EmotionTrac

PROBLEM

Litigation is: Expensive and Time Consuming.
Average Trial Fees: $43,000 to $122,000
Trial: 3.5 yrs   +   Appeal: 1.5 yrs = 5 yrs

Due to Cost and Time:
95% of 17 Million Litigation Cases Annually, Settle Pre-Trial.

Without EmotionTrac AI focus group insights, Settlements are typically:

- Based on a speculated jury response
- Reliant on lawyer intuition.

SOLUTION

How to settle faster, save time and money and maximize outcomes. EmotionTracs' AI tools empower attorneys with insights to support negotiations.

With EmotionTrac Settlements:
- Are based on a machine reading of emotions, Artificial Intelligence based Facial Action Coding System.
- Have no Physical limitations on audience pool, 30 million US Panelist
- Have 200 Points on Demographic Selection and 10X more Data Generated
- Are based on Valuation Test, providing an accurate and data-driven case valuation, ensuring a clear understanding of a case's worth.
- Are not reliant on lawyer intuition but based on, on-demand focus group tests that produce true quantitative data for emotional reactions and engagement to video content

RESULTS

Precise Case Valuations: EmotionTrac's Valuation Test provides an accurate and data-driven case valuation, ensuring a clear understanding of a case's worth.

Maximize Settlements: With the Valuation Test, one can position a case strategically, leading to higher settlement amounts. It empowers one to negotiate from a position of strength and confidence.

Efficient Legal Strategy: Save time and resources by eliminating the need for time-consuming research and calculations. The Valuation Test streamlines the process, allowing one to focus on crafting winning legal strategies.

Reduced Risk: Minimize the risk of undervaluing or overestimating your case. The Valuation Test equips one with the tools to navigate the legal landscape with clarity and confidence, mitigating potential downside.

Jury Insights Turbo Charged

	EmotionTrac	Traditional Focus Groups	Jury Consultants
Time to Completion	x	10x	10x
Cost	x	5x	10x
Audience Pool	100x	x	x
Test Sample Size	10x	x	x
Data Generated	10x	x	x

Mock Jury-Focus Group

Panel Audience of 100 Real People

AI **Tracks Micro Facial Expressions**
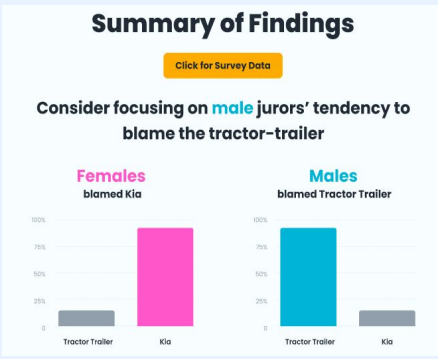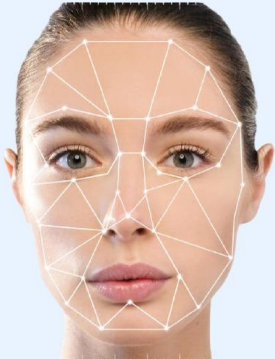
AI **Interprets Emotion Responses**

AI **Analyzes Panel Data**

AI **Generates Actionable Insights**

Audience Access

- **30 Million US Panelists**
- **300 Million Global Panelists**
- **200 Points of Demographic Selection**

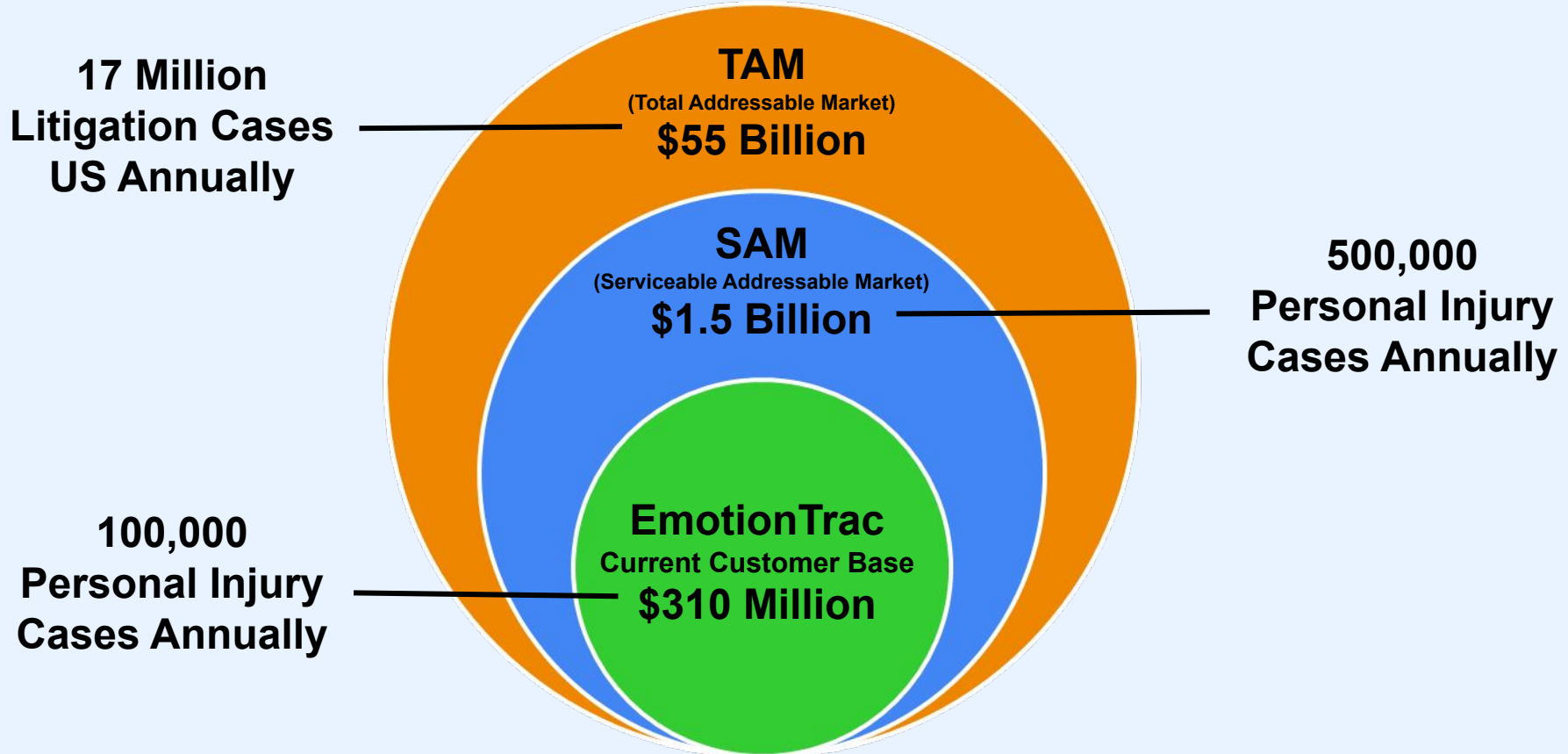
Permission Based

Emotion AI

Personal Injury

164,559 Lawyers

500,000+ Cases

Market Opportunity

EmotionTrac LEGAL

17 Million Litigation Cases US Annually

500,000 Personal Injury Cases Annually

100,000 Personal Injury Cases Annually

TAM
(Total Addressable Market)
$55 Billion

SAM
(Serviceable Addressable Market)
$1.5 Billion

EmotionTrac
Current Customer Base
$310 Million

Select Customers

EmotionTrac

Microsoft

PARRIS
LAW FIRM

SINCLAIR
BROADCAST GROUP

MORGAN & MORGAN®
AMERICA'S LARGEST INJURY LAW FIRM

SIMON
LAW GROUP P.A.

RoyalCaribbean
INTERNATIONAL

ring
amazon

McDermott
Will & Emery

Paramount
BET★

R
ROMANO LAW

Intellectual Property

EmotionTrac
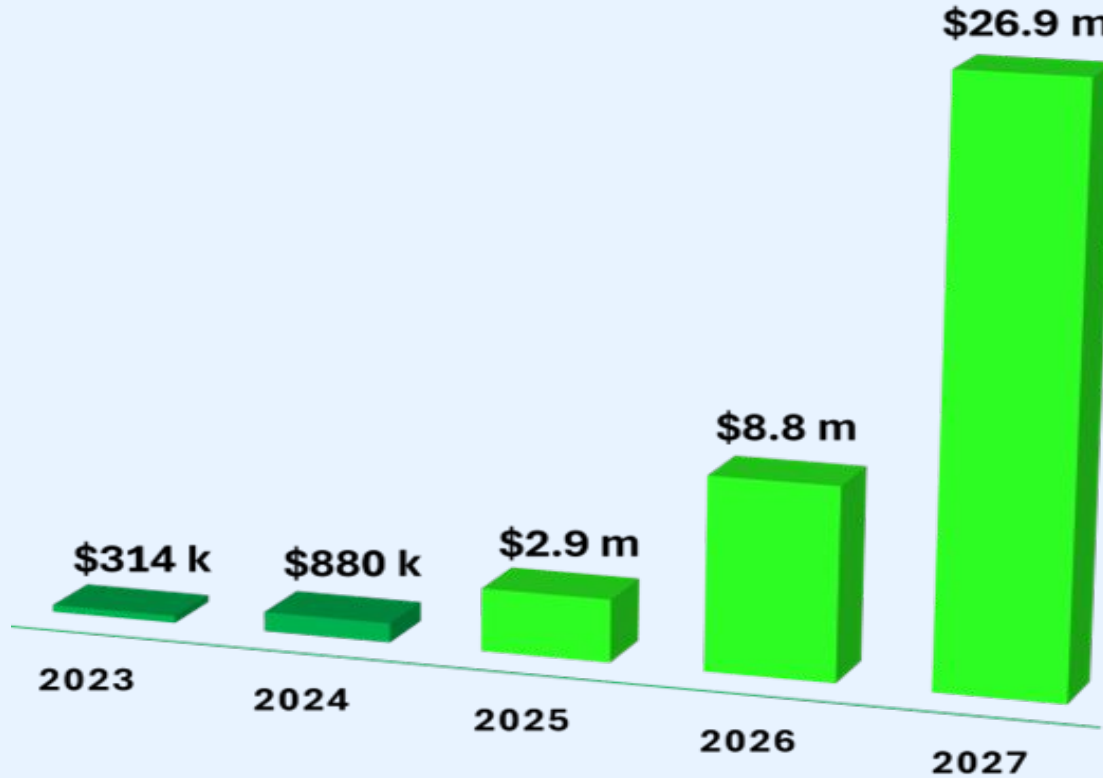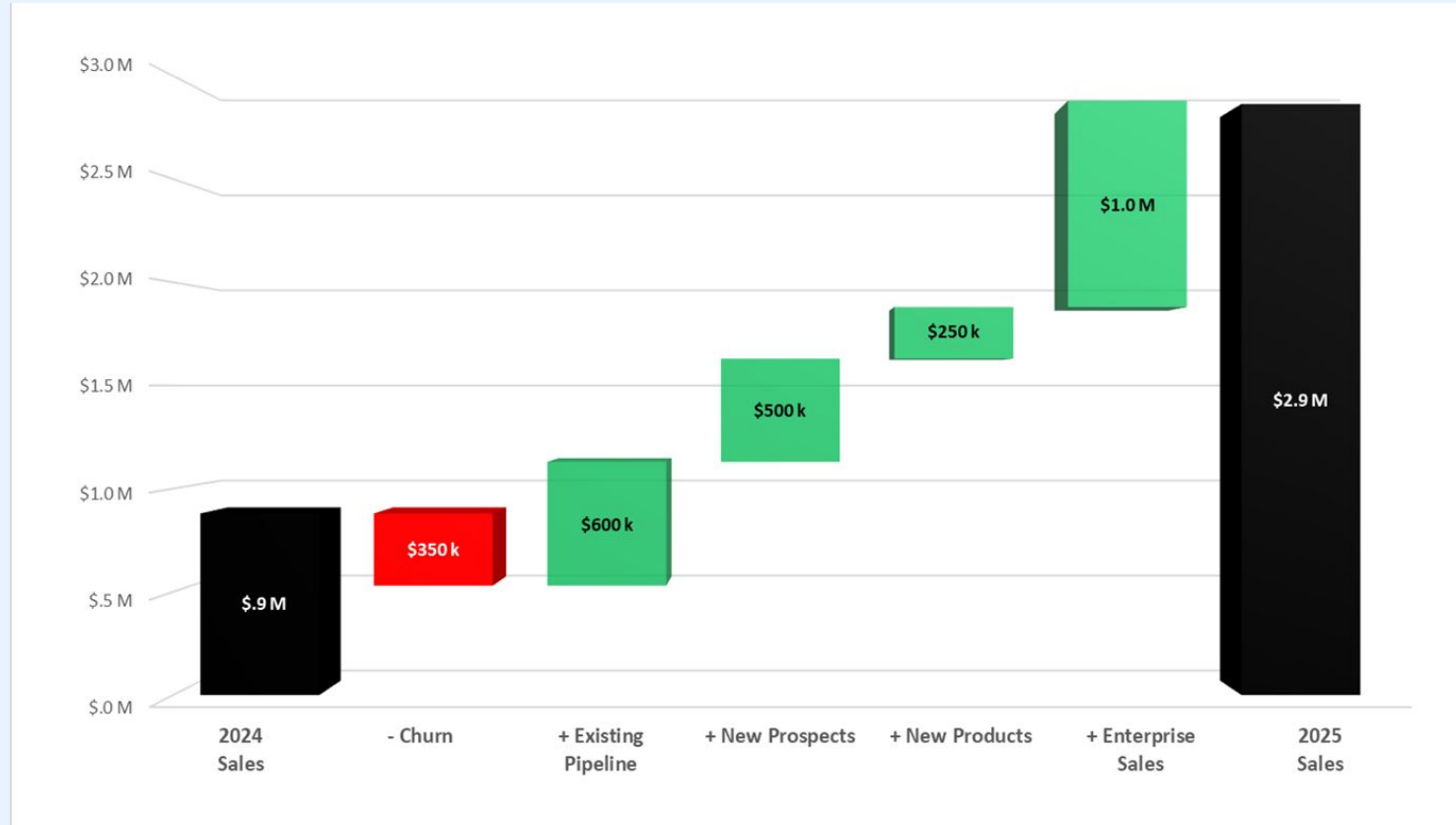
US PAT# 10,609,450

Method for hands and speech-free control of media presentations

US PAT# 10,880,602

Method of objectively utilizing user facial expressions when viewing media presentations for evaluating a marketing campaign

US PAT# 11,257,317

User engagement and mannerism tracking system and method for gaming systems

Team/Founder Journey

EmotionTrac

Aaron Itzkowitz
CEO/ Founder

Successories*
Inspire · Motivate · Recognize

hp

David Markowski
President, CFO

LEHMAN BROTHERS

BB

Jonathan Brickman
Chief Revenue Officer

RainKing
Smart Data. Delivered.

IPREO

Shelli Garson
SVP - Research & Insights

SAATCHI & SAATCHI

GREY group

McCann

Ron Erickson
Board Director

EGGHEAD SOFTWARE

DOUBLE DOWN INTERACTIVE

KNOW LABS

Lou Andreozzi
Advisory Board

epiq

Bloomberg Law

LexisNexis

IQNavigator

EmotionTrac

Thank you!

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