

## ComplyNow

**Goal:** Create an app or service entity, using technology in an innovative way.

Questions to Answer -

**Entity Name:** ComplyNow

**Product:** Comply Privacy

**Entity Purpose:** Help small business owners comply with the ever-changing privacy concerns, both regulatory and consumer information-driven.

**Problem Addressed:** Ever-changing threats and regulations in the privacy arena

**Solution Presented:** A mobile app and online service to provide small business owners with an overview of applicable regulations and service providers to assist in compliance.

**Why Now:**

**Market Size:**

**Details:** Develop product to identify regulations in a variety of areas: Health, Finance, Employment/Labor (Phase 1), Legal.

Identify specific legal requirements and threats in detail ("Data Breach of the Day")

Referral source to providers who can help with guidance, providing sources, services to the business owner

Ask an Expert

**Team/Partner Entity:**

**Business Model:**

Paid advertising from only relevant sources

Service Provider listing fee

Service Provider transactional fee

Business owner subscription (\$0.99 app)

Introductory Pricing -

**Competition:** Trade Groups that provide some information on these things

Solution: Invite trade group(s) to advertise and sponsor app

App Ideas:

- Technology Compliance App/Bundle: Help mid- to small- size businesses and firms monitor communications to ensure compliance with federal laws (privacy/security)
  - o What already exists - Data Loss Prevention tools: Products that will scan emails for sensitive information, and prevent unencrypted sensitive emails from being sent
  - o Platform to various providers (legal/tech/training)
    - In app, select Industry -> Applicable Government Regulations

- App already exists – Compliance Law Business App (not user-friendly though)
- Purpose: Protection of Consumer Info. Privacy
  - Name/Brand: Comply Finance (financial records), Comply Health (health records), Comply Employ (employment records)
- Why now? Compliance is on every business owner's brains; lawyers are very bad at complying with laws.
- 543,000 new business start each month, but more businesses
- CoachMe on demand
  - Of 1.2 million attorneys, 75% are in offices with less than 10 attorneys
  - Purpose: Help small firms or solo practitioners survive and thrive
- Online bidding service for legal services worldwide (Craigslist meets Angie's List). Connecting Lawyers to Consumers at a price point that's beneficial to Consumers
  - Potential ethical issue: Unauthorized practice of law in states where attorneys aren't licensed
  - Solution: think Craigslist – select State, then only attorneys licensed in that state are displayed and only they can bid on services
  - Federal legal issues can be open to attorneys throughout the country, e.g. immigration, bankruptcy
  - Add "Rate Your Lawyer" component? (Angie's List for law?)
  - Is there conflict/competition with LegalZoom?