

LEGAL TECHNOLOGY

Got.Law

A legal marketplace across two full platform generations, 2015 to 2025. Frank Robles built it as CTO, led its sale to a public company, ran it as President at launch, and Robles Industries owns the platform today.

2015

First platform, in Rails

3,189

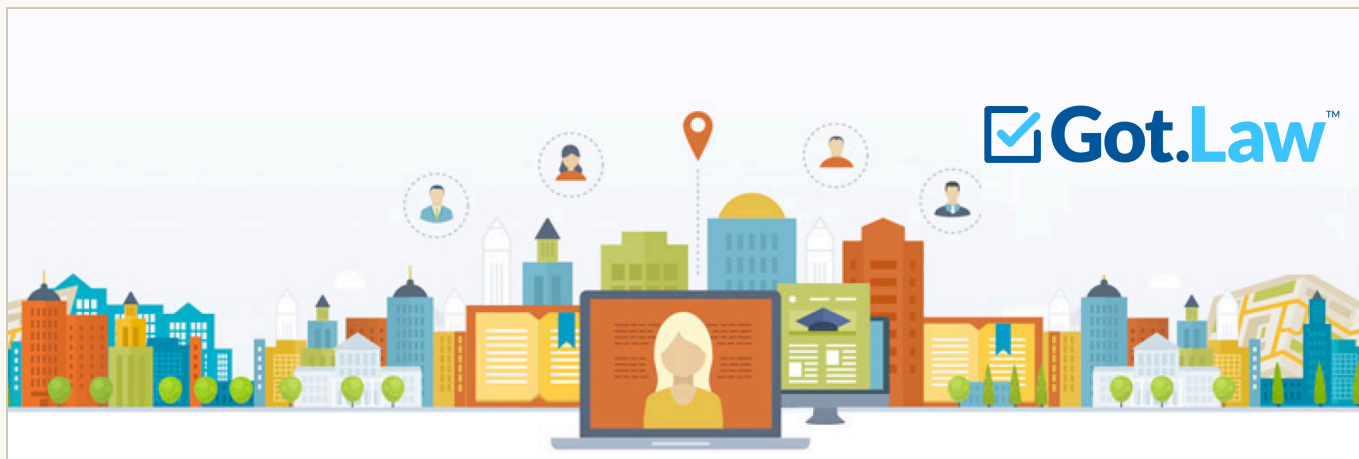
Commits in the first generation

4,727

Commits in the second, to 2025

\$100

Flat fee per confirmed booking



GOT.LAW, THE SECOND GENERATION BRAND

THE PROBLEM ON BOTH SIDES

A person looking for a lawyer starts at a directory and ends in phone tag. The attorney ends up on a first call that a form could have answered, and decides afterwards whether the matter was ever for them. The directory collects either way.

Two-sided marketplaces are hard, and most of the difficulty is in the parts nobody demos: real calendar availability on both sides, intake that changes what the first meeting is worth, payments inside a regulated profession, and a price a supplier will actually accept.

WHAT THE PLATFORM DOES

An attorney directory with profiles, practice areas and jurisdictions is the front door. The booking side is the real engineering: two scheduling services, one for the attorney and one for the client, running against a calendar availability provider so a lawyer's own calendar decides what a client can book. Attorneys keep the calendar they already use. The platform reads availability and writes the meeting.

Digital intake sits between the booking and the meeting, so the client answers a structured set of questions about the matter before the consultation and the attorney walks in informed. Payments run through a dedicated server and React client, integrated with a legal-industry processor so trust accounting rules are respected rather than worked around. A content management system for firm pages, a case and communication layer and reporting round it out.

THE PRICING MODEL, WHICH IS PUBLISHED

Free for clients, with any attorney consultation fee disclosed before the booking is confirmed. Attorneys pay one flat \$100 fee at the time of a confirmed booking, with no commission and no subscription. If the attorney reads the intake and decides the matter is not for them, they cancel in advance and are credited instantly.

That last rule is what makes the intake worth filling in. It also prices the product the way a supplier will accept it, which is the part most marketplaces get wrong twice before they stop.

HOW IT IS BUILT

Two generations. Ruby on Rails first, 3,189 commits from February 2015 to August 2017. Then a Python and Angular rebuild: a new foundation repository in 2017 and a main application carrying 4,727 commits through March 2025, with an Angular 13 front end, scheduling services in Node and Angular against a calendar provider, payments in JavaScript and React, a Laravel content management system, and Terraform for the infrastructure.



TEN YEARS, THREE NAMES

It started as Lawbooth, a marketplace for legal advice built in Rails under a company called Congo, where Frank advised the founders and helped raise the round. He joined as CTO with the funding in early 2017, built an engineering team of 12, moved the platform onto an AWS architecture he designed, and the brand became JustLegal.

He then led the sale of the technology to DigitalTown, Inc. (OTC: DGTW) in an all-stock asset purchase that closed in December 2017, and he and his core engineering team moved with it. Got.Law launched on 7 December 2017 with Frank as its President, and he went on to serve as DigitalTown's chief operating officer. When DigitalTown later sold assets, Robles Industries acquired Got.Law.

BAR ASSOCIATION WORK, 2017

Alongside the marketplace the team built a Maryland Bar Association site and a Minnesota State Bar demo prototype, plus an Austin Bar integration. Association distribution is how a marketplace reaches a profession that trusts its associations more than it trusts startups, and the work is described here because it was built and delivered.

It ran under a signed paid agreement that was never paid. We present it as work delivered. It is not revenue and we do not offer it as a reference.

STATE TODAY

An owned asset, currently offline. The site was shut down at its cloud host in 2025 after funding for the relaunch ran out. The domain, the brand, the code and the pricing model are held by Robles Industries. Relaunch is a funding decision rather than a technical one.

WHAT WE DO NOT CLAIM

The acquisition was reported in the trade press in October 2017 and Got.Law's launch was announced by press release on 7 December 2017. No transaction value appears on this page. DigitalTown's later wind-down was also covered in the trade press and is not ours to characterize.

WHAT WE CAN START ON

A two-sided marketplace with scheduling and money inside it. Intake and matter management for a firm or an association. Or a conversation about Got.Law itself, if you would rather buy ten years of this than build them.

512-900-4871 · div42.com · roblesindustries.com