



GarantieHeld

CLAIM YOUR RIGHTS WITH GARANTIEHELD. EASY, ONLINE, FAST.

27/09/21

WWW.GARANTIEHELD.DE

Have you ever **not**
returned a **broken item**
because you were **too**
lazy, did not know how
to or your **legal rights?**

Anna's Vluv seating ball is damaged. What now?



She does not understand the merchant's return policy and process.



She is lazy. "It was not really that expensive."



The seller refuses. She has no clue about her legal rights.

Last chance: See a lawyer!?



Retail purchase price:	89,90 €
Initial legal consultation:	226,10 €
Legal protection deductible:	150,00 €

USUALLY LEADS TO A **NEW PURCHASE** OR **REPAIR** AT THE **EXPENSE OF THE CONSUMER**

LAWYERS ♥ GARANTIEHELD

GarantieHeld **solves** this **problem**
and **creates** a new **enormous**
market segment by building a
bridge between **consumer** and
lawyer.

Consumer protection is complex and beyond the scope of the average consumer's understanding.

126 bn euros

in relevant annual consumer spending in German households (destatis).

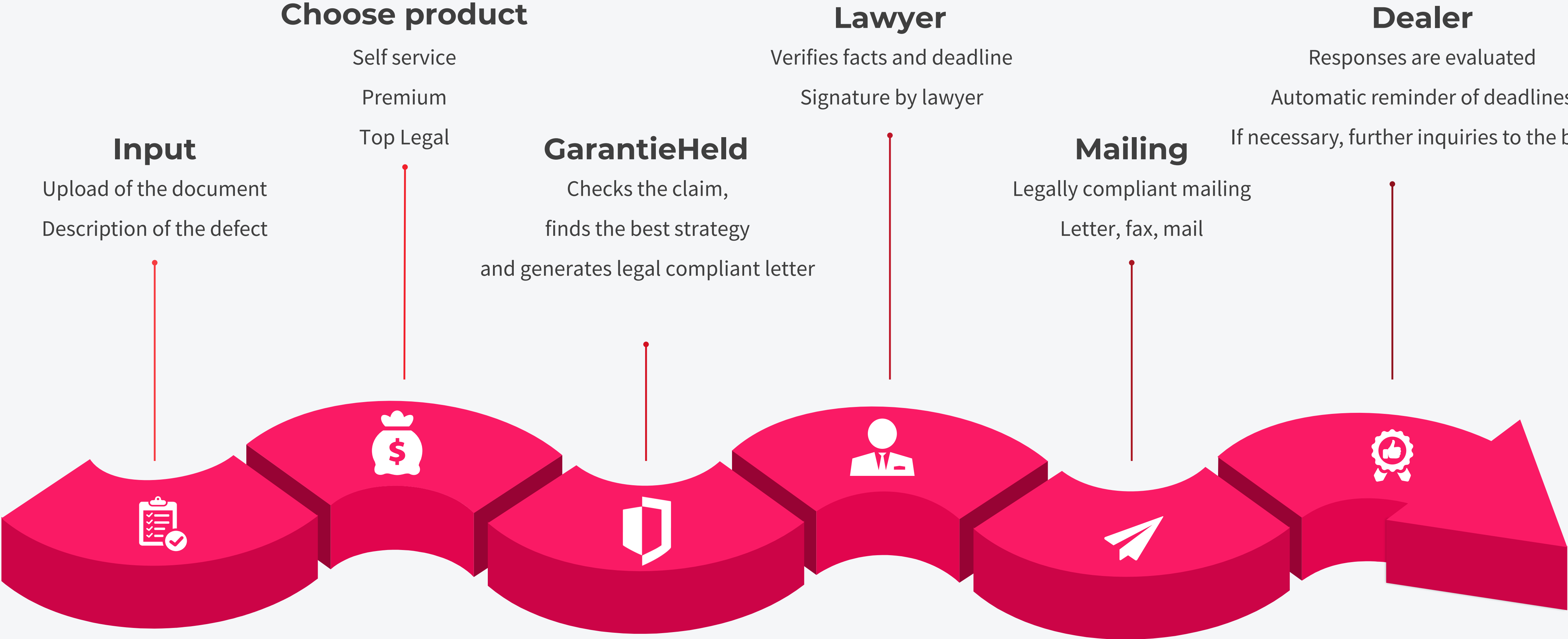
9.56

bn euros is the value of the legal market in the consumer segment.

51%

of consumers had problems enforcing their rights and 20 percent remained unsuccessful.

Our workflow



A sustainable business model

BASIC

Free

- Check **possible rights**
- **Generate a legal letter** for chosen claim
- **Mail it directly** via GarantieHeld

Basic

PREMIUM

Favorite!

€**3,99**

Like Basic plus:

- **Faster:** No need to enter all information
- **Merchant reply** is being **analyzed** and **reply options** are given

Premium

TOP LEGAL

€**19,99**

Like Basic plus:

- **Examination by a lawyer**
- **Legal optimization**
- **Signed by a lawyer**
- **Delivery guarantee**
- Optional: Registered delivery

Top Legal



Current status:

- Selected by the BMWi jury for funding.
- Legal processes and templates are designed.
- Already first paying customers in beta phase.
- Collecting data for AI legal solving & replies.
- GH and WarrantyHero are registered brands.

Why GarantieHeld:

- We solve real problems for a great market worth (B2C legal market in Germany >9bn euros).
- Legal tech is buzzing. Technology is ready.
- (International), highly scalable.

The hero team

Complementary, motivated & experienced



Peter Niedermeier

CEO
Visionary and Idea finder

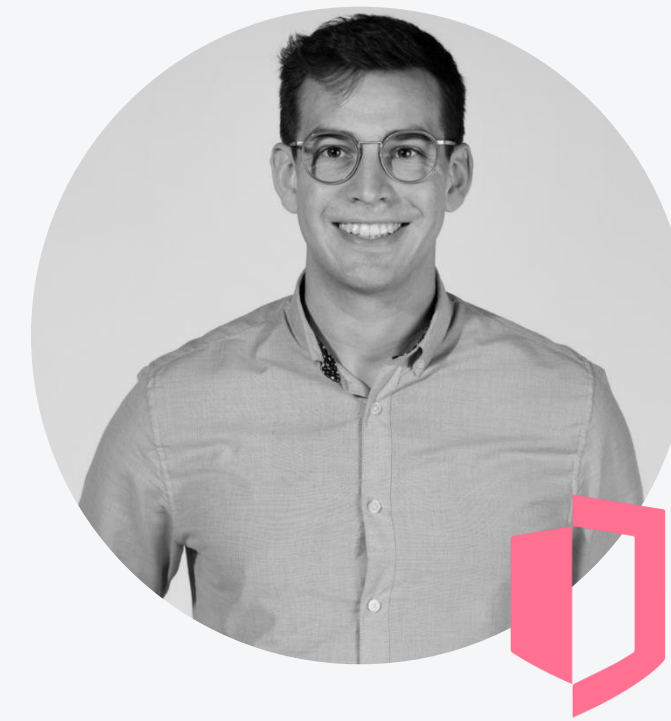
Driven to implement a
groundbreaking vision in the
European LegalTech space.



Sebastian Carl LL.M.

COO
Lawyer for consumer protection since 2015

GarantieHeld helps consumers in
cases in which I, as a lawyer, could
not help.

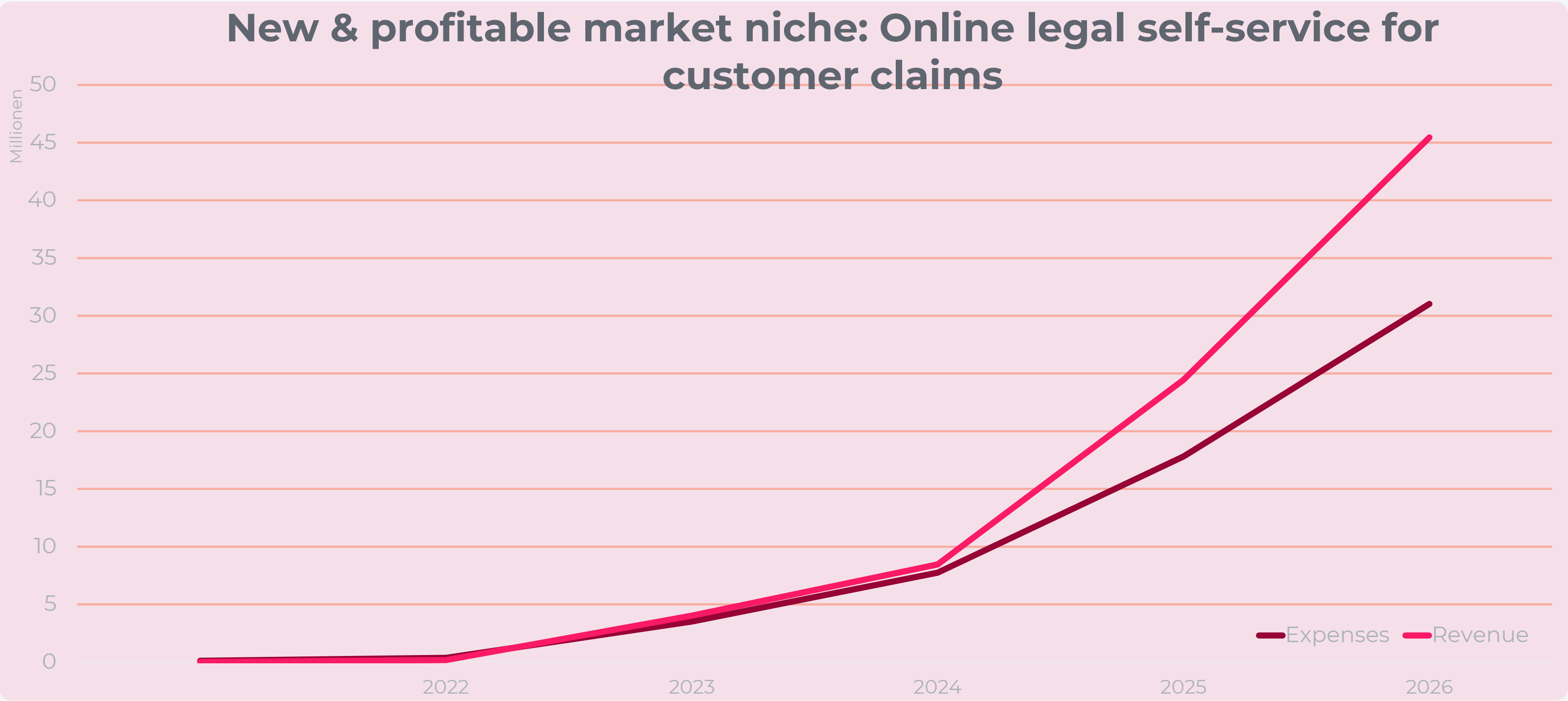


Martin Schwarz

Strategy
PhD student at university of Stuttgart

Believes in a world in which
everyone can access legal services.
Online and easy to use.

+ extended team of consultants & developers.



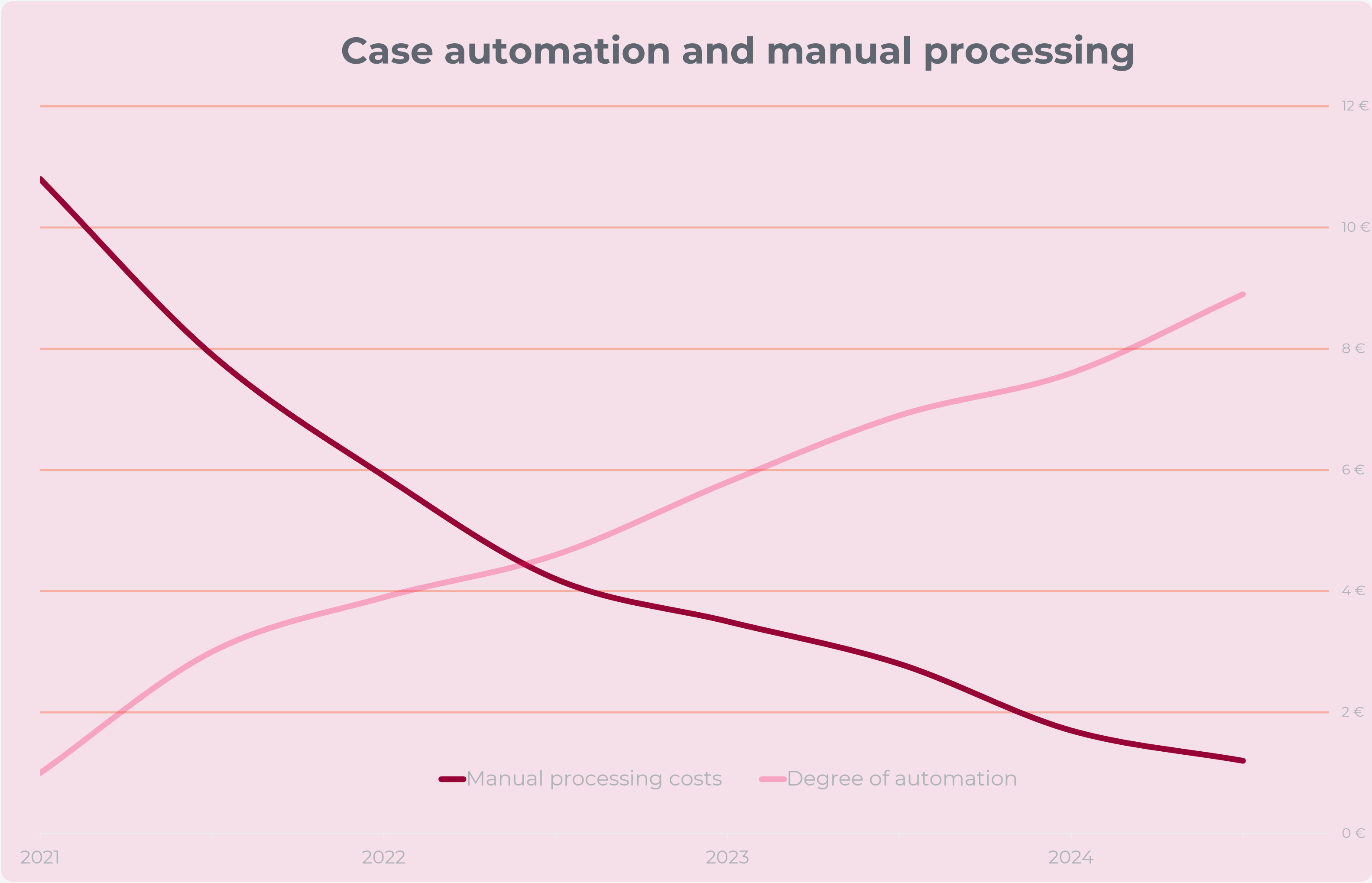
Capital requirement:
400.000 €

Funds Already Committed:
IGP funding: 165.000€

Remaining capital requirement:
Co-Investor : 235.000€

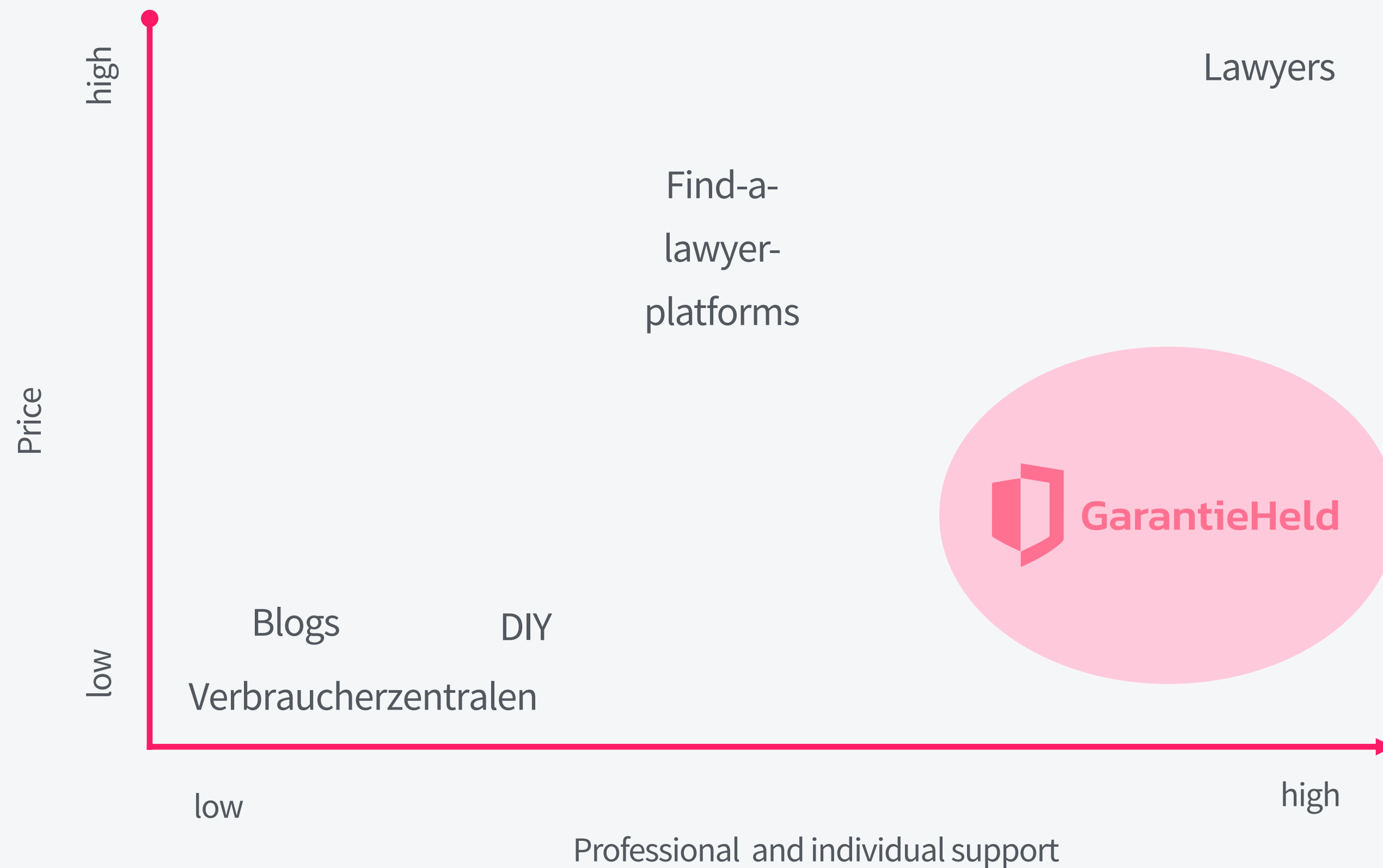
INVEST grant for private investors:
20% of investment up to 500.000 €

	2021	2022	2023	2024	2025	2026
Umsatz	5.000	170.529	4.023.452	8.456.438	24.451.781	45.451.922
Marketing	0	56.370	1.969.452	4.529.943	11.326.481	18.631.759
Staff	52.810	281.756	762.541	1.851.693	3.269.618	7.518.935
Other	55.093	34.512	985.921	1.367.021	3.215.287	4.874.460
EBIT	-102.903	-202.109	305.538	207.781	5.640.395	9.926.768
Employees	3	7	22	48	75	112
Cap. required	150.000	250.000	0	0	0	0



The **degree of automation**, which **increases in parallel** with the **number of users**, means that disproportionate **office capacities** can be **dispensed**.

Competition analysis



Other legal tech start-ups focus on **specific and singular topics** (e.g. flight rights compensation) or **do not offer automatic processing of the whole process** beyond a first mailing (e.g. Aboalarm).

With a **market volume of 126 billion euros in Germany**, GarantieHeld is the **first and only provider** in the targeted segment and **will revolutionize legal tech**.



GarantieHeld

Claim your rights with GarantieHeld!
Easy, online, fast.

Get in touch:
hello@garantieheld.de

FAQs

1) What is your business model?

We want to reach out to all customers: Our basis service is free. The business model is pay-per-use. We charge customers a fee to take care of everything (similar to Aboalarm). In addition, we offer a "top legal "service. In this case, a lawyer checks the customer's choice and gives feedback.

2) What is your status, and what are your next steps?

Our MVP includes full functionality to enter your case, choose your claim, and send a cover letter to the merchant. We are currently processing the merchants' replies for further communication with the merchant (e.g., additional information, deadlines). Firstly, we will implement this process manually to gather enough information to be able to train AI to automate the process fully.

3) What is your latest setback?

Some dealers do not like that customers use a different way of communication (currently only Zalando). We are in contact to remind them of the customers' rights and find a common solution.

4) Is your business highly scalable?

Sure. As soon as we are able to fully automate the process, we can roll out the platform to other (European) countries. We also believe that our approach of using tech to help customers that do not want or can afford to see a lawyer is vertically transferable (e.g., tenancy law, employment law).

5) Are you online, and are customers paying for your service?

Yes. Our MVP is launched, and we have paying customers. We are not pushing marketing currently to be able to learn from the cases and manually run our next stage of expansion.

