

CLIENT TESTIMONIAL

I highly recommend ULUstoryESQ, an Artificial Intelligence storytelling platform curated by its founder, Ms. Deborah Pagnotta, as an indispensable, AI co-counsel for all litigation and trial attorneys. After attending a continuing legal education seminar on the art of storytelling for lawyers conducted by Deborah, who was herself a litigation attorney, I hired her to advise me on themes for an upcoming business litigation jury trial.

The lawsuit concerned a farming company that had stored its crop at a cold storage warehouse facility. The operator of the warehouse mishandled the fresh produce by not timely unloading it, improperly maintaining temperatures of the perishable produce, and by failing to maintain an inventory or timely loading the produce onto trucks. The client lost millions of dollars in the lost value of its destroyed and damage produce.

Within days of hiring Deborah, after I provided her with the facts in key filings in the case, she sent me eight different story narratives to emphasize various aspects of the case, such as the operator's egregious negligence ("the ripple effect of negligence" and "a business left to rot"), the betrayal of the client's trust in relying upon the warehouse operator to care for its produce ("trust betrayed", "the reckless guardian", and "the house of neglect"), and the operator breaking multiple promises to the client that its entrusted produce would be handled correctly ("lessons in responsibility"). Deborah also offered her own advice based on her personal storytelling background on the most persuasive and credible story. As an attorney practicing for over three decades, I am not easily impressed but the different themes generated by Deborah with her AI tool were insightful. Each narrative relied upon different aspects of the case to allow me to pick the supportive evidence for the strongest theme, to keep the presentation at trial focused and allow both my client's facts, as well as the opposing party's position, to be combined in a cohesive, and persuasively unified, story.

I was even more pleasantly surprised when Deborah sent me various forms of opening statements not just for my client's position but also what opposing counsel might say as to each of the story narratives. It was like having an AI mock jury to test out each of the storylines. While we all think we can see both sides of an argument, having Deborah use her AI model to generate the opposing counsel's narrative was eye-opening, highlighting how I needed to respond and helping in choosing the best story not just for my facts but to address the opposition party's narrative as well. And there was even more, as Deborah also provided me a proposed list of trial witnesses, with anticipated subjects for their testimony, consistent with the key themes in the case. The witnesses and subjects of testimony confirmed my view of how my case in chief should be presented with some nuances I

had not considered but which the science and technology of AI, crafted by Deborah, had developed.

I could not have been more pleased with my decision to hire Deborah. She responded immediately on issues, her financial arrangements were extremely reasonable, she is friendly and easy to get along with, and the value received easily exceeded her fee. My only regret is that I had not hired Deborah earlier in the case as I could have used the various story narratives to explore those issues with witnesses in discovery, to craft more thematic arguments to the judge in pretrial motion practice, including on summary judgment motions, and to prepare for mediation and non-binding arbitration.

In summary, any lawyer who should wants to put their client in the best position to win their case needs to have Deborah and her AI storytelling platform on their litigation team.

Tim H., Business Litigator