Project Study (12 ECTS) at Legalian: Market & Competitor Research in the Legal–Tech Sector

🚀 **Join Legalian – A Fast–Growing, Angel–Backed Legal–Tech Startup!**

Legalian is a high–growth, angel–backed startup revolutionizing the Legal–Tech space. Our cutting–edge platform empowers notaries, lawyers, tax advisors, and auditors to seamlessly comply with the stringent requirements of the German Anti–Money Laundering Act (GwG). By harnessing advanced automation and AI–driven compliance solutions, we eliminate complexity, ensuring that our users can identify beneficial owners securely, efficiently, and with full legal certainty. As an early–stage, fast–moving startup, we are shaping the future of AML compliance—be part of the journey! 🚀

Project Description

As part of this project study, a team of **3–5 students** will conduct an in–depth **market analysis** for Legalian, focusing on two key research areas:

1. **Competitor Analysis:**
   - Identification and evaluation of existing competitors in the **Germany, DACH, and Europe/EU** markets within the AML compliance software space
   - Comparison of product offerings, business models, and technological approaches
   - Assessment of market positioning and identification of strengths and weaknesses of competitors
2. **Research on Potential Software Partners:**
   - Analysis of relevant software solutions that could serve as potential partners for **integrations or collaborations** (e.g., KYC/AML providers, identification services, legal–tech platforms)
   - Identification of strategic synergies for partnerships
   - Initial evaluation of potential business models for collaborations

Project Objectives

This project aims to provide **a well–founded decision–making basis for Legalian's strategic development**. By conducting a detailed competitor and partner analysis, we seek to enhance our market understanding and identify new growth and collaboration opportunities.

Expected Outcomes

- **Comprehensive market and competitor report** with strategic recommendations
- **Overview of potential software partners**, including preliminary assessments and strategic implications
- **Final presentation of findings** to the Legalian team

Student Profile

We are looking for motivated students from the following fields:
✅ Business Administration / Management & Innovation
✅ Business Informatics / Computer Science with an interest in Legal Tech
✅ Data Science with a focus on market analysis

Prior experience in **market analysis, competitive research, or business development** is beneficial but not mandatory.

Project Details

📍 **Location:** Remote (occasional meetings possible)
📅 **Duration:** 3–6 months
🗣️ **Language:** English or German

Supervision & Application

Students will work closely with the Legalian team and receive regular feedback. The project will be supervised by a professor or research associate from the **TUM School of Management**.

Interested students can apply by sending a short application (CV + why you are a good fit) via email to **maximilian.reinhard@legalian.io.** We look forward to your applications and to working together on innovative solutions in the Legal–Tech sector! 🚀

Maximilian Reinhard, Co–Founder & MD