

# Firm Launches On-Demand GC Service for Small Businesses and Entrepreneurs

Legal technology company Legal Hero has announced the launch of a new general counsel service to provide small businesses and entrepreneurs with access to regular guidance and legal advice.

Through its online portal, Legal Hero GC connects companies with an experienced, vetted attorney to act as an on-demand adviser and partner, giving businesses all the benefits of having an in-house lawyer without the excessive fees commonly associated with hiring an internal or external general counsel, the company said in a release.

“Most small business and entrepreneurs today don’t have the benefit of having in-house lawyers or external law firms on retainer like their larger competitors, but still need expert legal advice they can afford and trust,” the release said. “Legal Hero GC addresses this gap in the marketplace by matching companies with a vetted lawyer and guaranteed pricing to help guide their growing businesses through anything from employment law issues, corporate legal questions, contract and other document review, and whatever other legal support a company may need.”

“As an entrepreneur, I have a lot on my plate. With my Legal Hero GC, legal matters are no longer stressful and a lot of my time is freed up to focus on what matters most – growing my business,” said Daniel Heller, CEO of The Welcoming Committee. “Whether it’s providing advice on employment issues or helping me decipher a contract, I can always rely on my lawyer’s advice and their ability to make the project as seamless and efficient as possible.”

“As we worked with clients to connect them with the right lawyer for their legal projects, we realized there was a real need in the small business community for a general counsel platform that could help in a more on-demand capacity,” said Annie Webber, co-founder & CEO, Legal Hero. “Adding the Legal Hero GC service was a perfect fit for us as we’re constantly looking to find new ways to help small businesses and entrepreneurs get the legal support they need without the excessive costs and contracts associated with traditional law firms.”

The release continues:

Legal Hero GC is offered in three packages from early-stage entrepreneurs who need advice to keep their growth on track, to growing companies in need of regular guidance. By leveraging the online matching technology and the power of the Legal Hero attorney network, Legal Hero GC helps companies find the right attorney for their business needs.

Launched in November 2014, Legal Hero is a legal technology company that matches experienced lawyers to small businesses at significant price savings over traditional law firms. Unlike other attorney matching services or providers of blank legal forms, Legal Hero brings quality and pricing certainty found through its vetted network of lawyers and transparent pricing of projects.

### **About Legal Hero**

Legal Hero covers businesses’ most common legal needs. Specific projects offered include those involving business formation, employment law, intellectual property, real estate, and immigration. Legal Hero is available nationwide for intellectual property and immigration projects, and is currently available in New York, Massachusetts and Florida for all other projects, with plans to expand into additional states.