

LEGALESE

OUR WHY



WHY DO WE DO WHAT WE DO?

We're looking to change the legal system by building the law firm of the future for the benefit of all lawyers and all businesses in South Africa.



HOW DO WE DO THAT?

We offer affordable and accessible legal services to allow our clients to grow their businesses legally and safely.

We hire smart lawyers and embrace technology to ensure our legal work is both professional and understandable.

Then we do this legal work within industries which we enjoy and understand.



WHAT DOES THAT ACTUALLY LOOK LIKE?

Our business has 4 main pillars

Commercial law – this is everything related to M&A, corporate structuring and contract drafting. We take care of the day-to-day contracts, but also specialize in the more complex corporate and commercial work.

Regulatory law – if you need to find out how your business interacts with the law, that's us. We focus mainly on the tech-related industries like data and fintech, but we also specialize in other regulated areas like Cannabis or Aviation.

Creative and IP Protection – we work closely with all facets of the creative industry and specialize in protection of intellectual property.

Labour Law – this is everything related to ensuring you have a legally compliant staff component and that you stay above the law when dealing with staff.

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OUR VALUES



BE THE GOOD PEOPLE OF LAW

We must be ethical lawyers and do work that we're proud to do for clients that we're pleased to do it for. Be part of a movement to change the reputation of lawyers in society.



PROFESSIONAL AND CAPABLE AT WHAT WE DO

Undertake work which we can knock out of the park. Ensure we're industry specific and deeply understand the industries we service and the value we're offering clients.



CONSTRUCTIVE AND ACCESSIBLE OUTPUTS

Our service must offer real value to clients and be presented in a manner which speaks to whomever our client may be. A contract which no one reads is just a piece of paper.



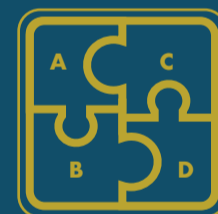
ALWAYS INNOVATE AND STRETCH OURSELVES

Constantly looking at what we can do better. Experiment with new ideas and don't be scared to set aside what didn't work.



WE'RE INTERESTED IN CULTURE, ARTS AND TECH

We are balanced people who don't just do the job, but love what we do and identify with being part of the company. We're interested in culture and music and enjoy catching up with colleagues after a weekend. We work in a place where we can be ourselves



ALL FOR ONE AND ONE FOR ALL

We work as individuals within a team. Everyone must have a handle over their work and be able to rely on team members for support, advice, resources or feedback.