Partnership & Funding Strategy

Assigned Co-Counsel - Comprehensive Outreach Plan

Overview

This document outlines the complete strategy for securing funding, API credits, data partnerships, and institutional support for Assigned Co-Counsel.

Part 1: Government & Foundation Grants

Priority 1: NY Office of Indigent Legal Services (ILS)

Background

ILS oversees all assigned counsel programs in New York State. They have direct authority and budget to improve the system.

Contact Strategy

- **Initial Outreach**: Email to Director William Leahy
- **Follow-up**: Request meeting with Technology/Innovation staff

- **Proposal**: Submit formal grant application

Pitch Points

- Directly addresses their mandate

- Free tool = maximum impact per dollar

- Measurable outcomes (time saved, cases accepted)

- Scalable across all 62 counties

Ask

- Phase 1-2 funding: $200,000

- Endorsement for court system integration

- Pilot program partnership

Email Template

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Subject: AI-Powered Tool to Support 18B Panel Attorneys - Partnership Inquiry

Dear Director Leahy,


I am developing Assigned Co-Counsel, a free AI-powered practice management platform speci


The NYC Bar Association's Interim Report on Assigned Counsel identified technology gaps a


  • AI-powered case analysis (multi-perspective: defense, prosecution, judicial)


  • Citation-backed legal research using RAG technology


  • Automated voucher preparation and compliance checking


  • Criminal and family law workflow templates
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We're seeking ILS support for a NYC pilot program serving 500 attorneys. The platform is


Would you or your team have 30 minutes to discuss how this tool could support ILS's missi


Best regards,


[Name]
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Priority 2: Robin Hood Foundation

Background

Robin Hood is NYC's largest poverty-fighting organization. Criminal justice reform is a major priority, and they fund technology solutions.

Contact Strategy

- Submit online inquiry through website
- Leverage any personal connections
- Attend Robin Hood events if possible

Pitch Points

- NYC focus aligns perfectly
- Criminal justice = poverty issue
- Free tool maximizes impact
- Measurable anti-poverty outcomes

Ask

- $100,000-$250,000 grant

- Connection to NYC defender organizations

- Pilot program support

Priority 3: Ford Foundation

Background

Ford's Building Institutions and Networks (BUILD) program supports infrastructure for social change. Their access to justice work is substantial.

Contact Strategy

- Research current program officers in Civic Engagement

- Submit Letter of Inquiry (LOI)

- Attend Ford-sponsored legal tech events

Pitch Points

- Infrastructure for access to justice

- Scalable beyond NYC

- Technology-forward approach

- Addresses systemic inequality

Ask

- $200,000-$500,000 BUILD grant

- Multi-year support

- National expansion pathway

Priority 4: Legal Services Corporation (LSC)

Background

LSC funds civil legal aid nationally. Their Technology Initiative Grants (TIG) support innovation.

Contact Strategy

- Review current TIG priorities
- Submit TIG application during open period
- Contact Technology Initiatives team

Pitch Points

- Technology innovation focus
- Civil legal aid crossover (family law)
- Open-source commitment possible
- Replicable model

Ask

- $50,000-$100,000 TIG grant
- Participation in LSC technology convenings
- Connection to other grantees

Part 2: Technology Company Partnerships

Google Cloud / Google.org

What We Need

- Google Cloud Platform credits ($100,000+)

- Gemini API access (1M+ tokens/day)

- Firebase premium features

- Potential Google.org grant

Value to Google

- Showcase for legal AI applications

- Public interest demonstration case

- Access to attorney user feedback

- Government/legal sector entry point

Contact Strategy

- Apply to Google for Startups Cloud Program

- Submit to Google.org Impact Challenge

- Reach out to Google Cloud public sector team

- Contact Firebase advocacy team

Email Template (Google.org)

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Subject: Legal AI for Indigent Defense - Google.org Partnership Inquiry

Dear Google.org Team,


Assigned Co-Counsel is a free AI platform serving 18B panel attorneys—the lawyers who rep


The Problem:

• New York's assigned counsel system is in crisis

• Attorneys spend 30-40% of time on administrative tasks
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- Technology could save 10+ hours/week per attorney

Our Solution:

- AI-powered case analysis using Gemini

- RAG-based legal research reducing hallucinations

- Secure document management via Firebase

- Completely FREE to ensure maximum access

We're seeking Google.org support:

- Google Cloud credits for scaling ($100,000)

- Gemini API access for legal research

- Potential Google.org grant for development

This aligns with Google's AI for Social Good initiatives and demonstrates responsible AI

Would your team be interested in exploring a partnership?

Best regards,

[Name]

Anthropic

What We Need

- Claude API access for legal analysis

- Research partnership on legal AI safety

- Potential pro bono support

Value to Anthropic

- Real-world Constitutional AI testing

- Legal domain safety research

- Positive PR for public interest AI

- Attorney feedback on AI limitations

Contact Strategy

- Email partnerships team

- Reach out to Constitutional AI researchers

- Propose research collaboration

Email Template

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Subject: Constitutional AI in Legal Practice - Research Partnership Proposal

Dear Anthropic Partnerships Team,


I'm building Assigned Co-Counsel, a free AI platform for public defenders and assigned co


Why Legal AI Needs Constitutional AI:


• Legal advice directly impacts liberty and rights
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● Hallucinations can cause real harm to clients

● Citation accuracy is critical

● Ethical boundaries (privilege, conflicts) must be respected


Our Proposal:

● Integrate Claude for legal research with constitutional safety constraints

● Document and share learnings on legal AI safety

● Provide attorney feedback on AI behavior in legal contexts


We believe legal practice is an ideal testing ground for Constitutional AI principles. Wo


Best regards,


[Name]
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OpenAI

What We Need

- GPT-4 API credits
- OpenAI for Good / Nonprofit program access
- Technical advisory support

Value to OpenAI

- Public interest deployment case study

- Legal sector expertise

- Government relations showcase

- Demonstrated responsible AI use

Contact Strategy

- Apply to OpenAI for Nonprofits (when/if available)

- Contact enterprise partnerships

- Highlight responsible AI use case

Part 3: Legal Data Partnerships

Thomson Reuters (Westlaw)

What We Need

- API access to Westlaw for free users

- Pro bono license program for 18B attorneys

- Data partnership for case law

Value to Thomson Reuters

- Exposure to 10,000+ NY attorneys

- Public defender market development

- CSR/pro bono demonstration

- Workflow integration showcase

Contact Strategy

- Contact Thomson Reuters Foundation

- Reach out to Legal Aid liaison team

- Propose pilot partnership

Email Template

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Subject: Pro Bono Westlaw Access for New York's Assigned Counsel

Dear Thomson Reuters Legal Aid Team,


Assigned Co-Counsel is developing a free practice management platform for New York's 18B

One barrier these attorneys face is access to comprehensive legal research. While free re


Partnership Proposal:

• Westlaw API integration for verified 18B panel members

• Pro bono access tier or heavily subsidized pricing

• Co-branded "Westlaw for Assigned Counsel" initiative


Benefits to Thomson Reuters:

• 10,000+ attorney exposure in NY alone

• Demonstrates commitment to access to justice

• Develops future Westlaw customers
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  • Positive PR in legal community


We're not asking for unrestricted access—just a pathway for verified assigned counsel to


Would your team be interested in exploring this partnership?


Best regards,


[Name]
```

LexisNexis

What We Need

- Lexis+ API for indigent defense research
- Pro bono access program
- Data sharing for public case law

Value to LexisNexis

- Competition with Westlaw's pro bono efforts
- Public sector market expansion
- Legal aid community goodwill
- Workflow integration opportunity

Contact Strategy

- Contact LexisNexis Cares program

- Reach out to legal aid partnerships
- Propose pilot program

Free Law Project (CourtListener)

What We Need

- Enhanced API access
- Partnership on case law data
- Potential data improvement collaboration

Value to Free Law Project

- Mission-aligned partnership
- Expanded user base
- Feedback loop for data quality
- Citation graph improvements

Contact Strategy

- Email Michael Lissner directly
- Propose mutual promotion
- Discuss data sharing opportunities

Email Template

```
Subject: Partnership Proposal - Assigned Co-Counsel + CourtListener


Dear Michael,



I'm building Assigned Co-Counsel, a free AI platform for 18B panel attorneys in New York.
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Partnership Opportunities:


  • Enhanced API access for our users

  • Mutual promotion to legal aid community

  • Feedback loop for data quality improvements

  • Citation graph collaboration



We're 100% aligned with Free Law Project's mission. Our users would be contributing back


Would you be interested in a call to discuss collaboration?


Best regards,


[Name]
```

Part 4: Institutional Partnerships

NYC Legal Aid Organizations

Target Organizations

- Legal Aid Society
- Brooklyn Defender Services

- Bronx Defenders
- The Legal Aid Society – Criminal Practice
- Queens Law Associates

What We Need

- Letters of support
- Pilot program participants
- Feedback on features
- Validation of problem/solution

Outreach Strategy

- Identify technology leads at each organization
- Offer early access/demo
- Request feedback session
- Ask for letter of support

Bar Associations

Target Organizations

- NYC Bar Association
- NY State Bar Association
- NYCLA (NY County Lawyers Association)
- Brooklyn Bar Association

What We Need

- Endorsement/validation
- Access to attorney networks
- CLE credit partnership

- Newsletter/event promotion

Outreach Strategy

- Submit to Criminal Law committees
- Offer CLE presentation
- Propose joint pilot program
- Request newsletter feature

Part 5: Timeline & Next Steps

Immediate (This Week)

- ☐ Send ILS introductory email
- ☐ Submit Google Cloud for Startups application
- ☐ Email Free Law Project
- ☐ Research Robin Hood submission process

Short-term (1 Month)

- ☐ Follow up on all initial outreach
- ☐ Submit formal proposals to responsive parties
- ☐ Schedule demo meetings
- ☐ Begin Legal Aid org outreach

Medium-term (3 Months)

- ☐ Secure at least one funding commitment
- ☐ Establish 2+ technology partnerships

- ☐ Launch pilot with 50 attorneys
- ☐ Collect letters of support

Long-term (6 Months)

- ☐ Close $100,000+ in funding
- ☐ Full NYC pilot underway
- ☐ All major partnerships established
- ☐ Expansion planning begun

Appendix: Contact Database

Organization	Contact	Email	Status
NY ILS	William Leahy	[research]	Not started
Robin Hood	Programs Team	[website form]	Not started
Ford Foundation	Civic Engagement	[research]	Not started
LSC	Technology Team	[research]	Not started
Google.org	Partnerships	[research]	Not started
Anthropic	Partnerships	partnerships@anthropic.com	Not started
OpenAI	Nonprofits	[research]	Not started
Thomson Reuters	Legal Aid	[research]	Not started
LexisNexis	LN Cares	[research]	Not started

Free Law Project	Michael Lissner	[public]	Not started

Success Metrics

Funding

- Target: $200,000 by Month 6
- Stretch: $500,000 by Month 12

Partnerships

- Target: 3 technology partnerships
- Target: 5 institutional supporters
- Target: 1 legal data partnership

Adoption

- Target: 500 active users by Month 6
- Target: 2,000 active users by Month 12

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