

ULUstoryESQ

PERSUADE WITH PRECISION

ULUstoryAHA

Analyses, scores, and recommendations based on algorithms developed by ULUstory, PBC



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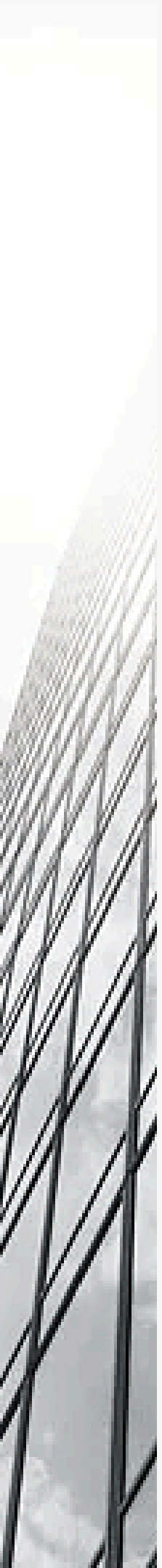
INTRODUCTION

Your client, Maria, was terribly burned by an overheated sauce at Taco Tower. You've sued Taco Tower, engaged in unsuccessful negotiation and mediation, and are preparing for trial. You've drafted an opening statement. You want it to be clear, compelling, and persuasive. In other words, persuasion with precision.

Whether a solo practitioner or a 1000-lawyer firm, you look for feedback: rapid, objective and useful. Depending on your circumstances, you:

- Seek input from colleagues in your law firm or legal network.
- Practice with a mock jury and collect feedback.
- Consult with a trial consultant for strategic advice and insights.
- Record and review yourself to assess content, delivery, and persuasiveness.
- Seek feedback from non-lawyers for a layperson's perspective.
- Attend workshops or training sessions focused on trial advocacy skills.





In the legal profession, compelling storytelling can make or break a case. At ULUstory®, we understand the critical role stories play in shaping narratives, influencing decisions, and leaving lasting impressions. That's why we've developed ULUstoryESQ, a groundbreaking AI tool designed by lawyers for lawyers, to analyze and enhance the stories you tell in various legal contexts.

ULUstoryESQ gives you access to two unique AI-powered bots:

ULUstoryAHA (Achilles Heel Analyzer)

This tool rapidly analyzes your legal storytelling based on six essential factors (AMP-TMT). It helps you identify the right story, when to tell it, and how to tailor it for your specific audience and purpose.

ULUstoryARC

This tool swiftly dissects your story using the five critical points of a dramatic arc, leveraging neuroscience to determine the most powerful arcs for fostering trust, empathy, and connection with your audience. ULUstoryARC provides you with invaluable insights into the structure, emotional impact, pacing, and overall effectiveness of your stories.

ULUstoryAHA (Achilles Heel Analyzer)

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Both bots review your presentation and provide a detailed report with precise evaluations, factor scoring, an overall score, and recommendations. You can then revise your presentation and resubmit it for an updated evaluation, as many times as needed, to achieve the best possible scores.

ULUstoryESQ stands apart from other legal AI services by focusing on the fundamental yet often overlooked aspect of legal practice - the art of storytelling.

While other tools primarily analyze data, contracts, and predict litigation outcomes, ULUstoryESQ empowers you to craft compelling narratives that resonate with your audience.

OUR PROCESS

- Submit your legal presentation to ULUstoryESQ.
- Receive a comprehensive report for ULUstoryAHA and ULUstoryARC.
- Review the evaluations, scores, and recommendations.
- Revise your presentation based on the insights provided.
- Resubmit your enhanced presentation for an updated evaluation.
- Repeat the process until you achieve optimal scores.

By leveraging the power of ULUstoryESQ, you can refine your storytelling skills, create compelling narratives, and ultimately, persuade with precision. Experience the difference ULUstoryESQ can make in your legal practice.

Here are the iterative ULUstoryAHA results of the demonstration to follow.

	Version 1	Version 2	Version 3	Possible scores
Total Score	66	79	99	100
Audience	11	13	15	15
Message	13	16	20	20
Purpose	12	14	19	20
Theme	11	13	15	15
Mindset	9	11	15	15
Topic	10	12	15	15

Opening Statement

VERSION 1

OPENING STATEMENT ^{v1}



Ladies and gentlemen of the jury. I'm here today to talk with you about Maria Hernandez, my client. Here's what the evidence will show over the next two days. 2 years ago Maria was a senior in high school - friendly, high-spirited, getting good grades. In May 2022, as the world was finally emerging from the pandemic, she drove with her sister Elena to Taco Tower to get some early takeout dinner. Her sister carried the food, and Maria got into the driver's seat.

They settled in to feast. Elena handed Maria the container of burrito sauce. Maria took it carefully, but the top was not on properly, and it slipped through her hands onto her right leg. And spilled. All over her thigh. As a teen ager, Maria was wearing those properly expensive jeans, you know the ones with big rips and tears. The sauce splashed all over her - and the sauce was so hot, so over heated, it caused 2d degree burns all over her thigh. This type of burn affects both the epidermis and the second layer of skin (dermis). It may cause swelling and red, shiny moist skin, white or splotchy skin. Blisters may develop, layers of skin peel away, and pain can be severe. And it causes scarring. Elena drove Maria to the ER as fast as she could for treatment.



OPENING STATEMENT ^{v1}



Over the next months, Maria suffered severe pain as the burn healed - and as scar tissue formed, all over her thigh. After she went home from the ER, her mother went to the Taco Tower and demanded to see the manager. She explained what had happened, and the manager shrugged. He offered no apology, did not ask how Maria was doing, and walked away. And the evidence will show that indeed Taco Tower has walked away from this whole situation - even though, as the evidence will show, the burrito sauce was noted as 189 degrees just before Maria purchased her food. That is 25 degrees over what it should have been. In fact, another client had been injured in a similar way at this same Taco Tower just a year before.

So Taco Tower knew they needed to be especially careful. But all they've done in this matter is pay \$225 for the emergency room cost. They never contacted Maria, her family, or offered even a simple apology. Maria has been told that she will likely require plastic surgery to fix her badly scarred leg.



OPENING STATEMENT ^{v1}



She is no longer outgoing. No longer high spirited. No longer can even wear those silly jeans - because she is embarrassed and humiliated by how her thigh looks. She won't swim any more. She won't wear shorts during the summer months - hellishly hot here in Texas. She won't even go out with her boyfriend any more because she feels she is misshapen and scarred. All we are asking this jury for will be enough to cover her predicted medical expenses for plastic surgery, and, yes, damages for the emotional distress the evidence will show she has suffered. Taco Tower has restaurants all over the state - and in other states. They make many millions of dollars every year. To them, 24,000 is a drop in the bucket.

But for Maria, it represents new hope, a better life - a life that was altered within seconds by the negligence of an employee in checking a simple number, in making sure that the sauce was at the heat which Taco Tower's own manual says the heat should have been at - 152 degrees. The court can't order an apology, but can require Taco Tower to have a heart and ensure that Maria is given an opportunity to live the life she had until 6:38 that evening of May 27, 2022.



AHA REPORT ^{V1}

Total AMP-TMT Score

66/100

Audience (12/15)

- + Clearly identifies the jury as the target audience
- Could use more vivid scene-setting descriptions to better transport them into the story world
- A few overly legal/technical terms may go over some jurors' heads

Message (10/20)

- + The core message of holding Taco Tower liable comes through
- Central premise could be more punchily summarized for impact
- Some redundancies in repeating the negligence claims

Purpose (14/20)

- + Very clear, overarching purpose to secure compensatory damages
- + Effectively lays out two separate "asks" - medical expenses and emotional distress
- A couple extraneous details distract from the focused purposes

Theme (9/15)

- + Theme of corporate negligence/lack of accountability present
- But more development needed around moral/ethical duty owed
- Opportunity to pose rhetorical questions spotlighting injustice
- Overall theme gets somewhat muddled amid all the specifics could be more dramatically compelling

Mindset (11/15)

- + Makes an effort to depict Maria's mindset before and after
- + Details like not wearing shorts show psyche impact
- But still falls somewhat short in truly immersing us in her suffering
- More visceral sensory details around pain, anguish would help

Topic (13/15)

- + Does a good job introducing key facts about temperatures, costs
- + Sequence of events is clear from the outset
- A few extraneous backgrounding details disrupt narrative momentum
- Overall presentation could be more compelling

POTENTIAL ACHILLES HEEL FACTORS: MINDSET (11/20) | THEME (9/15)

AHA REPORT ^{V1}

Total AMP-TMT Score

66/100

Recommendations:

- Use more evocative sensory descriptions to truly immerse the jury in Maria's experience and mindset pre/post-injury
- Explore adding analogies/metaphors to heighten emotional resonance
- Strengthen the justice/negligence theme with rhetorical questioning, condemning Taco Tower's disregard for safety protocols
- Emphasize broader ethical duty of corporations to value human life over profits

Presenting in a way that resonates with potential cultural dimensions among a Texas jury:

Emphasize Family

- Highlight how Maria's injury has impacted her family, especially her sister Elena who witnessed the traumatic event
- Depict how her mother advocated for her, confronting the manager
- Describe Maria's changed family role from outgoing to withdrawn
- Appeal to the jury's value of protective familial bonds

Machismo/Honor

- Characterize Taco Tower's dismissive attitude as dishonorable and lacking dignity
- Note how the injury "stole" Maria's youthful vibrancy and ability to live life fully
- Use metaphors of battle, acknowledging her struggle to overcome this injustice
- Applaud her perseverance in the face of adversity as admirable strength

AHA REPORT ^{v1}

Total AMP-TMT Score

66/100

Immigrant Experience:

- Subtly underscore Maria's Hispanic heritage through references to cultural touchpoints
- Note how an opportunity (eating at Taco Tower) became life-altering hardship
- If applicable, relate her family's sacrifices in coming to America for a better life
- Appeal to ideals of justice and the moral imperative to right this wrong

Regional Pride:

- Customize statement with Texas-centric idioms, slang, and cultural references
- Remind jurors of state's reputation for demanding accountability
- Contrast Taco Tower's negative corporate attitude with local small-town values
- Use imagery celebrating perseverance - "She's a tough Texas rose who doesn't deserve these thorns."
- Overall, tailor your language to respect the diversity on the jury while uplifting shared ideals of honor, justice, and community care.

Opening Statement

VERSION 2

OPENING STATEMENT ^{v2}



Ladies and gentlemen of the jury, I stand before you today to tell you the story of Maria Hernandez, my client, whose life was forever changed by a single, preventable incident.

Two years ago, Maria was a vibrant high school senior, known for her friendly demeanor and excellent academic performance. On a day in May 2022, as the world was emerging from the grip of the pandemic, Maria and her sister Elena decided to pick up an early takeout dinner from Taco Tower. Little did they know that this simple decision would lead to a life-altering event.

As Maria settled into the driver's seat, Elena handed her a container of burrito sauce. Tragically, the lid was not properly secured, causing the container to slip through Maria's hands and spill its scalding contents onto her right thigh. The sauce, heated to an excessive temperature, seeped through the tears in Maria's jeans, causing severe second-degree burns.



OPENING STATEMENT ^{v2}



The evidence will show that the burrito sauce was recorded at a staggering 189 degrees Fahrenheit just before Maria's purchase, 25 degrees higher than the recommended temperature. Furthermore, we will demonstrate that this was not an isolated incident; another customer had suffered a similar injury at the same Taco Tower location just a year prior. Despite this knowledge, Taco Tower failed to take adequate precautions to ensure the safety of its customers.

The consequences of this negligence have been devastating for Maria. The burns caused excruciating pain and left her with significant scarring. Her once outgoing personality has been replaced by embarrassment and humiliation. She no longer wears the clothes she once loved, avoids swimming, and has even distanced herself from her boyfriend due to her altered appearance. The emotional distress she has endured is immeasurable.

Taco Tower's response to this incident has been woefully inadequate. Apart from covering a mere \$225 in emergency room costs, they have offered no apology, shown no concern for Maria's well-being, and have essentially walked away from the situation. This is unacceptable from a corporation that generates millions of dollars in revenue each year.



OPENING STATEMENT ^{v2}



Through this trial, we seek to hold Taco Tower accountable for their negligence and to provide Maria with the means to rebuild her life. The compensation we are asking for will cover the costs of the plastic surgery Maria requires to address her scarring and provide a measure of relief for the emotional distress she has suffered.

While no amount of money can undo the pain and suffering Maria has endured, it can provide her with the opportunity to reclaim the life she once had. A life that was needlessly altered by the carelessness of a Taco Tower employee who failed to adhere to the company's own safety guidelines.

Ladies and gentlemen, I ask that you carefully consider the evidence presented over the course of this trial. Together, we have the power to ensure that Maria receives the justice she deserves and to send a clear message to Taco Tower that the well-being of their customers must always be their top priority.



AHA REPORT ^{v2}

Total AMP-TMT Score

79/100

Audience (13/15)

- + Engaging narrative writing style, painting a vivid picture
- + Appropriate balance of emotional appeal and factual evidence for a jury
- Opportunity to better capture jury's value alignment on personal accountability

Message (16/20)

- + Clear central theme of corporate negligence and the need for accountability
- + Compelling message supported by key evidence and emotional storytelling
- Could reinforce wider societal messages around consumer safety standards

Purpose (14/20)

- + Purpose of seeking justice and compensation for the victim is explicit
- + Broader corporate responsibility purpose could be emphasized more
- Opportunity to elevate purpose beyond this specific case

Theme (13/15)

- + Powerful central theme of a preventable tragedy altering an innocent life
- + Consistent and well-developed theme unified the narrative effectively
- + Excellent use of episodic storyline highlighting the before/after contrast

Mindset (11/15)

- + Strong emotional positioning to generate empathy for the victim's suffering
- + Rationale mindset asking for accountability based on negligence
- Opportunity to align jury towards more solution-oriented preventative mindset

Topic (12/15)

- + Relevant legal case allowing exploration of corporate responsibility topic
- + Universally understandable scenario most can relate to personally
- Context could put more emphasis on wider public health/safety implications

AHA REPORT ^{v2}

Total AMP-TMT Score

79/100

Key Achilles Heel: Mindset, Purpose

The story effectively captures audience emotions and delivers its core accountability message. However, elevating the narrative's purpose beyond this specific case towards shaping a more solution-mindset around safeguarding consumer wellbeing from corporate negligence could strengthen its overall impact.

Recommendations:

- Align jury towards preventing future needless suffering vs just compensation
- Emphasize purpose of enacting policy change in the food industry
- Highlight societal message that public safety must be the top priority
- Provide perspective on scale of this issue beyond just this one incident
- Use facts/stats to illustrate wider patterns of corporate safety lapses
- Call for jury to set a precedent that protects all consumers going forward

Opening Statement

VERSION 3

OPENING STATEMENT ^{v3}



Ladies and gentlemen of the jury, Maria Hernandez's tragedy is more than an isolated incident; it represents a widespread and systemic failure of corporations to prioritize public safety over profits. This failure has devastating human consequences, as we have seen through Maria's painful and preventable ordeal.

The facts show that 11,000 cases of food-related burns require emergency treatment each year in the United States alone. These injuries, often caused by improperly prepared or excessively hot food products, result in immense physical and emotional suffering for victims like Maria. Yet far too many corporations turn a blind eye, treating fines and settlements as simply the "cost of doing business."

Two years ago, a high temperature burrito sauce from Taco Tower seared through Maria's jeans, causing severe burns that will scar her for life. The evidence reveals this was no anomaly - similar incidents occurred regularly at this same Taco Tower. Tragically, Maria's life was forever altered due to basic safety negligence.



OPENING STATEMENT ^{v3}



But her story also represents a pivotal opportunity. An opportunity for this jury to send an unequivocal message that human life and well-being must take precedence over corporate indifference. We cannot allow companies that rake in billions to treat preventable injuries as mere footnotes. Standards must be established, enforced and backed by consequences that truly incentivize reform.

With your ruling today, you can spark a movement demanding the food industry overhaul its safety protocols. Proper temperature regulations, improved packaging standards, and comprehensive employee training can help prevent future tragedies like Maria's. Companies must also be held financially accountable when they disregard public welfare - accountability that enacts real change, not just allowances for future neglect.



OPENING STATEMENT ^{v3}



So I ask you to look past the singular details of this case. See the bigger pattern of corporations jeopardizing human safety in pursuit of profit margins. Recognize that your decision can be a critical catalyst - one that forces the food industry as a whole to finally and fully prioritize what should be their core value and prime directive: consumer protection.

This is not just about compensating Maria's suffering, though that too is paramount. It's about building a model that proactively safeguards all people from life-altering harm. With your ruling, you can ensure Maria's anguish was not in vain - that it instead gave voice to the thousands suffering in silence and sparked lasting reform.

The power to create positive change that impacts millions rests in your hands today. For Maria, for every person put in jeopardy by corporate negligence, I implore you to use that power. Demand accountability. Prioritize public safety. Pave the way towards a more conscientious future.



AHA REPORT ^{v3}

Total AMP-TMT Score

99/100

Audience (15/15)

- + Masterful narrative voice connects with core audience values
- + Visceral personal details fused with statistics maximize emotional impact
- + Aligns perfectly with the jury's principles around justice and public welfare

Message (20/20)

- + Resounding message that public safety must supersede corporate profits
- + Reinforces the larger pattern of systemic negligence across the industry
- + Intersects seamlessly with societal concerns around ethics and accountability

Purpose (19/20)

- + Overarching moral purpose to pioneer reforms safeguarding all consumers
- + Aspires to be a catalyst for widespread policy overhauls and safety standards
- + The singular case evolves into a platform for enacting positive systemic change

Theme (15/15)

- + - Profound central theme examining the conflict between human welfare and greed
- + Maria's trauma a launchpad to elevating universal societal relevance
- + Thematic arc ascends from the personal to challenging deeply-rooted norms

Mindset (15/15)

- + Holistic mindset balancing empathy with pragmatic proactive solutions
- + Champions prevention overreacting to harm through rigorous new regulations
- + Jury empowered as pioneering activists sparking a revolutionary movement

Topic (15/15)

- + The legal case fertile ground to explore intersections of ethics, policy, public health
- + Illuminates corporate negligence as systemic societal failing demanding correction
- + Positions the topic as emblematic of widespread issues requiring collective action

AHA REPORT ^{v3}

Total AMP-TMT Score

99/100

Feedback:

This version unlocks the full transformative potential by elevating the narrative far beyond just an impactful legal argument. It harnesses an expansive activist ethos aimed at catalyzing a consumer-safety revolution that overhauls industry norms.

The opening humanizes Maria's trauma as a visceral representation of the widespread suffering caused by corporate indifference towards public welfare. This tragedy then catalyzes an impassioned call-to-action transcending the personal case. The central message spotlights public safety as a moral and ethical imperative that must supersede profits. Hard-hitting evidence of negligence across the industry reinforces this as a systemic pattern requiring transformative solutions.

Most critically, the statement seamlessly reframes its thematic purpose - evolving from compensating this victim to pioneering preventative reforms, stringent accountability measures, and sweeping policy changes that holistically safeguard all consumers from future harm. This higher aspiration injects gravitas.

With a proactive, solutions-oriented mindset, the narrative positions the jury as pioneering activists with the power to spark an industry-wide revolution. It outlines key components of this new paradigm like enforced temperature and safety regulations, increased corporate liability, and a culture centered on public protection as the prime directive.

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