

# Van Huyssteen & Lexium Growth Brief

The plans, the numbers behind them, and the market context.

Prepared for: Van Huyssteen Commercial Attorneys

April 2026 · Llewellyn Hattingh, LeanAds

## The Numbers

This is how we arrived at the estimates in Section 01. Structure: inputs → assumptions → outputs. Sourced figures link out. Estimated figures are flagged.

### Input 1 — Cost per click

CPC is the first number. Everything downstream depends on it.

Legal — global avg CPC (2025) <b>\$8.58</b> Highest of all industries	'Lawyer' keyword — South Africa <b>R58</b> SEMrush / WordStream SA	SA commercial law — our working range <b>R35–55</b> △ Estimated
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Source: [TheeDigital 2025](#) · [Digitalhippo SA 2023](#) · [WordStream 2024](#)

△ Assumed: R35–55 is our working estimate for SA commercial/corporate law — derived from the published R58 SA 'lawyer' average, adjusted down for lower competition vs personal injury. The account audit will produce actual figures.

### Input 2 — Click-through rate and conversion rate

Metric	Legal — global (2025)	Our working estimate
CTR	5.97%	4.5–6.0%
CVR	5.09%	4–6% post proper setup
CPL	\$131 (~R2,400)	R1,000–R2,500 △ estimated

Source: [TheeDigital 2025](#) · [Growth-onomics 2025](#)

△ Assumed: SA commercial CPL is a model estimate. Global legal CPL is skewed upward by US personal injury. A well-structured SA commercial campaign should land materially below the global benchmark.

### The calculation — inputs to outputs

Applying the ranges above to each plan's ad spend:

Plan	Ad spend	CPC range	Clicks/mo	CVR 5%	Leads/mo
Lean	R8,000	R40–55	145–200	5%	7–10
Mean	R14,000	R40–55	255–350	5%	13–18
Machine	R20,000	R40–55	364–500	5–6%	18–30

△ Assumed: Phase 1 CVR will likely be lower (3–4%) while tracking is being configured. 5% is the published industry benchmark post-optimisation.

### Lead-to-client conversion and ROI

Industry average for law firm PPC lead-to-client is 10–15%. We are using that range as our working model — no adjustment applied. Actual close rate will be established from account data in Phase 1.

Source: [Zahavian Legal Marketing](#) · [SEOProfy — PPC for Lawyers](#)

△ Assumed: Close rate of 10–15% is the published PPC industry average for law firms. Conservative baseline — not adjusted for reputation or market position. Phase 1 data will replace it.

Plan	Leads/mo	Close rate (industry avg)	New clients/mo	Min fee est.	Monthly return vs total spend
Lean	7–10	10–15%	1	R20,000	R20k vs R15,900 spend
Mean	13–18	10–15%	1–3	R20,000	R20k–R60k vs R26,900 spend
Machine	18–30	10–15%	2–4	R20,000	R40k–R80k vs R39,900 spend

△ Assumed: R20,000 minimum fee is a conservative floor for a commercial agreements instruction. M&A and restructuring matters run substantially higher. Scope creep on a single corporate client routinely multiplies the initial instruction 1.5–3x.

At industry average close rates, even Lean breaks even on a single commercial client. One M&A instruction covers multiple months of total spend. These are the floor numbers — not the ceiling.

## What one client is actually worth

The ROI case does not rest on volume. Commercial legal work has one of the highest client lifetime values of any professional service category. A single instruction can justify months of ad spend.

Instruction type	Typical fee range	Scope creep multiplier	Effective value range
Commercial agreements	R15,000–R40,000	1x (standalone)	R15k–R40k
M&A / share purchase	R80,000–R300,000+	1.5–3x (tax, competition, contracts drawn in)	R120k–R900k+
BEE restructuring	R60,000–R200,000	1.5–2x	R90k–R400k
Corporate law / ongoing retainer	R20,000–R80,000/mo	Recurring	R240k–R960k/year

△ Assumed: Fee ranges are illustrative estimates based on publicly available SA commercial law market data and general professional services benchmarks. Actual fees depend on complexity, scope, and firm structure.

The **break-even question** is not: will we get enough leads? It is: how long until one converts? On the Lean plan at R15,900/month total, a single commercial agreements instruction at R20,000 covers the first month. A single M&A instruction at R80,000 covers five months. A restructuring client who expands scope covers the year. The maths works even at the floor.

## Lead response time — the multiplier most firms ignore

Getting the lead is only half the problem. The research on what happens after a lead comes in is unambiguous.

<p>More likely to qualify &lt;5 min vs 30 min response</p> <p><b>100x</b></p> <p>InsideSales / Lead Response Mgmt Study</p>	<p>More likely to qualify &lt;1 hr vs 24 hr response</p> <p><b>7x</b></p> <p>Harvard Business Review — 2.24M leads</p>	<p>Average B2B response time across all industries</p> <p><b>42–47 hrs</b></p> <p>Most firms are not competing here</p>
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Source: [Lead Response Mgmt Study](#) · [Rep.ai 2024](#) · [Verse.ai](#)

Law firms with AI-assisted intake report a 30% lift in visitor-to-lead conversion and a 12% uplift in website-generated leads.

Source: [ABA — Leveraging AI to Grow Your Legal Practice \(2024\)](#)

This is what the Machine plan's AI infrastructure delivers — and why it functions as a multiplier on every rand spent on ads.

## SECTION 03

# Lexium: How We Understand It

## SA legal tech market — what the data shows

SA legal tech market (2024) <b>\$126.5M</b> ~R2B · CAGR 11.7% to 2030	SA legal AI market (2024) <b>\$10.6M</b> ~R170M · CAGR 18.6% to 2030	Active SA legal tech startups <b>~105</b> None yet dominant in deal intelligence
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Source: [Global Legal Market Substack \(Feb 2026\)](#) · [Grand View Research 2025](#) · [Justice Accelerator 2025](#)

The legal AI segment is growing at 18.6% CAGR. No dominant deal intelligence product exists in South Africa yet. The market is being educated by the broader AI wave — which reduces the cost of building awareness.

We have not modelled Lexium's SaaS revenue because those assumptions are not solid enough to be useful here. The SA market is large enough and early enough that even conservative subscriber figures produce meaningful numbers — but that analysis belongs in a separate conversation.

## SECTION 04

# The Landscape

Two markets: the global legal AI tools Lexium positions against, and the South African commercial law market Van Huyssteen operates in.

## Global legal AI — tools, pricing, and the gap

Tool	Pricing	Primary user	Core capability	SA relevance
<a href="#">Harvey AI</a>	\$1,000–1,200/seat/mo	AmLaw 100 firms	Custom AI on firm precedents	Too expensive for SME; US/UK focused — proves willingness to pay
<a href="#">Spellbook</a>	~\$179/user/mo	Transactional lawyers	Contract drafting in Word	Generic IP; no SA law anchoring — closest accessible global comp
<a href="#">Ironclad</a>	Enterprise custom	Corporate legal depts	Full contract lifecycle	Post-signature focus; not accessible to non-lawyers
<a href="#">Luminance</a>	Enterprise custom	M&A due diligence teams	Due diligence automation	High-end M&A only — no accessible tier

Tool	Pricing	Primary user	Core capability	SA relevance
<a href="#">Robin AI</a>	Series B funded	Financial services / PE	AI + human contract review	UK/Asia focus — no SA presence
<a href="#">CoCounsel</a>	Bundled w/ Westlaw	Research-heavy firms	Legal research + memos	US law only
ChatGPT	\$20–30/mo	Anyone	General AI	No SA commercial law IP — biggest indirect competitor

Source: [Sacra — Harvey](#) · [Sacra — Spellbook](#) · [Irys Legal AI Pricing \(April 2026\)](#) · [Elephas \(March 2026\)](#)

## Category proof at scale

Harvey ARR (2025) <b>\$195M</b> 3.9x YoY growth	Harvey valuation (March 2026) <b>\$11B</b> From \$50M ARR end of 2024	Spellbook Series B (Oct 2025) <b>\$350M</b> \$50M — Khosla Ventures
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Source: [Sacra — Harvey](#) · [Sacra — Spellbook](#)

Every global player above serves law firms or enterprise legal departments. None serves the executive, business owner, or in-house generalist who needs South African commercial law IP at an accessible price. The demand for the category has been proven at scale. The SA-specific product does not yet exist.

## SA commercial law — the market Van Huyssteen operates in

SA private-sector legal services (2024) <b>R43B</b> Projected R65B+ by 2030 · CAGR 7.1%	Corporate law segment <b>Largest +fastest growing</b> Within SA private legal sector	Practising attorneys in SA <b>33,929</b> Plus ~2,000 advocates as of 2025
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Source: [Global Legal Market Substack \(Feb 2026\)](#)

AI is compressing legal work hours across all commercial firms simultaneously. Thomson Reuters' 2024 Future of Professionals report found AI can automate up to 23% of a lawyer's working hours. Goldman Sachs estimated the figure could reach 44% of tasks as models mature. The firms that respond by increasing client volume grow. Those that do not will see revenue shrink as per-instruction hours fall.

Source: [Global Legal Market Substack \(Feb 2026\)](#) · [Justice Accelerator 2025](#)

## Next steps

1. NDA signed and returned
2. Plan selected — Lean, Mean, or Machine
3. Service agreement signed, first month confirmed
4. Google Ads and Analytics access granted
5. Account audit completed within 3 business days
6. Strategy presented and approved
7. Van Huyssteen campaigns live · Lexium strategy in parallel

