**Verdict Hub System (VHS) - *Your Case Co-Pilot from Filing to Verdict***

***Frequently Asked Questions:***

**1. What is VHS, and how is it different from traditional jury research?**

VHS—short for **Verdict Hub System**—is your AI-powered case co-pilot. It helps you simulate how real jurors from your venue might perceive liability, evidence, and damages—using jurisdiction-specific digital juror personas grounded in behavioral realism.

Unlike traditional jury research such as focus groups, or mock trials, which are expensive, static, and limited to one or two time points, VHS is **agile** and **scalable**. You can VHS your case early, midstream, or right before trial—each time generating targeted insights to inform your strategy. It’s become so integrated into our clients' workflows that they now say things like *"I need to VHS this before mediation."*

**2. What do I need to give you to get started?**

Starting with VHS is remarkably simple. We need just two things:

* **Case materials**: Complaint, fact intense motions, depo excerpts, case summaries—whatever context you want VHS to work from.
* **Trial jurisdiction**: We align all juror personas and reasoning styles to the demographics and behavioral patterns of that specific venue.

From there, the VHS system takes over.

**3. How does VHS “understand” the case?**

We use AI large language models (LLMs) trained on trillions of datasets—including legal documents, human behavior, and decision-making logic. VHS processes your case materials to extract key facts, claims, defenses, and disputes—while staying grounded in your actual documents. We maintain strict confidentiality and ensure your data is secure.

**4. Who are these “digital jurors” and how are they created?**

Our proprietary patent pending technology allows us to build Agentic AI based personas that reflect the **actual demographic makeup** of your trial venue. We then generate juror responses that are dynamic, grounded, and behaviorally rich—more like how people actually think, not just how we *hope* they think and reason.

**5. What happens once juror profiles are built?**

We generate a **custom survey instrument**, tailored to your case. This includes:

* Legal standards (e.g., negligence, proximate cause)
* Fact-specific hypotheticals
* Open-ended reasoning prompts
* Fault allocations and damage modeling
* Evidence ranking, witness preferences, and juror confidence measures

Our AI Agents simulates how real jurors reason—then we analyze the results at both the individual and population level.

**6. What kind of insights do I get back—and how do I know they’re reliable?**

You receive a structured insight report showing:

* Who jurors believe, and why
* Which arguments resonate or fall flat
* Where jurors are divided—and on what basis
* Demographic patterns in blame and award thresholds
* Favorable juror profiles for plaintiff

**Behind the scene, VHS is using a completely new patent pending paradigm** and we do not use traditional statistical methods for our research.

We consistently see strong real-world alignment in:

* Juror reasoning patterns
* Skepticism around certain damages
* Political and demographic lean impacts
* Evidentiary priorities and confusion points

VHS isn’t trying to predict your verdict with a probability curve—it’s helping you *understand how people like your jurors think*, and how that should shape your strategy. *It’s like running a focus group or mock jury—over and over—at lightning speed.*

**7. Can I use VHS more than once in the same case?**

Yes—and that’s what makes VHS a true **case co-pilot**, not just a one-time tool. You can VHS your case **(at no additional cost):**

* Early on to pressure-test facts and framing
* Post-discovery to assess risk before mediation
* After depositions to evaluate witness impact
* Pre-trial to refine themes and arguments

Each pass adapts to new inputs. The more your case evolves, the more VHS keeps pace—bringing you fresh and targeted intelligence every time you need it.

**8. What does VHS tell me that traditional jury research might miss?**

VHS doesn’t just give you verdict predictions or surface-level reactions. It reveals:

* How jurors from your venue would explain their reasoning to others
* Where your case is vulnerable to confusion or blame-shifting
* How sympathetic narratives land with specific demographic profiles

You’re not just seeing *what* jurors decide—you’re seeing *how they got there*. And as your case evolves, each VHS run brings you new insights into what matters to the jury. That gives you strategic control before you walk into court.

**9. How long does it take to VHS a case?**

Typical turnaround is **3–5 business days**, depending on document volume and complexity. For quicker iterations (e.g., theme tests, depo-based runs), we can turn around targeted modules even faster.

**10. What makes VHS different from just using ChatGPT or another LLM?**

VHS goes far beyond basic AI prompting. We've developed a sophisticated system that simulates realistic juror reasoning from your specific venue, grounded in your actual case materials. Unlike generic AI tools, VHS creates jurisdiction-specific juror profiles that think and reason like real people from your trial venue. The result is strategic case intelligence you simply cannot get from DIY AI tools such as ChatGPT—no matter how cleverly prompted.

**11. Does VHS replace live mock juries or trial consultants?**

**ABSOLUTELY NOT**. VHS complements them beautifully. Our partner in this venture is Robert Hirschhorn from Cathy E. Bennett & Associates, and he and his team at CEB also use VHS to stress-test themes. Trial teams use it to pre-wire their narratives. Live research is still invaluable—and VHS makes it more refined as you start the live research with CEB or any other litigation consulting firm. Think of this like omni-channel shopping. You research and find inspiration online, and then confirm and pick it up in store.

**12. How do you define success for VHS—and how do I know it works?**

Great question—and one we’re continuously refining alongside our clients.

In the early stages of VHS, we conducted blind testing against traditional jury research surveys. We simulated juror reasoning on fault and damages using our AI-driven personas, and compared those simulations to:

* Results from in-person or online jury research
* Real trial verdicts and settlement outcomes

Across these tests, our simulations were **50% closer to actual verdict outcomes** than traditional surveys **95% of the time**.

But we don’t stop there. We believe that success isn’t just about matching verdicts—it’s about improving preparation. VHS is successful when it helps you:

* **See the hidden fault lines** before opposing counsel does
* **Spot patterns in juror logic** that shape your trial strategy
* **Pressure-test damages and credibility** when it still matters
* **Refine your narrative in time to do something about it**

Ultimately, we think of success as this - **Did VHS give you a clearer, earlier, more actionable view of how jurors are likely to think—and did that help you make smarter decisions?** We’re not trying to be a crystal ball. We’re here to be a co-pilot you can trust—one that makes your next move more informed than your last.

**13. What are the challenges with traditional surveys—and how does VHS overcome them?**

Traditional survey-based research faces growing challenges:

* **High cost & slow turnaround**—also it’s often a one-shot tool, not a co-pilot
* **Low response rates** and unrepresentative samples
* **Shallow feedback**, often biased by social desirability
* **Cognitive fatigue**—real jurors get tired, skip logic steps, or disengage with long-form reasoning
* **Static format**—once you build a survey, it’s hard to change or iterate
* **Fraudulent responses**—Survey fraud is on the rise—and the cost of detecting and correcting bad data lands on the client’s invoice
* **Professional survey takers**—These "serial respondents" participate in dozens of surveys monthly, developing atypical response patterns that don't reflect genuine juror reasoning, compromising data quality

Unlike traditional jury research, we don’t just improve the old model—we reimagine how juror reasoning can be explored, tested, and understood. Here’s how:

| **Traditional Surveys** | **VHS** |
| --- | --- |
| * Fixed inputs, static models | * Emergent reasoning from LLMs trained on trillions of datasets |
| * Takes weeks | * Takes days—often 3–5 business days |
| * High cost per round | * A fraction of the cost—run it multiple times per case |
| * Surveys what people say | * Simulates how people think through fault, causation, and damages |

A video cassette with a label

AI-generated content may be incorrect.