Aiternalex Law Firm was created to contribute to the scientific-technological progress of human society, supporting all those working in the innovation and digital industry, through a team of legal, tech and tax professionals.

OUR BUSINESS

We offer **legal assistance services** to all companies operating in the digital and innovation industry, and **advice to investors** targeting companies or start-ups operating in the digital and innovation industry.

OUR APPROACH

Our approach to investment is an original method that derives from the **application of Legal Engineering to Investment Analysis**. It involves an open and innovative mindset that allows us to think outside the box in order to reach the result in a more efficient and solid way, thoroughly understanding all the mechanisms of the target company.

Our team's **interdisciplinary skills** allow us to fully analyse the regulations, science, design thinking and technology of a target company in order to carry out an extremely detailed and effective investment analysis.

INVESTMENT ANALYSIS

The **Investment Analysis** is performed by evaluating the investment in terms of income, risk and resale value. Specifically, the factors that are examined in the analysis are:
1. **Risk**;
2. **Cash Flow**;
3. **Resale Value**.

While standard investment analyses manage to perform Cash Flow and Resale Value analysis without any problems, they hardly manage to perform an effective and detailed risk analysis.
An accurate risk analysis is essential to be able to correctly evaluate an investment because if the risk of the investment is too high, a loss is very likely.

Effectively analysing the risk, however, is not easy; **all factors related to the investment must be correctly assessed**:
1. the company understood as business model, revenue model but also the combination of all the technical and technological factors involved in the production process;
2. the market;
3. the industry;
4. the regulatory ecosystem and much more.

This fundamental **requirement** for the Investment Analysis becomes **even more complicated in the event that the target company operates in the digital industry or, worse still, in innovation**, since, within the risk analysis, all the aforementioned elements will have to be evaluated in relation to very technical areas and issues such as those related to programming or, future industry legislation involving very heterogeneous aspects (e.g.: the AI Act involves elements of Law, Technology, Psychology and Sociology).

LEGAL ENGINEERING

Legal Engineering is the solution to this problem.
It is a result-oriented process based on an integral
understanding of the risk, through the involvement of
interdisciplinary professionalism, to define a clear and
comprehensive analysis.

**The scope of Legal Engineering's application to
Investment Analysis** is very broad and varied, and is
applicable to the processes that characterize large
international groups as well as small innovative
start-ups.

*The application of Legal Engineering to
Investment Analysis is the refore the
**ideal tool for the evaluation of
investments** in start-ups or companies
operating in the field of digital and
innovation.*

info@aiternalex.com
www.aiternalex.com

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