

Parallel Avocats advised iAdvize on the choice of the most appropriate legal structure for its on-demand pool of experts (the "Ibbü" service) and to scale it from a legal perspective.

1. Challenge

In a tight schedule due to a busy tech roadmap, iAdvize wanted to obtain a clear view of the legal options available to set up its model and to understand the risks of each option before changing its operational model in order to develop the "Ibbü" service.

2. Solution

In order to be efficient and pragmatic, Parallel's lawyers learned about the company's business model and operational functioning, which required an ongoing interaction with iAdvize teams. A detailed analysis of the legal options, the risks and the roadmap for the execution of each scenario was prepared for iAdvize in order to enable them to make a choice.

3. Bénéfices

Pursuant to Parallel Avocats' analysis, iAdvize's executives had all the information needed to take their business decisions. Once the option was chosen, the implementation was fast and efficient since Parallel Avocats had already anticipated this step with a detailed roadmap. The contracts were written, the user journey was updated and the internal teams' training (sales and marketing) was carried out.

Avis du client

I am delighted with the pragmatic and effective approach of the lawyers of Parallel law firm because it allowed us to accelerate on the Ibbü service thanks to a hands-on legal advice. The legal expertise of Parallel's lawyers was a key asset, as was their ability to quickly understand the operational functioning of the company. Their advice allowed the legal department to have clear options and to be able to advise iAdvize executives.

Caroline Leroy & Matthieu Huet

Respectively CFO and Legal Counsel of iAdvize