

# Helix Ventures Partners invests in SerwisPrawa.pl

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At the end of December 2010, Helix Ventures Partners invested 1,500,000 PLN in SerwisPrawa.pl, a website created for all those who need legal information and advice on a daily basis, and especially these legal areas concerning private persons and businesses.

“HVP seeks projects which feature an innovative business model. SerwisPrawa is just that kind of solution – thanks to the comprehensive services it offers it is a one-of-a-kind project on the Polish market.” – says Małgorzata Walczak, head of Helix Ventures Partners Fund.

SerwisPrawa.pl is brand names of modern technology helping users navigate the complicated world of legal regulations. It helps them solve problems that appear in the dense meanders of legal regulations and gives useful insights concerning drafting civil-legal agreements and other documents. It also helps them avoid potentially risky situations. Since the beginning of 2010, the portal has been dynamically developing its activities. It is transforming from a generic legal website into a portal with precisely targeted services and products for selected segments of clients: legal offices, attorneys, legal advisors and tax advisors; applicants and law students; individuals and small and medium companies. HVP’s investment will enable the development of new products and services for individual groups of clients.

The company’s further development will be based on three pillars: B2C model legal website, B2B model legal website and dedicated Virtual Law Office applications. The company also plans to build active sales channels that will enable dynamic and stable growth in the long run. The main sales channel will be its own call center. Additionally, the field representatives will support sales activities. The company also plans to integrate its services with other partners, in those areas where it can deliver synergies beneficial to the client.

“When creating SerwisPrawa.pl, we have used only our own resources. We based on the substantial knowledge we had and observations of the business environment. In the

year 2006, we based our business model solely on publishing law-related content online. Currently, the portal has been updated with many innovative features. It has been continuously updated, implementing most of our ideas. With our unceasing engagement in this project, we have grown into an effective and competitive business. Taking of different types of activities, we have also noticed that in Poland young lawyers lack the tools necessary to work, develop and learn. The generation living in the Facebook era has completely different needs and expectations. It became our ambition to revolutionize the Polish legal market. The support from Helix Ventures Partners will enable us to fulfill this strategy. It will enable us to create a highly innovative product, which being a lawyer myself I am anxiously anticipating.”

â€” says Jarosław Olejarcz, cofounder and creator of SerwisPrawa.pl.