

Letrat



Viti, Kosovo

The AI that protects brands before lawyers even start reading.



Kristijan Ramaj
Founder & Managing Director



kristijan@ramaj-ks.com



markatregtare.com (KS)
aidatm.com (international market)



<https://www.linkedin.com/company/letrat>

THE ASK

€150K for **15%** equity



€850,000 pre-money valuation.
18-month runway for Balkan expansion and a Swiss entity.
Allocation: 37% Platform Development & AI; 23% Marketing & Regional Launch; 17% Registry Integrations (Albania, Serbia, N. Macedonia, Montenegro, Croatia, Bosnia and Herzegovina); 13% Staff & Operations; 10% Legal & Contingency.
EU markets via Croatia; worldwide via the Swiss entity (WIPO, Geneva).

MARKET OPPORTUNITY

ANNUAL SPEND

\$500M–\$1B

Annual trademark clearance spend across law firms, search providers and IP bureaus.

SAM

\$480M

DACH & Western Balkans.
Sub-enterprise cloud segment: mid-market IP law firms and regional SMEs.

SOM

€2.4M

ARR by Year 3.
~800 active accounts across Kosovo, the wider Balkans and Switzerland.

THE PROBLEM



Manual and fragmented

Lawyers waste hours cross-referencing disconnected databases. Image-based similarities can be missed, exposing clients to costly legal oppositions. 60–70% of mid-market word-mark clearance remains manual, costing \$500–\$2,000 per search in legal time and database fees.



Volume and cost pressures

3.9M annual global filings, including 600K+ in the U.S. (WIPO/EUIPO/USPTO). Filings grow 5–7% annually as clients demand faster, cheaper services.



Why now?

Computer vision and visual trademark matching are now scalable. Legacy providers (Clarivate, Thomson) are slow and expensive, leaving room for first-mover automated legal infrastructure.

THE SOLUTION



14-hour searches → 8 seconds

AI-powered trademark clearance replaces a manual search with an 8-second automated process.



End-to-end legal copilot

Instant clearance, 24/7 registry monitoring and document auto-generation. Native regional integrations; Albanian, English and Serbian interface; accessible SaaS for SMEs and local law firms.



Built by a licensed IP lawyer

The entire platform is coded in-house, with features backed by procedural case law and zero outsourced agency risk. Our active IP law firm is a testing lab and warm client pipeline. Global competitors ignore the Balkans and charge enterprise rates.

BUSINESS MODEL



SaaS subscriptions

Individual €149/yr (up to 5 marks)
Business €349/yr (up to 25 marks)
Lawyer/Agent €990/yr (up to 500 marks+)



API access fees

For law firms integrating our trademark intelligence into their internal management portals.



Target customers

SMEs (direct protection) and IP law firms (multipliers). Acquisition through direct B2B sales, law firm partnerships, and industry events like the Brand & IP Forum.

NOTEWORTHY MILESTONES

- Apr 2026** Public launch at the Brand & IP Forum.
- Pilot** Active 60-day ZMP Law Firm trial (WTR 1000 Gold Tier IP practice).
- Live** SaaS integrations with APIK (Kosovo), EUIPO and SwissReg.
- AI tested** 39 applications; 18 high-risk conflicts flagged; ~99% verbal accuracy; zero missed conflicts.
- 500+ cases** RAMAJ & Associates cases used to build procedural, non-hallucinating legal workflows.
- 2027** Selected for Endeavor Kosovo's Dare2Scale accelerator programme.

KEY PERFORMANCE INDICATORS

KPIs	Year 1	Year 2	Year 3
Revenue	€ 32,000	€ 246,000	€ 2,051,250
# of Customers	39	300	2,500
# of Employees	3	5	8
Covered jurisdictions	3	15+	World-wide

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.