



Our mission

To increase fairness in the
litigation system



The problems in litigation

A well functioning litigation system is critical for ensuring accountability and justice. Still, the US litigation system is broken. In personal injury, plaintiffs are rarely properly indemnified for their losses because:

1. Law firms take a large cut to cover the costs of not using the most advanced technology and doing most tasks manually.
2. The current discovery processes to get the full potential payout of a claim are expensive, so law firms often settle claims for less than what they deserve.
3. Over 80% of claims with merit don't have access to justice since their value isn't high enough to cover law firms' high costs.



The personal injury industry is overdue for change

Plaintiffs are often in the toughest time of their lives and having to navigate this industry makes it even worse. They try to choose a law firm based on **opaque marketing** rather than finding the firm that's the best fit for their case.



The solution



Justpoint is the AI-powered platform using predictive analytics rather than billboards to bring transparency, simplicity, and credibility to the process of finding litigators in the personal injury space. For attorneys, Justpoint takes on back-office tasks while creating efficiencies in the discovery process so they can quickly understand claims' merit and obtain the best results.

First product: matching plaintiffs with litigators who will pursue their claim to the end and tech-enabling these attorneys

1



Prospective plaintiff

...provides us their claim details on [justpoint.com](https://www.justpoint.com).

2



Justpoint

...uses our **AI platform** to (1) **analyze** the merits and **estimate** the settlement value of each claim, and (2) **connect** claimants with the right litigator for their claim, choosing from over 1,000 litigators.

3



Litigating attorney

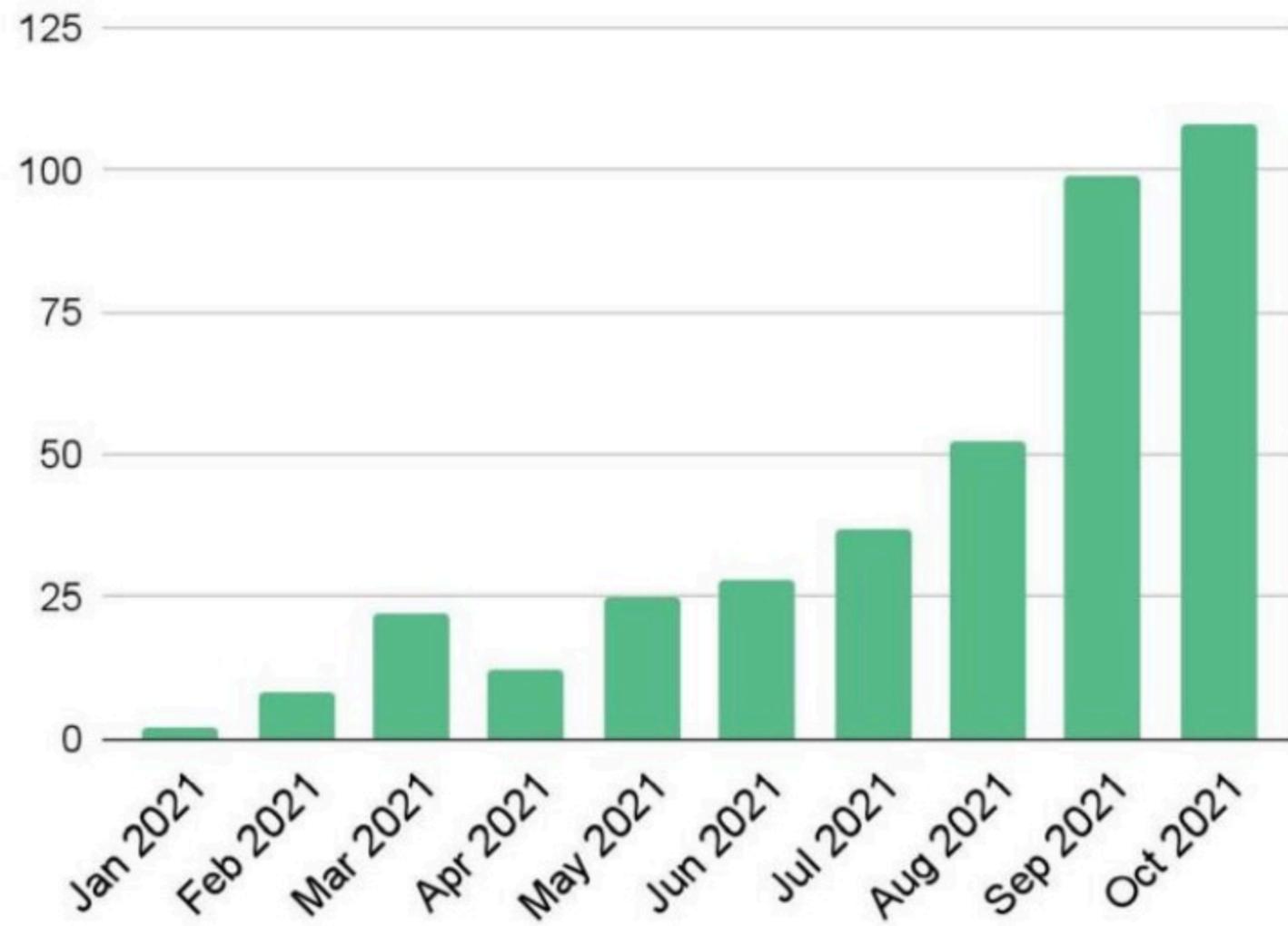
...saves costs and can fully focus on litigating the claim instead of using 75% of their firm's time on marketing and claim intake.

Outcomes: plaintiffs receive higher payouts
when using Justpoint

3.2 X

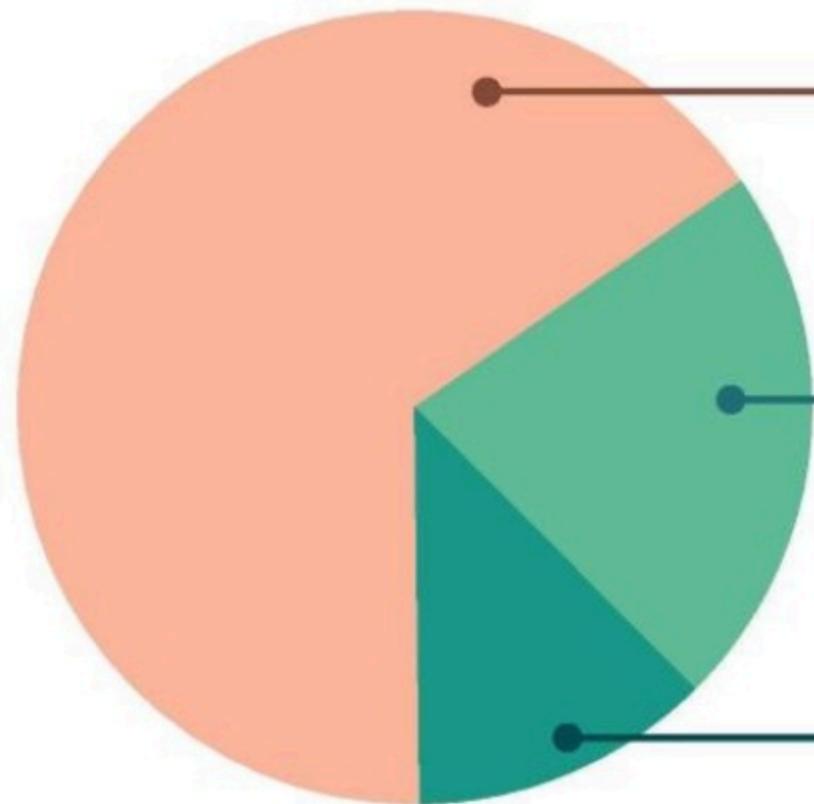
higher settlement payouts for plaintiffs
who chose their attorney through
Justpoint, when compared to the
expected payouts for these claims.

Growth: >50% MoM on attorney-claim matches



Pricing model

Total claim payout



Plaintiffs keep an average of **65%** of their claims' payout and don't pay for our services. This percentage varies per state and using Justpoint never decreases it.

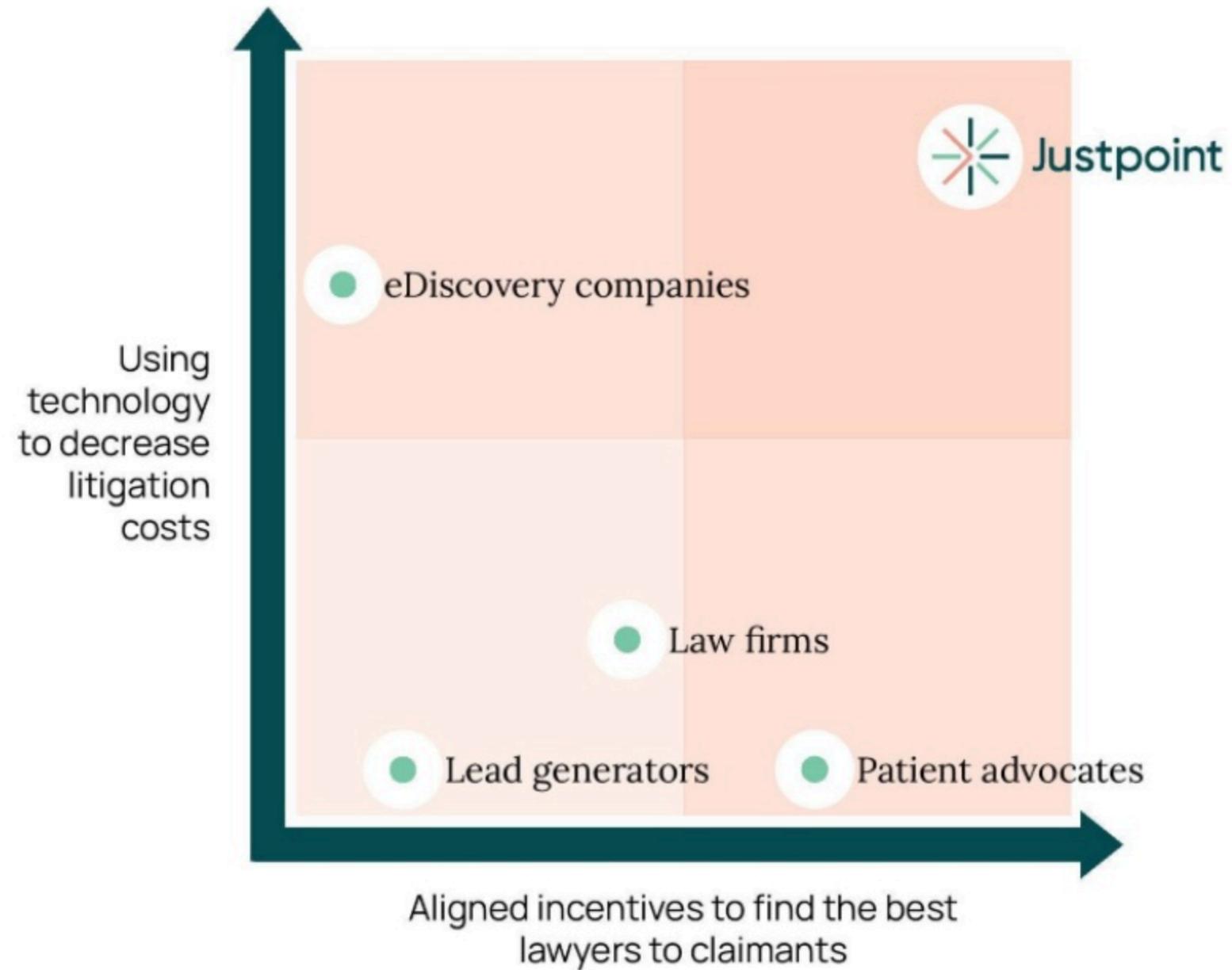
Litigating attorneys retain **25%** of claim payouts for their services (initially receiving 35% and paying us 10% for our services).

Using recent regulatory changes in Arizona that allow non-lawyers to receive fees from lawyers, **Justpoint** receives an average of **10%** of claims payouts **from the attorney's share**.

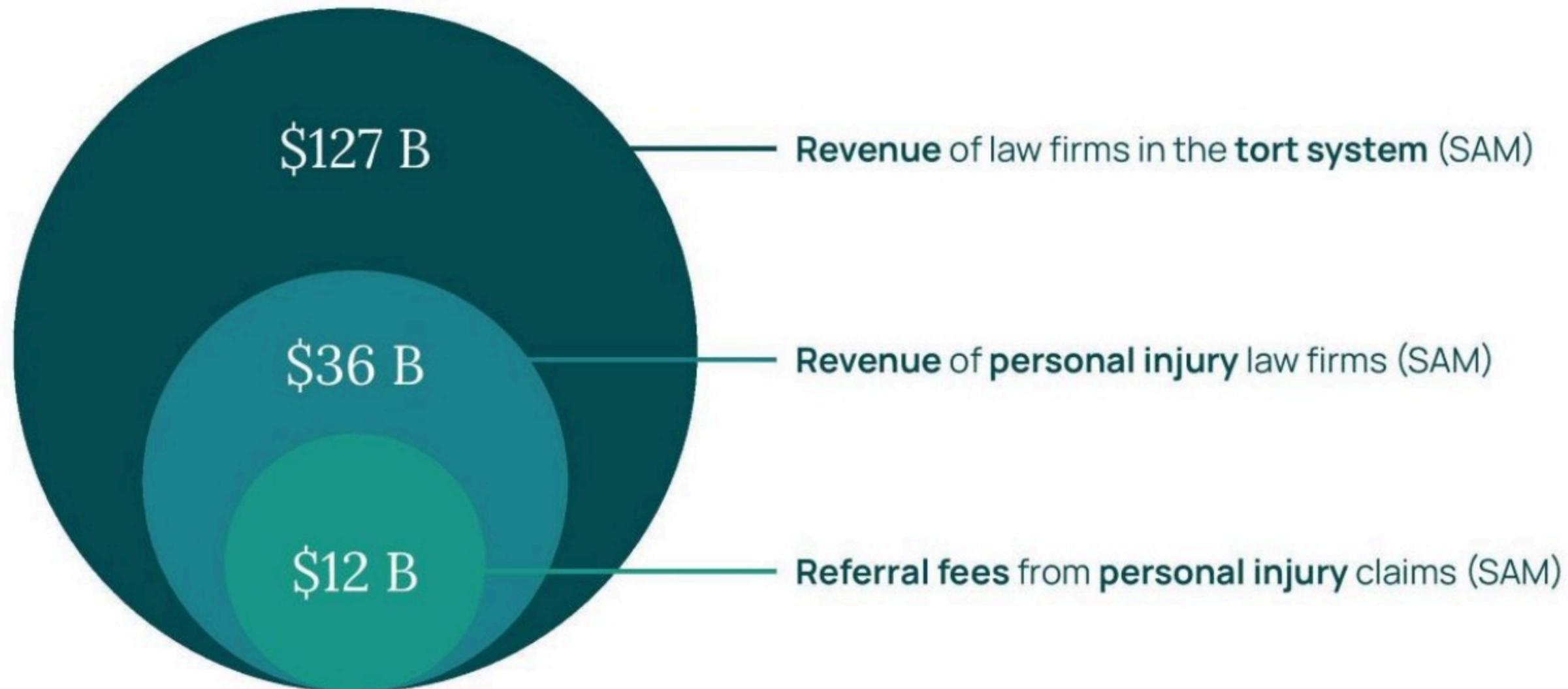
Why now

Regulatory changes on Jan 1, 2021, in Arizona, for the first time allow non-attorneys to directly receive a percentage of lawsuit payouts^{1, 2}. These laws were passed, in part, so that tech company could help improve access to justice in different areas of law. This also allows for fully aligned incentives between us, plaintiffs, and attorneys.

Competitors



Served available market



Team: founders



Victor Bornstein, PhD
CEO & Co-founder

Assistant Professor of Healthtech at Mount Sinai Hospital

Member at The Fund

Fellow at Digitalis Ventures



Oleksandr (Sashko) Zakharchuk
CTO & Co-founder

Google Developer Expert in Machine Learning

Engineer at Google

Technical advisor to startups at various stages (Seed to Series C; e.g, Brainly)



Team: employees

Experienced:



Diverse:

57% women

54% 1st generation immigrant

39% black

36% latin american

15+ languages

Fundraising: past and present

Current round size

\$4M

Some of our previous investors

Previous round

\$1M

LEAD

Vivek Garipalli

Angel

Co-founder
& CEO

Clover

Founding board
Member

flatiron



AMINO
Venture Capital

Chris Smoak

Angel

Co-founder
& CTO

atrium