

JUSTICE INNOVATION GROWTH FACILITY

Why?

We are friendly rebels who are passionate about making social impact through justice innovation. To show we are committed, at Hiil we have put a number on that mission: By 2030, we aim to empower 150 million people to prevent or resolve their most pressing justice problems.

Why? Each year, 1 billion people have a new justice problem. Shockingly, over 70% of those people do not find a satisfactory resolution. 30% don't even feel empowered enough to take action. This has a high impact on their lives and society, from violence to seriously damaged relationships and business conflicts. How do we know this? We do bottom-up data studies, recording people's justice needs and experiences.

To make a long story short: justice does not deliver what people need in their most difficult moments. The problem is that we are still using the same models developed in past centuries. It makes the process of getting justice today slow, tough, difficult, and very expensive. We truly believe basic justice care for everyone is possible. With data and technology we co-create high quality justice based on what we need now.

We at Hiil call it: user-friendly justice.

How nurturing innovation works

Hiil finds the world's best justice innovations. Hiil sends out a call for applications for anyone working on justice innovation. Every year, an average of 500 apply. After a thorough selection process, we end up selecting between 10-20 innovations each year, of which 1 or 2 are can be helped to millions of people.

We help them grow with customized support. The innovations we support may enter our programme at different stages of growth. Some get smaller, local support if at early stages. Others get more tailor made international support when they're ready to scale.

Our local hubs provide constant mentorship. Our local hubs in Kampala, Lagos, Johannesburg, Kyiv and Nairobi, provide the innovators with an incubation programme customized to their needs.

Nurturing justice innovation takes time. In many cases, Hiil's mentorship, training and seed-funding (5k-20k EUR) is often the first support and international recognition they receive. Over a long period of time (up to a few years), we support innovations as well by fostering and guiding connections to the formal justice sector. From day one, we track their progress financially and on social impact.



Lawpadi: an innovation example that reaches millions

LawPadi is an online platform that provides legal information and advice to all Nigerians. Sustainable revenues are realised by optional referrals to competent and qualified lawyers, for which customers pay a fee. Customers also have the option to choose a paid VIP subscription. LawPadi has reached 300,000 people via their website and chatbots in 2018. Their user numbers are growing rapidly; in 2019 they added 40,000 new users a month.

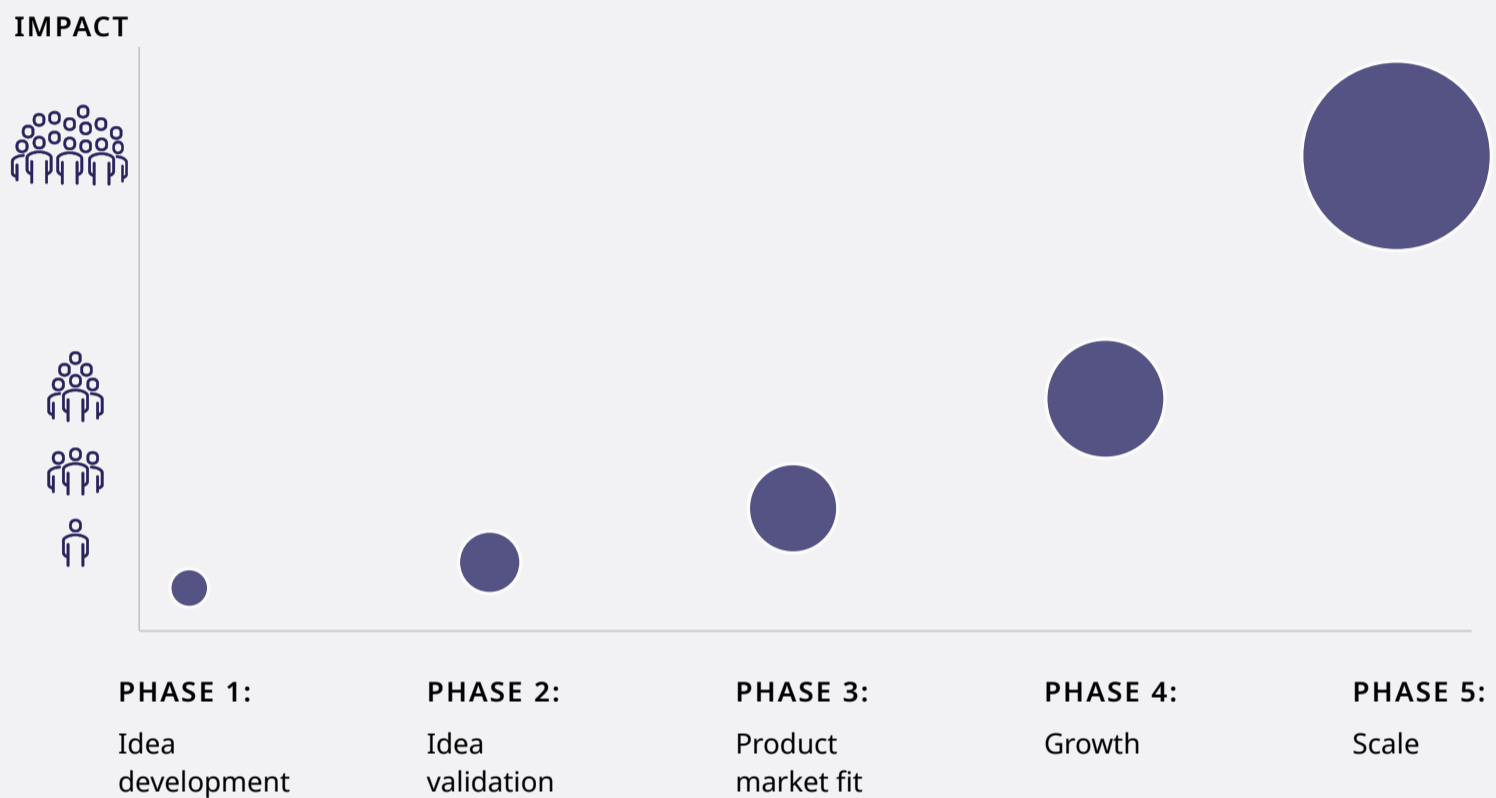
In 2019, they launched a new chatbot BINTA (Business In Nigeria Technological Advisor), an online chatbot for entrepreneurs and SME's. BINTA provides information on setting up businesses in Nigeria such as the registration requirements, regulations, and funding opportunities unique to the specific business of the SME when doing business in Nigeria.

Addressing the market gap for innovation

Once innovators have proven their business model and grown their number of paying users, they come at a point where they are too big for Hiil's seed grants, but often still too small for most impact (equity) investors (phase 3 and 4).

Over the years, we have identified a critical **funding gap for growth-stage innovators**, who are in need of grants/investments between 30K and 250K EUR. We are seeking your support to fill that gap.

Five phases of development:

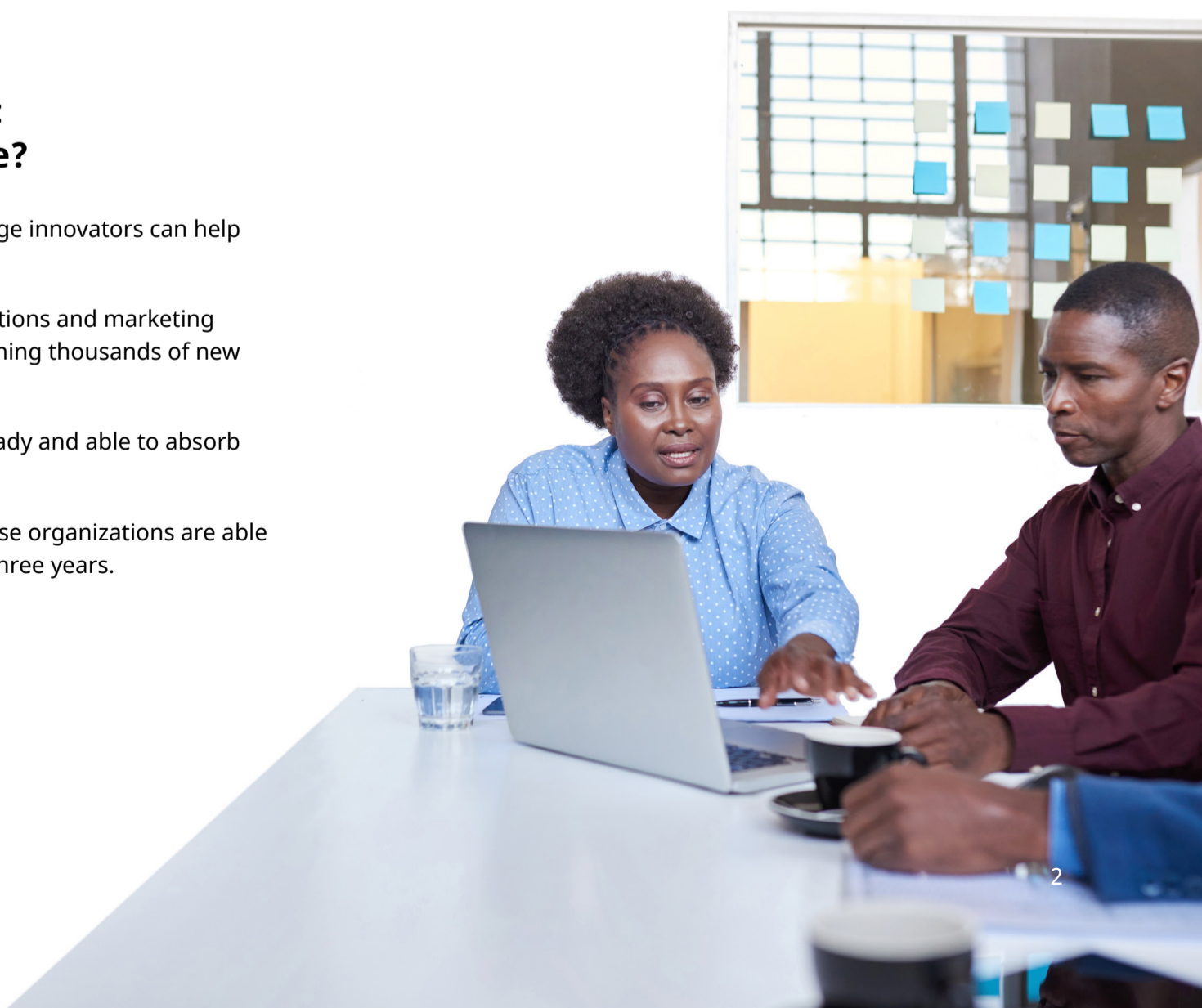


Return on social investment: impact up to a million people?

Supporting or adopting one of our growth-stage innovators can help them in two critical ways:

- (1) it will allow them to scale their team, operations and marketing much faster, creating more impact by reaching thousands of new customers,
- (2) it will allow them to become investment-ready and able to absorb bigger investments beyond 100K EUR.

Thanks to the additional investment/grant these organizations are able to impact up to 1 million people after two or three years. A significant return on social investment.



Due Diligence and monitoring the investment

Our selection process is rigorous and we carry out a due diligence before the investment is made. We obtain specific documents from the startups which include:

- Certificate of company/organisation registration
- Capitalisation table
- Documentation on any pending lawsuits against the organisation or any of its founders/employees
- Organisational chart, especially if there is a “parent” company involved.

In addition to that, we obtain the following information from the startups:

FINANCES:

- Income statement in the last 18 months
- projection: income statement for the next 18th months
- projection: cash flow in the next 18 months

MARKET OPPORTUNITY SIZE:

- How big is the market?
- Is startup in line with market trends?
- What are barriers for growth and barriers for entry in a new region/ country?
- What does the competition landscape look like?

BUSINESS MODEL:

- How is the business model financially sustainable (if not now, in the long run)?
- Is the business model replicable and scalable?

TEAM:

- What does the team structure look like?
- Is there domain expertise in the team?
- What is the background of the team members (track record)?
- How strong is the team management?
- How many co-founders, their unique skills and ‘can-do’ attitude

PRODUCT:

- What is the product about, is it fit for the next growth phase?
- Is it validated in new regions/ countries?
- Is the product and its tech scalable?
- Level of user-friendliness of the service

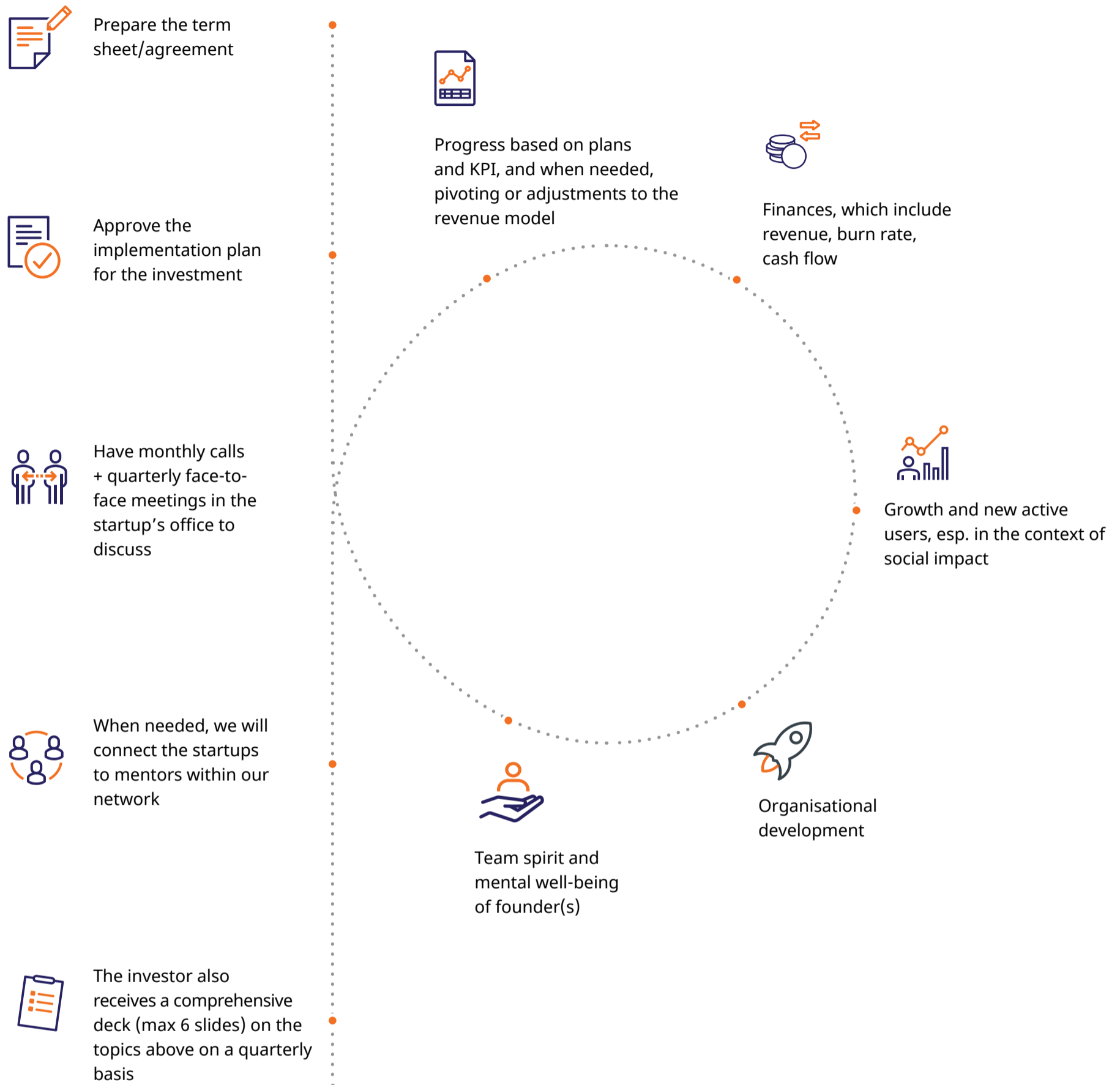
MARKETING AND TRACTION:

- How many active users do they have?
- What is their weekly growth?
- Are growth assumptions realistic?
- Is revenue recurring?

LEGAL RISK:

- What the legal risks for this startup? e.g. is there any chance that this startup is breaking a law(s)?

Once the investment is made, we monitor as follows:



What is our ask

At HiiL, we're not just solving small problems: we're solving **the most pressing justice problems** in the world. Our vision is to set up a justice innovation growth facility of 1 million EUR for growth-stage justice innovations, in order to reach 150 million people by 2030.

We start in Nigeria, a country with a well developed business climate and a market of 190 million citizens. Your support is critical in advancing justice innovations to reach millions of people in Africa and around the world. Do you join us with a **100K EUR contribution**, which includes investment and the necessary follow-up by HiiL for your social investment to grow?

Want to learn more or work with us?

Get in touch with our director of the HiiL Justice Accelerator Ellen Tacoma, at ellen.tacoma@hiil.org or our CEO Sam Muller at sam.muller@hiil.org.

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