

INNOVESTA DUE DILIGENCE REPORT

Investors:

Unicorn Incubators

Company name:

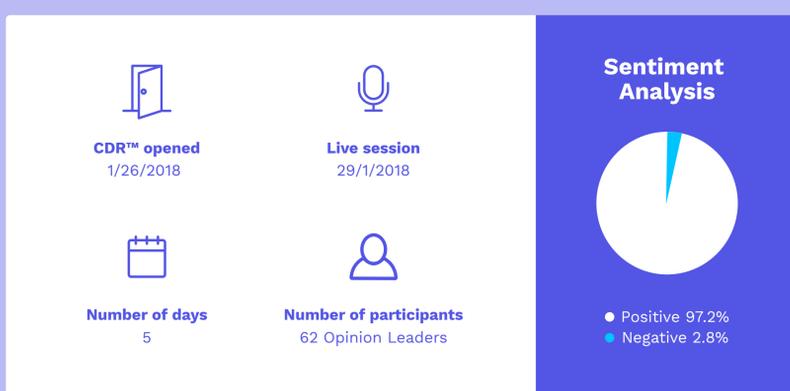
12juries

Company description:

12juries is a legal-tech company, with a unique algorithm that can predict a jury decision, based on the largest legal database in the US. With its groundbreaking technology, 12jury serves lawyers and attorneys, allowing them a detailed preparation prior to facing a jury in court. 12jury is currently working with 5 of the top law firms in the US, showing impressive results. 12jury is a SAS company, now developing it's Beta version.

Team:

Barbra schmidt, Co-Founder & CEO
William Smith, VP BizDev

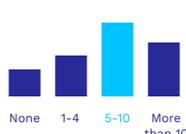


INNOVESTA SCORE CARD



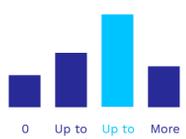
? TOP Q&A RESULTS

How many external advisors and consultants do you hire before going to court?



Number of Opinion Leaders answered: 36

How much do you or your firm spends on external advisors and consultants?



Number of Opinion Leaders answered: 29

What pricing model would you prefer:



Number of Opinion Leaders answered: 46

	Answered	Yes	No
Are you currently working for a law firm/ partner in a law firm/ owner of a law firm?	29	22	7
Is litigation your main focus?	32	21	11

Would you trust a software with legal advice?

No trust

 100% trust

! The Innovesta Opinion Leaders found this important

Product

Would be incredible if you add video instructions regarding body language tips

Does your system take in consideration different trial results in different states? Is it geographically segmented?

The UX/UI needs some work done - It may not attract West coast litigators, to "dry"...

Market

You should go to Ivy League law schools with this! Have an academic quality stamp on your product.

Competition

Have you heard about "JurySkills"? That's a digital platform that gives you online feedback about your legal performance.

There are 4 different companies that work in your space, but I do find a technological uniqueness in your company. I have several intros in mind, will contact you.

Team

Co-Founder is absolutely charismatic, the accurate answers she gave during the live Session made me go and register on their website. Would be happy to try this!

Opinion Leaders segmentation

Opinion Leaders Geographic



Opinion Leaders Industries



Opinion Leaders Genders



Opinion Leaders Positions



Top 3 Opinion Leaders

- Mr. Dayan, Litigation expert
- Mrs. Gray, Business expert
- Ms. Kalish, Data scientist

▶ [Click here to view the collected data in the CDR™](#)

▶ [Click here to view the recorded Live session](#)