

ULUstoryESQ

PERSUADE WITH PRECISION

ULUstoryARC

Analyses, scores, and recommendations based on algorithms developed by ULUstory, PBC



ULUstory.com
info@ulustory.com
(914) 997 8888



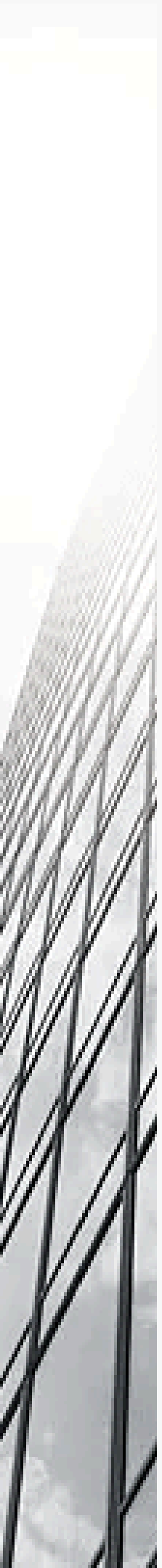
INTRODUCTION

Your client, Maria, was terribly burned by an overheated sauce at TacoTower. You've sued TacoTower, engaged in unsuccessful negotiation and mediation, and are preparing for trial. You've drafted an opening statement. You want it to be clear, compelling, and persuasive. In other words, persuasion with precision.

Whether a solo practitioner or a 1000-lawyer firm, you look for feedback: rapid, objective and useful. Depending on your circumstances, you:

- Seek input from colleagues in your law firm or legal network.
- Practice with a mock jury and collect feedback.
- Consult with a trial consultant for strategic advice and insights.
- Record and review yourself to assess content, delivery, and persuasiveness.
- Seek feedback from non-lawyers for a layperson's perspective.
- Attend workshops or training sessions focused on trial advocacy skills.





In the legal profession, compelling storytelling can make or break a case. At ULUstory®, we understand the critical role stories play in shaping narratives, influencing decisions, and leaving lasting impressions. That's why we've developed ULUstoryESQ, a groundbreaking AI tool designed by lawyers for lawyers, to analyze and enhance the stories you tell in various legal contexts.

ULUstoryESQ gives you access to two unique AI-powered bots:

**ULUstoryAHA
(Achilles Heel Analyzer)**

This tool rapidly analyzes your legal storytelling based on six essential factors (AMP-TMT). It helps you identify the right story, when to tell it, and how to tailor it for your specific audience and purpose.

ULUstoryARC

This tool swiftly dissects your story using the five critical points of a dramatic arc, leveraging neuroscience to determine the most powerful arcs for fostering trust, empathy, and connection with your audience. ULUstoryARC provides you with invaluable insights into the structure, emotional impact, pacing, and overall effectiveness of your stories.



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Both bots review your presentation and provide a detailed report with precise evaluations, factor scoring, an overall score, and recommendations. You can then revise your presentation and resubmit it for an updated evaluation, as many times as needed, to achieve the best possible scores.

ULUstoryESQ stands apart from other legal AI services by focusing on the fundamental yet often overlooked aspect of legal practice - the art of storytelling.

While other tools primarily analyze data, contracts, and predict litigation outcomes, ULUstoryESQ empowers you to craft compelling narratives that resonate with your audience.

OUR PROCESS

- Submit your legal presentation to ULUstoryESQ.
- Receive a comprehensive report for ULUstoryAHA and ULUstoryARC.
- Review the evaluations, scores, and recommendations.
- Revise your presentation based on the insights provided.
- Resubmit your enhanced presentation for an updated evaluation.
- Repeat the process until you achieve optimal scores.

By leveraging the power of ULUstoryESQ, you can refine your storytelling skills, create compelling narratives, and ultimately, persuade with precision. Experience the difference ULUstoryESQ can make in your legal practice.

Here are the iterative ULUstoryARC results of the demonstration to follow.

	Version 1	Version 2	Possible scores
Total Score	65	76	85
M	8	13	15
E	12	14	15
C	10	12	15
H	14	15	15
A	12	13	15
Opening	4	5	5
Closing	5	4	5

Opening Statement

VERSION 1

OPENING STATEMENT ^{v1}



Ladies and gentlemen of the jury. I'm here today to talk with you about Maria Hernandez, my client. Here's what the evidence will show over the next two days. 2 years ago Maria was a senior in high school - friendly, high-spirited, getting good grades. In May 2022, as the world was finally emerging from the pandemic, she drove with her sister Elena to Taco Tower to get some early takeout dinner. Her sister carried the food, and Maria got into the driver's seat.

They settled in to feast. Elena handed Maria the container of burrito sauce. Maria took it carefully, but the top was not on properly, and it slipped through her hands onto her right leg. And spilled. All over her thigh. As a teen ager, Maria was wearing those properly expensive jeans, you know the ones with big rips and tears. The sauce splashed all over her - and the sauce was so hot, so over heated, it caused 2d degree burns all over her thigh. This type of burn affects both the epidermis and the second layer of skin (dermis). It may cause swelling and red, shiny moist skin, white or splotchy skin. Blisters may develop, layers of skin peel away, and pain can be severe. And it causes scarring. Elena drove Maria to the ER as fast as she could for treatment.



OPENING STATEMENT ^{v1}



Over the next months, Maria suffered severe pain as the burn healed - and as scar tissue formed, all over her thigh. After she went home from the ER, her mother went to the Taco Tower and demanded to see the manager. She explained what had happened, and the manager shrugged. He offered no apology, did not ask how Maria was doing, and walked away. And the evidence will show that indeed Taco Tower has walked away from this whole situation - even though, as the evidence will show, the burrito sauce was noted as 189 degrees just before Maria purchased her food. That is 25 degrees over what it should have been. In fact, another client had been injured in a similar way at this same Taco Tower just a year before.

So Taco Tower knew they needed to be especially careful. But all they've done in this matter is pay \$225 for the emergency room cost. They never contacted Maria, her family, or offered even a simple apology. Maria has been told that she will likely require plastic surgery to fix her badly scarred leg.



OPENING STATEMENT ^{v1}



She is no longer outgoing. No longer high spirited. No longer can even wear those silly jeans - because she is embarrassed and humiliated by how her thigh looks. She won't swim any more. She won't wear shorts during the summer months - hellishly hot here in Texas. She won't even go out with her boyfriend any more because she feels she is misshapen and scarred. All we are asking this jury for will be enough to cover her predicted medical expenses for plastic surgery, and, yes, damages for the emotional distress the evidence will show she has suffered. Taco Tower has restaurants all over the state - and in other states. They make many millions of dollars every year. To them, 24,000 is a drop in the bucket.

But for Maria, it represents new hope, a better life - a life that was altered within seconds by the negligence of an employee in checking a simple number, in making sure that the sauce was at the heat which Taco Tower's own manual says the heat should have been at - 152 degrees. The court can't order an apology, but can require Taco Tower to have a heart and ensure that Maria is given an opportunity to live the life she had until 6:38 that evening of May 27, 2022.



ARC REPORT ^{V1}

Total MECHA Score

65/85

(Protagonist/Opening Stasis)

M (8/15)

- + Provides some background on Maria as a friendly, high-spirited high school senior initially
- Could use more vivid details to fully establish her persona and mindset before the inciting incident

(Precipitating Event)

E (12/15)

- + Clearly describes the sauce spilling incident at Taco Tower that burned Maria's leg
- + Good use of sensory details to visualize the hot sauce spill

(Choice/Dilemma)

C (10/15)

- + The choice here seems to be whether to seek compensation from Taco Tower for the injury
- Could be fleshed out more by detailing Maria/family's thought process in deciding to take legal action

(Consequences)

H (14/15)

- + Vividly portrays the severe physical and emotional consequences Maria faced from the burn injury
- Compelling details about scarring, withdrawal from activities, low self-esteem

(Aftermath)

A (12/15)

- + Makes it clear how Maria's life has been negatively altered by conveying her struggles
- Perhaps could contrast more directly with her earlier friendly, outgoing persona

ARC REPORT ^{V1}

Total MECHA Score

65/85

Opening (4/5)

- + The jury address draws the listener in as an opening hook
- + The line "Here's what the evidence will show" sets up the narrative well

Closing (5/5)

- + Poignant appeal to restore Maria's hope and opportunity for a better life
- + Reinforces the relatively small S24K ask from the wealthy corporation

ARC REPORT ^{V1}

Total MECHA Score

65/85

Key Achilles Heel: Choice (C)

The C (Choice) factor could be strengthened by fleshing out more of Maria and her family's deliberations, values, and motivations behind pursuing legal action against Taco Tower after the injury. Right now, that decision point feels a bit glossed over.

Recommendations:

Expand on the choice/dilemma by exploring in more depth

- Their initial reactions after the injury - did they expect an apology or aid from Taco Tower first?
- What led them to conclude that legal action was the right choice? Ethics, principles, or values involved?
- Any back-and-forth, family discussions, or soul-searching before making that difficult decision?
- The range of other choices they may have considered besides a lawsuit.

Other recommendations

- Perhaps contrast Maria's earlier lighthearted, social persona more directly with her withdrawn, self-conscious state after the incident. This could make the consequence more impactful.
- Check out examples of other powerful plaintiff opening statements that delved deep into the dilemma and values behind plaintiffs' choices.

Overall, you've crafted a strong, emotive opening statement highlighting Maria's plight. But fleshing out the choice/dilemma factor could elevate it into a masterful, oscar-worthy dramatic performance! Let me know if you'd like to re-analyze after revising.

Opening Statement

VERSION 2

OPENING STATEMENT ^{v2}



Ladies and gentlemen of the jury, I stand before you today to tell you the story of Maria Hernandez, my client, whose life was forever changed by a single, preventable incident.

Two years ago, Maria was a vibrant high school senior, known for her friendly demeanor and excellent academic performance. On a day in May 2022, as the world was emerging from the grip of the pandemic, Maria and her sister Elena decided to pick up an early takeout dinner from Taco Tower. Little did they know that this simple decision would lead to a life-altering event.

As Maria settled into the driver's seat, Elena handed her a container of burrito sauce. Tragically, the lid was not properly secured, causing the container to slip through Maria's hands and spill its scalding contents onto her right thigh. The sauce, heated to an excessive temperature, seeped through the tears in Maria's jeans, causing severe second-degree burns.



OPENING STATEMENT ^{v2}



The evidence will show that the burrito sauce was recorded at a staggering 189 degrees Fahrenheit just before Maria's purchase, 25 degrees higher than the recommended temperature. Furthermore, we will demonstrate that this was not an isolated incident; another customer had suffered a similar injury at the same Taco Tower location just a year prior. Despite this knowledge, Taco Tower failed to take adequate precautions to ensure the safety of its customers.

The consequences of this negligence have been devastating for Maria. The burns caused excruciating pain and left her with significant scarring. Her once outgoing personality has been replaced by embarrassment and humiliation. She no longer wears the clothes she once loved, avoids swimming, and has even distanced herself from her boyfriend due to her altered appearance. The emotional distress she has endured is immeasurable.

Taco Tower's response to this incident has been woefully inadequate. Apart from covering a mere \$225 in emergency room costs, they have offered no apology, shown no concern for Maria's well-being, and have essentially walked away from the situation. This is unacceptable from a corporation that generates millions of dollars in revenue each year.



OPENING STATEMENT ^{v2}



Through this trial, we seek to hold Taco Tower accountable for their negligence and to provide Maria with the means to rebuild her life. The compensation we are asking for will cover the costs of the plastic surgery Maria requires to address her scarring and provide a measure of relief for the emotional distress she has suffered.

While no amount of money can undo the pain and suffering Maria has endured, it can provide her with the opportunity to reclaim the life she once had. A life that was needlessly altered by the carelessness of a Taco Tower employee who failed to adhere to the company's own safety guidelines.

Ladies and gentlemen, I ask that you carefully consider the evidence presented over the course of this trial. Together, we have the power to ensure that Maria receives the justice she deserves and to send a clear message to Taco Tower that the well-being of their customers must always be their top priority.



ARC REPORT ^{v2}

Total MECHA Score

76/85

(Protagonist/Opening Stasis)

M (13/15)

- + Excellent job establishing Maria as a relatable, sympathetic protagonist
- + Vivid details allow us to picture her vibrancy and zest for life before the tragic incident

(Precipitating Event)

E (14/15)

- + The scalding burrito sauce spilling on her is vividly depicted, putting us in her shoes and making us feel the pain she experienced

(Choice/Dilemma)

C (12/15)

- + The choice to sue was well-motivated by Taco Tower's disregarding her suffering
- Exploring Maria/family's dilemma here in a bit more depth could enrich this section

(Consequences)

H (15/15)

- + The consequences on Maria's life were powerfully conveyed in heartbreaking ways that elicit empathy

(Aftermath)

A (13/15)

- + The "after" depiction of her struggles continues the emotional resonance.

ARC REPORT ^{v2}

Total MECHA Score

76/85

Opening (5/5)

+ Immediately grab attention with the compelling courtroom framing device

Closing (4/5)

- While poignant, could be even more resounding with a stronger final punch line or image.

ARC REPORT ^{v2}

Total MECHA Score

76/85

Key Achilles Heel: Choice (C)

This factor felt slightly underdeveloped compared to other areas. Fleshing out more of Maria/family's precise emotions, values in conflict, and perspective on why the decision to sue was so agonizing could deepen audience understanding and investment.

Recommendations:

- Add 1-2 more paragraphs really diving into the family's view on suing as going against core values of personal responsibility and compassion. Their struggle with this dilemma allows readers to empathize.
- Emphasize the contrast between their beliefs and Taco Tower's negligent behavior that forced their hand. This contrast amplifies Taco Tower's culpability.
- Use vivid sensory details and images to depict the family's tortured conversations and emotions grappling with this pivotal choice.

Example: In the novel *To Kill a Mockingbird*, the Choice section powerfully shows Atticus wrestling with taking the controversial case, due to his beliefs about justice clashing with the town's racist norms. His wrestling with this dilemma makes his ultimate choice more impactful.

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