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Adam Eidelmann and Jamie Benizri: Today's Notable Young Entrepreneurs

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Today's Notable Young Entrepreneurs are Adam Eidelmann and Jamie Benizri of Legal Logik, whose company provides high-quality and accessible legal services to individuals and businesses using unique menu-style programs...

Elevator Pitch: Describe your business in a nutshell.

Legal Logik was founded in order to provide high-quality and accessible legal services to individuals and businesses alike. With unique menu-style programs and inclusive package pricing options, clients have the freedom to select services that meet their specific needs without any speculative pricing or hidden costs. This innovative approach has received widespread appeal throughout the legal services industry, attracting those who would otherwise not seek legal counsel. Our comprehensive service packages cater to all of your legal needs, while ensuring a straightforward and individualized experience.

Legal Logik provides a comprehensive selection of individual and corporate services to meet the growing challenges faced by professionals, entrepreneurs, and businesses alike. We offer premium consultancy and represent a wide range of clients who operate in the private, public, and non-profit sectors. Our innovative pricing model allows clients more flexibility in selecting the best value for the services required.

Why did you start your business, what was the inspiration?

Jamie and I believe that the legal marketplace is somewhat archaic; the model hasn't evolved much compared to other fields. Therefore, we believe that there was a need for a more accessible brand of law firm, focused more on client services, which we tailored to individuals and corporations alike.

What is the best part of what you do on a day-to-day basis? The most challenging part?

The best part of my day is hearing back from a satisfied client. This is the best form of advertisement possible. The reality of my profession is that doing a good job doesn't always mean winning money for your client or getting a client "off," but often takes various other forms such as preventing further damages, helping to decipher information, which requires analysis to even saving a demerit point on ones license. Because lawyers often promise the moon and stars to their clients and often end up disappointing them, we spend a lot of time educating clients as to their options and the consequences of choosing one.

Adam: The most challenging part of my day is dealing with all of the emergencies that can arise in a legal practice. I also agree with Jamie that managing personalities and expectations is a tremendous challenge that lawyers face on a daily basis.

Jamie: Also managing expectations is an art in of itself. We tend to foster close relationships at our office with our clients and normal things such as going on vacation or being at trial for an extended period of time often leaves our clients nervous. I think managing priorities is also a daily challenge.

Where do you see your business going in five years?

We see the brand growing to other jurisdictions, even opening an office in Ontario, as Adam is a member of the Upper Law Society. Moreover, there are other lawyers in our office that have their Florida Bar, and crossing the border down south is also something that is currently in the works to serve Canadians with interest in the US.

What is the most memorable milestone in your career?

I'm not sure there is one in particular that sticks out, but the best decision we ever made was to go out and start our own respective practices.

Do you have any advice for other young professionals?

Adam: It is very important to surround yourself with a great team, no one person can get there alone.

Jamie: You must love what you do. A lot of professionals don't understand the practise they've studied for so long to get into, and because we are (mostly) selling our time, if you don't enjoy the ride (or the work you're doing), you're going to be miserable and your clients will easily see this as it will translate into your work.

Do you support any charities? If so, which one(s) and why is that important to you?


Both, Jamie and I do support charities.


Jamie: I support the Montreal Holocaust museum and have sat on various boards including the finance committee of the Montreal Holocaust museum, the friendship circle and SAJE Montreal. Moreover I also mentor


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start-up business owners through the CYBF and act as chief legal counsel to Pierre Marsand, Liberal MP for Robert-Baldwin.

Adam: I support various charities, namely Candere's run for cancer and Tremblant 24 h Foundation

Blackberry, iPhone, Android, or Other?

Adam: I am an Android guy. Jamie prefers the iPhone... can't always agree on everything.

How do you keep active, energetic, and vibrant?

Jamie: We all have time constraints, but there really is no excuse not to stay active so I run as often as I can and try to weight train in my makeshift home gym. Oh, and my two young children keep me moving.

Adam: I go to the gym four days week, incorporating cardio and weight training, which is the most effective way to relieve stress for myself.

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