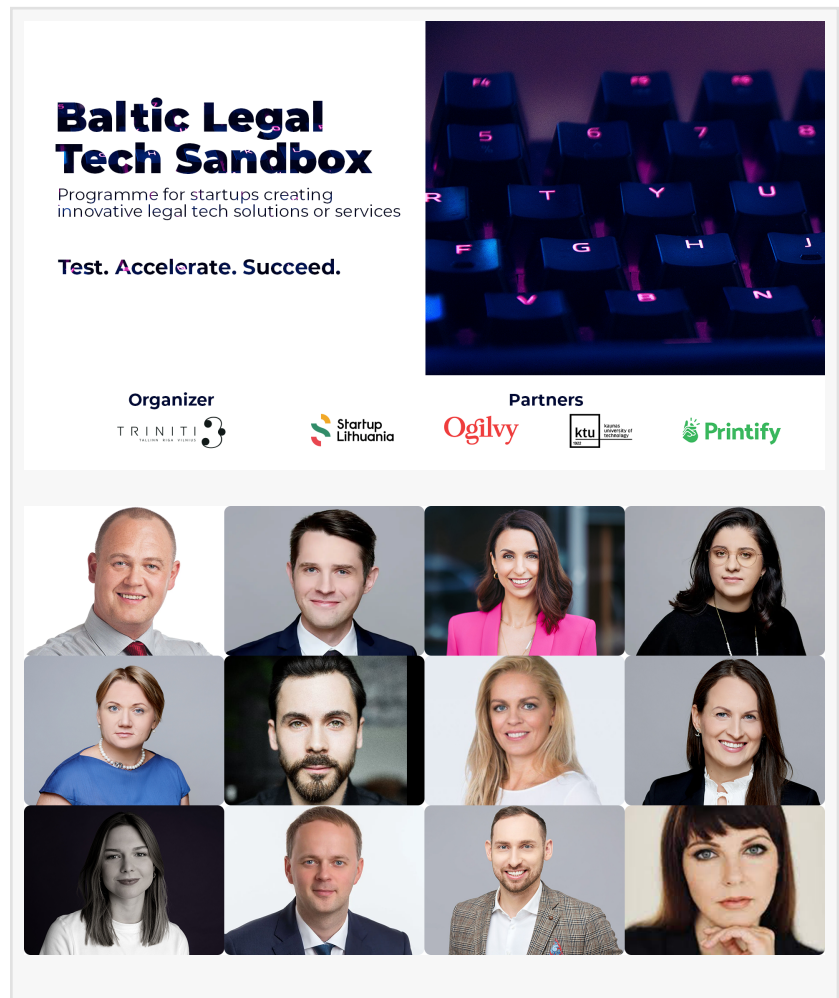


Emerging Innovative Legal Tech Startups in the Baltic States

"This program has demonstrated the potential of legal tech products originating from the Baltic States to enter the global market."

VILNIUS, VILNIAUS STREET 31, LITHUANIA, May 31, 2023 /EINPresswire.com/ -- Trinitis, a leading law firm in the Baltic States, has successfully completed Baltic Legal Tech Sandbox, an accelerator designed to support early-stage legal tech startups in their growth and development of products and services. Vilija Viešūnaitė, Managing Partner at Trinitis Jurex, commented, "This program has demonstrated the potential of legal tech products originating from the Baltic States to enter the global market. The accelerator brought together seasoned professionals with over a decade of experience in the legal services industry, providing extensive knowledge and tailored solutions that cater to the local market."



Baltic Legal Tech Sandbox
Programme for startups creating innovative legal tech solutions or services

Test. Accelerate. Succeed.

Organizer
TRINITIS

Partners
Startup Lithuania, Ogilvy, ktu, Printify

A grid of 12 headshots of participants and organizers, arranged in three rows of four.

Knowledge as a Catalyst for Startup Growth

Participants had a unique opportunity to enhance their understanding of business development while engaging with prominent figures in the Baltic market, including representatives from the startup ecosystem, lawyers, and investors, through mentoring sessions. The program offered a wide range of webinars and online sessions that comprehensively addressed crucial legal aspects of startup development. These sessions were led by legal experts such as Valter Vohma, Associate Partner at Trinitis Estonia, and partners from Trinitis Jurex, namely Vilija Viešūnaitė, Evaldas Pocevičius, Aurelija Rutkauskaitė, and Giedrė Čiuladienė. Topics covered included company establishment, IP protection, taxes, disputes, and other significant legal matters,

equipping participants with valuable insights and guidance to navigate the complexities of their business ventures.

Furthermore, participants gained valuable insights into investor relations from Andra Bagdonaite of Firstpick and brand positioning from Daiva Plauškaitė-Camacho Andrade, Head of Strategy and Research Department at Ogilvy Vilnius. To enhance their pitching skills, a training session was conducted by Gleb Maltsev, a pitch coach and co-founder at Fundwise. The program also provided participants with a broader understanding of the Baltic Startup ecosystem through informative presentations by Inga Langaitė, CEO at Unicorns, and Roberta Rudokienė, the head of Startup Lithuania. Kaunas University of Technology (KTU), as a partner in the program, actively joined the Baltic Legal Tech Sandbox to strengthen students' entrepreneurship in the field of technology. The program's value is evident in the evaluations received from participating startups, with the majority expressing their willingness to recommend the program to others. Giedrė Čiuladienė, project manager and partner at Triniti Jurex, highlighted the participants' keen interest in protecting their ideas, data, and brand. The topic of hiring employees also garnered significant attention, as startups often employ individuals from Europe or other parts of the world from the early stages of their operations, leading to uncertainties regarding employment arrangements and tax procedures.

Investing in Advancements in Baltic Legal Tech

During the intensive four-month program, participants deepened their knowledge of business development, legal frameworks, IP protection strategy development, investment attraction skills, and other competencies necessary for successful and sustainable startup growth. Valter Vohma, Associate Partner at Triniti law firm in Estonia, expressed, "The Baltic market holds excellent product and service ideas, but early-stage startups often lack the know-how to develop them, and there is a dearth of easily accessible and understandable information on issues relevant to startup growth. We aim to assist these companies in their growth and contribute to faster legal technological progress in the Baltic States." One of the notable benefits offered by the Baltic Legal Tech Sandbox was the opportunity for the top-performing team to secure a reserved seat at the Startup Fair. Recognized as the premier startup event in Central and Eastern Europe, the Startup Fair brings together a diverse range of investors and innovative startups striving to make groundbreaking advancements. This exclusive position allowed the standout participant to showcase their legal tech idea and deliver a compelling pitch directly to potential investors at this highly influential event.

Innovative Solutions for the Legal Services Market

The program featured eight startups from Lithuania, Latvia, Estonia, and Ukraine, consisting of professionals from the legal services, banking, cybersecurity, and energy sectors, as well as experts in business management and innovation. The focus was on startups that contributed to the digitization and progress of the Baltic legal system. These included virtual wills, more efficient trademark registration, AI-based automated customer reputation checks, personal data management systems, and all-in-one cloud-based software for optimizing the operations of fast-growing law firms.

The Baltic Legal Tech Sandbox played a pivotal role in nurturing and supporting the emerging legal tech ecosystem in the Baltic States. By providing valuable knowledge, mentorship, and connections, the program empowered startups to thrive and make a significant impact in the legal tech industry.

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