



Joanna Frivet

LegalMoov

Joanna Frivet is a lawyer specialised in international law, having worked at the International Criminal Court (ICC) in The Hague and subsequently at the Bar of England and Wales. She began her legal career at the age of twenty as Chief of Staff to the Chief Prosecutor of the ICC, where she was involved in the investigation and prosecution of war crimes. Following her time in The Hague, she practised at the Bar in London before relocating to Ireland. This work has provided Joanna with invaluable insights into the complexities of legal systems and the pressing need for accessible legal information, particularly for vulnerable communities.

In recent years, Joanna has channelled her expertise into consultancy work, advising international organisations, non-profits, and victims of conflict. She is also a serial entrepreneur, having successfully founded three businesses, including a wellness clinic in Carrick-on-Shannon and a legal consultancy focused on international justice.

In 2025, Joanna co-founded LegalMoov alongside Franziska Vulprecht, a German lawyer specialised in legal automation. LegalMoov is an AI-enhanced legal tech platform designed to transform access to legal information and connect individuals with legal professionals through a transparent, quality- and price-driven marketplace. It is currently launching in Ireland, Northern Ireland, and the United Kingdom, with plans to expand into Europe, Commonwealth countries, and beyond.

LegalMoov was nominated for the Business All-Star Legal Tech Start-Up of the Year Award in 2025 and has been supported by the Local Enterprise Office, recently receiving a priming grant.

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