LegalExperts.ai

AGENDA

MONDAY, AUGUST 11, 2025

Introductions: Why LegalExperts.ai

To kick off our LegalExperts.ai Reception, we invite everyone to briefly introduce themselves. Please take 2–4 minutes. Below are optional considerations for your introduction:

Your Name & Background

- Your current role, firm, company, or area of expertise.
- One or two sentences on your professional journey.
- Let's make it personal. Tell us something you are proud of, tell us what gives you positive energy, and tell us something interesting about who you really are. For example, Sameer would talk about Mr. Lincoln because it checks all three of those boxes.

Why You're Joining Us Today

- What drew you to LegalExperts.ai?
- What excites you about this company vision?
  (For example: "I love building companies or leveraging technology."
  "I'm here to help fix how slow and opaque legal services can be."
  "I want to create a simple and transparent place where people can and the best lawyers and law firms.")

What's Challenge or Problem Can Solve Together?

- Share one major challenge you see in the legal industry.
  (For Example: "Consumers need legal services but lack trust in lawyers."
  "Lawyers don't know how to leverage AI."
  "There's a gap between how clients search and how firms show up online."
  "We need to make the process of finding a trusted lawyer or law firm less painful and more tech-enabled.")

Speak from the heart and offer some perspective on the same. Please note that everyone will re-introduce themselves to begin our conversation on the 12th.

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TUESDAY, AUGUST 12, 2025

Group Discussions

Group Discussion Ground Rules:

- **Be Respectful of Time** - Let's be mindful so everyone has a chance to speak. Short and thoughtful contributions are encouraged.
- **Speak from Experience** - Share your real-world insights. For example, stories and examples are powerful and will help us learn from one another.
- **There Are No Wrong Answers** - This is an open forum for exploration. Challenge ideas, not people.
- **Build, Don't Battle** - If you disagree, build on ideas constructively. Collaboration is our goal. Media from the discussion will be cornerstone to our brand.
- **Stay Focused, Stay Curious** - Keep comments on topic, and feel free to ask questions that move the conversation forward.

Legal Services & Market Opportunities

- Comment on why finding or promoting trusted legal services should be easier, faster, or more affordable. What are the challenges and barriers to the same?
- Consumers who need legal help and lawyers who want to grow their practice. Both are key areas of opportunity. Comment on solutions to either or both.
- How can LegalExperts.ai unlock value by making legal services more transparent and accessible to everyday people?
- How can LegalExperts.ai empower the legal ecosystem (lawyers, law firms, experts) with access?
- What are some additional considerations from the perspective of experts? Why would they want to join the platform?

Discussion of Challenges & AI Vision

- What can we solve and make more efficient for the legal ecosystem and consumers (individuals and businesses) using AI? Wave a proverbial wand. What does each group want?
- What's the most important safeguard we should build into our AI to protect consumers and lawyers alike?
- Where do you think AI has the most potential to support (not replace) lawyers in their daily work?
- What's one fear or concern about AI in law that we must acknowledge and proactively address in our product or messaging?

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WEDNESDAY, AUGUST 13, 2025

AI, Marketing & Branding Discussion

AI, Marketing & Branding Discussion

- What makes a brand (or legal company/lawyer/expert) feel trustworthy, especially in a world where AI is writing content and making recommendations?
- More specifically, since "AI" is part of our brand, how can we offset negative and leverage positive associations with?
- How can we build a brand that resonates emotionally with lawyers, experts, and the people who need them?
- If LegalExperts.ai were a person, what values or traits should it be known for?
- What does the brand and identity look like two or five years from if we are successful?

Platform & Business Challenges

- How do we convince lawyers, especially small firms or solo practitioners, to pay for something new and unproven? Same question applies for experts.
- What's the biggest mistake early platforms make in trying to serve both consumers and providers?
- What must our first 100 expert and lawyer users experience so that they become our best marketers?

Individual Interviews:

> **Individual Interview Guidelines:**
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> The purpose of individual interviews is to share perspective in a natural, conversational way. We'll take short, thoughtful clips that highlight your insight. No pressure and no need to be perfect. Just be yourself and prepare to answer the questions in earnest. Apply some of your regular communication and thoughts through the lens of the legal ecosystem, building a company, creating a community, and applying tech/ai to solve challenges.

Individual Interview Questions are below and on the following pages. We can also ask any of the questions above from the group discussion.

General & Perspective on Leadership Team Vision

- What makes you trust someone, especially in business or legal settings?
- Why do you think the legal industry has been slow to adopt new technology?
- What excites you about artificial intelligence, and what scares you?
- When you think of great leadership, what traits or actions come to mind?

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Individual Interviews (Continued)

General & Perspective on Leadership Team Vision

- What does a modern legal services company need to feel like to gain your trust?
- In your view, what role should the users and community of LegalExperts.ai play in evolution of the product and brand?
- How do you define transparency in a professional services company?
- What's one principle that should guide all decisions at LegalExperts.ai?
- If LegalExperts.ai succeeds wildly, what do you think we'll be most proud of in five years?
- What's one lesson from your professional life you wish more startups understood?
- What makes a team worth believing in, especially early on?
- What do you hope to learn or experience by being part of LegalExperts.ai?
- Why is building community important in a platform like this?
- What does "human-centered" mean to you when it comes to building a company or technology?
- If LegalExperts.ai were a movement instead of a company, what would it stand for?
- What's one thing you personally would do, introduce, or recommend accelerating the success of LegalExperts.ai?

Trust, Reputation & the Legal Consumer

- What do you think drives the inherent distrust many people have toward lawyers and the legal industry?
- If you were hiring a lawyer tomorrow, what would you look for beyond credentials?
- Have you or someone you know had a negative experience finding or hiring a lawyer? What went wrong?
- What does a "credible digital presence" mean in a world where Google & Chat GPT are the first impression?
- What would make you, as a consumer, trust a platform to recommend or verify legal professionals?
- Do you use any current online platforms for Lawyers or Consumers (Avvo, Legal Zoom etc.)? If so, share your experience.

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Individual Interviews (Continued)

AI, Human-Centered Design & Technology Fears

- What do you think scares people most about artificial intelligence in law?
- In what ways can we position AI as a partner to professionals, not a threat?
- People drive artificial intelligence and its outcomes are shaped by human judgment. What values or constraints should we build into our system?
- How can we ensure our AI reflects empathy and ethics in addition to accuracy?
- What do you think good AI governance looks like for a company like LegalExperts.ai?

Platform Building & Product Vision

- What do you see as the #1 opportunity LegalExperts.ai can capture in this market?
- What should our very first users feel that would make them tell others?
- What mistake do most early-stage platforms make when trying to build user trust?
- How can we overcome “lawyer reluctance to pay” for something new or digital?
- What are realistic ways to build recurring revenue in legal tech that feels authentic and high-value?

Competitive Advantage & Strategic Moat

- What’s something that cannot be easily copied by a big competitor—data, workflow, relationships?
- How do we create emotional connection and loyalty (not just utility) with our users?
- In your view, what’s the best approach to building a platform that serves both buyers and providers of legal services?

We’ll only use moments where

- You feel comfortable and confident.
- The lighting and sound look great.
- The message adds clarity and value.

Our video and sound team is led by Matt Stumpf. He promises to make everyone look like a movie star.