Transforming Consumer Legal With AI

A Partnership Opportunity with Ami

July 2025

Executive Summary

The Opportunity

Millions of Americans are turning to ChatGPT and Claude for legal advice - with no oversight, accountability, or ethical guardrails. They're stuck in "legal limbo": too complex for DIY, but not ready for full representation.

Our Solution

Ami combines purpose-built AI with a curated attorney network to ethically deliver legal services at 10x efficiency.

The Partnership

- **For Attorneys**: Free AI intake tools + paid limited-scope work + new client pipeline
- **For Clients**: Affordable flat-rate subscriptions with real attorney oversight
- **Win-Win**: You keep your existing referral network; we handle overflow

Why Now

- AI has reached the inflection point where legal work becomes exponentially more efficient
- Proven team: Stanford CS/JD founder + practicing attorney with 10+ years experience

- Ready to scale with the right attorney partners

Bottom Line: Join us in transforming legal services delivery while building your practice.

The Current Reality

⚠️ People are seeking help from unmonitored AI tools

- **People seeking unmonitored legal help from ChatGPT and Claude**

  - These tools claim they aren't giving advice, though they do

  - Disclaiming liability for bad advice

- **AI tools providing advice without accountability, proper context, or proper fine-tuning**

  - No trust without expert attorneys' approval

  - No curation of data or model output oversight by expert attorneys

- **Unclear liability and no ethical oversight**

  - The law is unclear on AI-generated legal advice

  - Clients left vulnerable without recourse

Ami's Mission

Ethically harness AI to serve people in "legal limbo"

Who Are People in "Legal Limbo"?

Those caught between traditional legal service models:

- **Have budget for help** but unsure how to proceed with full representation

- **Need à la carte services** rather than comprehensive packages

- **Too complex for DIY**, but don't justify full attorney engagement

- **Stuck with ChatGPT results** lacking context and expert attorney backing

Our Focus: Hourly & Flat-Fee Practice Areas

We specialize in areas where clients typically pay by the hour or flat fee (not contingency):

👨‍👩‍👧 Family Law

Divorce proceedings • Custody arrangements • Support calculations

🌍 Immigration

Visa applications • Status adjustments • Documentation review

📄 Contractual Disputes

Contract analysis • Dispute resolution • Agreement drafting

🏠 Tenant Issues

Lease review • Housing court preparation • Tenant rights

💼 Trust & Estates

Will generation • Trust creation • Estate planning

⚖️ Employment

Case analysis • Severance / non-compete review • Workplace disputes (some contingency)

The Solution: Partner Network + Purpose-Built AI

Combining human expertise with AI capabilities to transform legal service delivery

- **A curated network of expert attorneys** who provide oversight and accountability

- **Purpose-built AI technology** designed specifically for consumer legal services

How Our AI Works

📚 Curate Context

- Legal precedents and case law specific to the practice areas
- Jurisdiction-specific rules and docket look-up
- Expert attorney contextual knowledge

💬 Informed Prompting

- Asking the right questions
- Comprehensive issue spotting
- Thorough intake process

🤖 AI Built for Consumer Legal

- Reasoning models ingest intake, client documents, and existing dockets
- Agentic search utilizes context
- Respects attorney-curated prompt libraries

The Human Element: Expert Oversight

🛡️ Quality Assurance Through Attorney Review

Every AI interaction is backed by:

- **Licensed attorney review** of all substantive advice
- **Quality assurance protocols** ensuring accuracy and completeness
- **Ethical compliance** maintaining professional standards

The result:

- **Better outcomes** for clients through AI efficiency + human judgment

- **Protected consumers** with professional accountability

- **Scalable expertise** allowing attorneys to help more people

This isn't just AI giving legal advice - it's AI empowering attorneys to serve 10x more clients at a fraction of the cost.

Partnership Benefits for Attorneys

✅ **Free AI intake suite for 1 year, then offered at cost**

- Multi-channel (web form, voice, sms) AI assistant

- Automated client screening with optional human-in-loop

- Automated outcome routing (eg. send retainer, schedule consultation)

✅ **Fully compensated limited-scope work**

- Earn on your schedule

- Choose your cases

- No commitment

✅ **Prospect while you earn**

- Gain new clients: a small percentage of Ami clients seek full representation

- Build your practice

- Stay sharp on varied issues within your practice area

How It Works

1️⃣ Onboarding

Thorough setup and verification process to get you started

2️⃣ Training

https://demo.ami.law/demo/cmbtuss5g01k70y0ijjmtx5tm

3️⃣ Integrate AI Intake with Your Firm

a. Integrate web form AI qualification

b. Integrate voice assistant

4️⃣ Delivery

a. Serve clients through Ami Advice Sessions

b. Refer bad-fit / overflow clients to Ami partner network (see)

How We Make Money

👥 Client Model

- **Flat monthly subscription**
  - Predictable pricing for clients
  - Similar to LegalShield model
- **Limited Advice Sessions included**
  - Set number of sessions per billing period
  - Incentives to stay subscribed (data retention, session rollover, family / friends sharing)

⚖️ Attorney Model

- **Access to more clients**
  - 10 clients per month free with partnership (for which you get paid!)

- Option to purchase access to more
- **Additional AI modules**
  - One year free access to AI intake module for your firm (then at-cost after first year)
  - Option to purchase access to additional AI playbooks specific to your practice

How We Acquire Clients

🎯 Targeted Advertising

- **Digital marketing campaigns** focused on individuals seeking legal help
- **SEO-optimized content** addressing common legal questions
- **Educational content** that builds trust and demonstrates value

🤝 Partner Network Referrals

- **Your AI intake assistant** seamlessly integrates with your firm
- **Smart routing** for clients who aren't a good fit for your practice:
  - If they meet criteria for your existing referral network → sent to your partners
  - If not → directed to ami.law for their legal needs
- **No referral fees** - this is a value-add service, not a revenue share
- **Ethical approach** - respects your existing relationships and referral agreements

The Result: A steady stream of qualified clients for both your practice and Ami, creating a win-win ecosystem where everyone gets the legal help they need.

Partnership Requirements

✓ Initial Interview

Meet with our team to discuss the partnership

✓ Background Check

Standard verification for client protection

✓ Bar Standing Verification

Confirm active license and good standing

✓ Test Advice Session (paid)

Complete one session to familiarize yourself with our system

✓ No Commitments

No requirement to purchase anything or serve minimum number of clients

How AI Transforms the Economics of Consumer Legal Services

The Generative AI Revolution in Legal Services

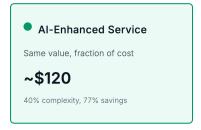How AI transforms the economics of legal help, not just unbundles it

Traditional Unbundling

Reducing scope slides you along the same expensive curve

AI-Powered Transformation

AI moves you to an entirely new value curve

● Traditional Full Service

High complexity, high cost

~$840

80% attorney commitment

● Traditional Unbundled

Lower complexity, still expensive

~$520

40% attorney commitment

● AI-Enhanced Service

Same value, fraction of cost

~$120

40% complexity, 77% savings

Key Insights

- **Traditional unbundling** only reduces cost linearly - you save 38% by cutting scope in half

- **The revolution** isn't about doing less - it's about delivering the same value through AI efficiency

- **AI transformation** creates an exponential value curve - same outcome at 77% less cost

- **Unlocking latent demand** - Millions who couldn't afford legal help at $520 can now access it at $120

© 2025 Ami Legal - Transforming Legal Services with AI

Unbundling vs. Ami Advice Sessions

Traditional Unbundling	Ami's Advice Sessions
Limited scope	AI-amplified scope
Same constraints	Exponential efficiency
Linear value	Exponential value
Clients always asking for more	Advice Session boundaries
Manual processes	AI playbooks

Join the Consumer Legal AI Revolution

Partner with Ami Today

🌐 Website

ami.law

✉️ Email

team@ami.law

📞 Phone

858-245-3748

📱 Apply Now

ami.law/attorneys

Who We Are

Leadership

Josh Hedtke - CEO & Founder

- **Dual degree graduate** from Stanford University (Class of 2020)

  - J.D. from Stanford Law School

  - M.S. Computer Science from Stanford School of Engineering

- **Currently preparing** for the February 2026 New York Bar Exam (tips welcome!)

- **Proven track record** in technology and legal technology

  - 3 years in product / engineering at AI startup

  - Spent one year building and selling legaltech tools

  - Served both BigLaw attorneys and their clients

Unique Position: Josh brings together technical expertise and legal knowledge

Partner Network

Tyler Brennan - Head of Partner Network

- **Seasoned legal practitioner** with 10+ years of experience

  - Licensed in Minnesota and pending admission in New York

  - Deep understanding of multi-jurisdictional practice

- **Successful firm owner** for 9+ years

  - Built and scaled employment law practice

  - Firsthand experience with law firm operations and client needs

- **AI innovation leader** in legal services

  - Consults on AI best practices for consumer-facing law firms

  - Bridges the gap between traditional practice and AI-enhanced delivery

The future of consumer legal services is here. Help us take control of it.