



IMMEDIATOR

Settlement Intelligence

Simplifying the path to settlement by revealing when to negotiate

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IMMEDIATOR



Plaintiff

\$1M

Pre-Trial Settlement
\$1.3M



Pre-Trial Settlement
\$2M

Costs



Insurer



Defendant

Today in personal injury claims, insurers waste over \$6 billion a year to unnecessary legal defense costs.

Immediator Co-founders

Jason Crawford, JD



Jill Ferdinands, PhD



Stephen Frayne Jr., MS, MBA



Maury Argento, MBA



33 years plaintiff attorney
\$1B+ in verdicts / recoveries
Originator of Immediator

PhD in decision analysis
and data science (Harvard)
CDC – 25 years
World expert in influenza
epidemiology

MS in engineering (Stanford)
MBA (Kellogg)
Intel VC analyst
Analytics patent #7,594,464

5 Silicon Valley start-ups
· 1 exit
· 2 acquisitions
20 yrs Silicon Valley ops
US Army Captain



100+ peer-reviewed papers



Problem: The wrong party controls the timeline

- (1) Misalignment of incentives: Defense owns the timeline
- (2) Plaintiff lawyer will never initiate negotiation
- (3) 55% insurance payout goes to litigation costs
- (4) The process takes longer than necessary
- (5) No existing trigger tells parties **WHEN** to negotiate



Settlement Intelligence

The screenshot shows the Immediator web application interface for a case titled "Parker vs Dawson". The interface is divided into several sections:

- Internal Information:** A list of case features with corresponding agreement levels: Case Feature 3 (Strongly Agree), Case Feature 4 (Agree), Case Feature 5 (Disagree), Case Feature 6 (Strongly Agree), Case Feature 7 (Agree), and Case Feature 8 (Strongly Disagree). A "Target Settlement Amount" is shown as a masked field (*****).
- PRISM High Readiness:** A large yellow "82%" is displayed, indicating a "High Readiness" score. A note below states "*if negotiated immediately".
- Offers / Counters:** A table comparing offers from the Defense and Plaintiff sides.

	Defense	Plaintiff
\$	200,000	1,000,000
	1/5/2025 11:04PT	1/5/2025 11:20PT
\$	300,000	700,000
	1/5/2025 12:02PT	1/5/2025 12:15PT
\$	350,000	690,000
	1/5/2025 12:30PT	1/5/2025 12:32PT
\$	500,000	650,000
	1/5/2025 5:30PT	1/5/2025 5:42PT
\$	600,000	600,000
	1/6/2025 9:11PT	1/6/2025 9:13PT

- Files & Folders:** A list of folders including Bills, Medical Records, Correspondence, Depositions, and Interrogatories.
- Case Access:** A table listing users and their roles: Paul Smith (Plaintiff, Attorney), Ellen Markson (Defense, Attorney), and Janet Connors (Defense, Adjuster).
- Case Chat:** A chat window showing a message from Ellen Markson: "You Did you see the PRISM Score?" and a response: "I did! I think we ought to settle this thing".

Unifies all touchpoints and provides the signal to negotiate

- **PRISM** – Probability of Imminent Settlement based on alignment of parties
 - AI model provides a proprietary dataset with ever increasing accuracy
 - Trained on legal expertise
 - Each new settlement increases our moat
- Real-time negotiation – settlement occurs on the platform
- Chat – insurers negotiate directly with plaintiff counsel with no defense intermediary necessary

Market

\$89B spent per year on personal injury claims

- 1.06M cases/year
- Average total cost/case = \$85K/case

Immediator saves users \$19B/year

- 55% of costs are litigation costs = \$46K/case
- 70% of cases/year = 638K cases/year
- 22% of litigation costs/case can be eliminated
- If a firm was spending \$1B they could save up to \$220M



Sources: [Link](#)

Go-to-Market Strategy: Two Customers

Annual subscription fee + per case fee to each side – gradually increase fees

Personal
Injury
Law Firms

Plaintiff lawyers want settlement and buy the product

~\$200K investment from PI Lawyers
-Bill to cost of Immediator to client

Insurance
Companies

Chief Claims Officers buy the product

Claims adjusters use the product

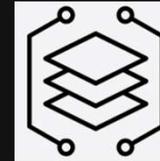
Defense lawyers hired by the claims adjuster must use the product



Broad network – reaching out to insurers to offer early adopter deals

Reinsurers – push insurers to use the product, saving costs

- Swiss Re - connections
- Sampo
- Reinsurance Group of America
- Everest Re
- Renaissance Re
- Lloyds - connections

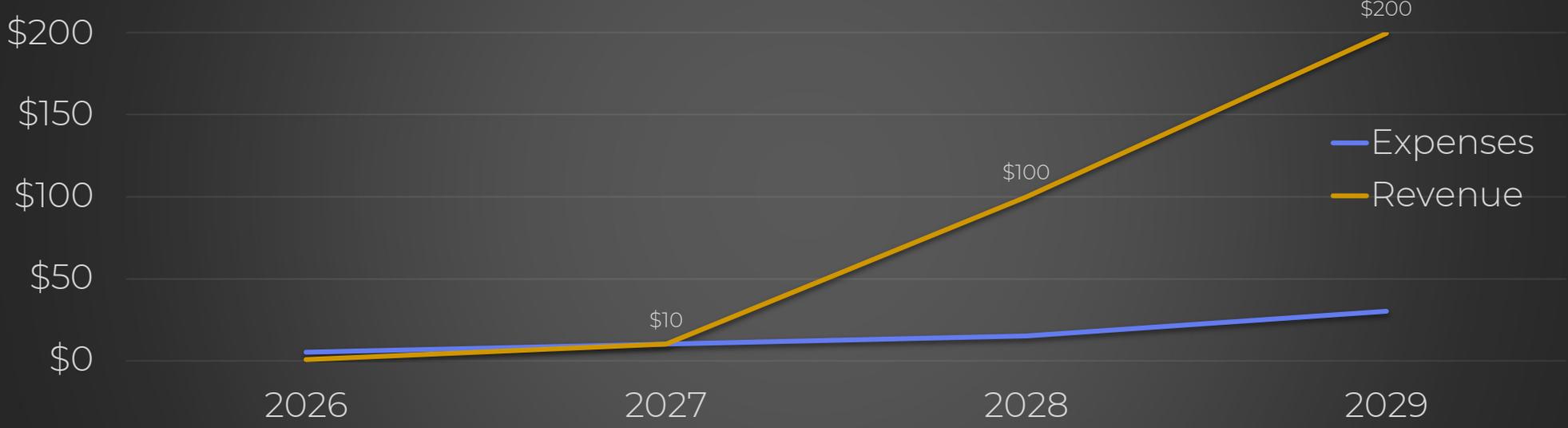


Insurance software tools

- Duck Creek
- Guidewire
- Majesco

Raising \$5M

Immediator Financials (\$M)



**2K Cases
\$200/Case**

- One insurer
- No integration

**10K Cases
\$1000/case**

- One insurer w/ integration
- Two more insurers no integration

**100K Cases
\$1000/case**

- Integration with Guidewire
- Multi-party Tort

**200K Cases
\$1000/case**

- Integration with Duck Creek

Product Roadmap



Progressively adding tools to support negotiation

Highlights

The current claims system rewards delay.
Billions are lost to legal friction instead of settlements.

Solution:

- Immediator is a neutral AI platform that tells both sides when to negotiate, cutting time and legal costs.

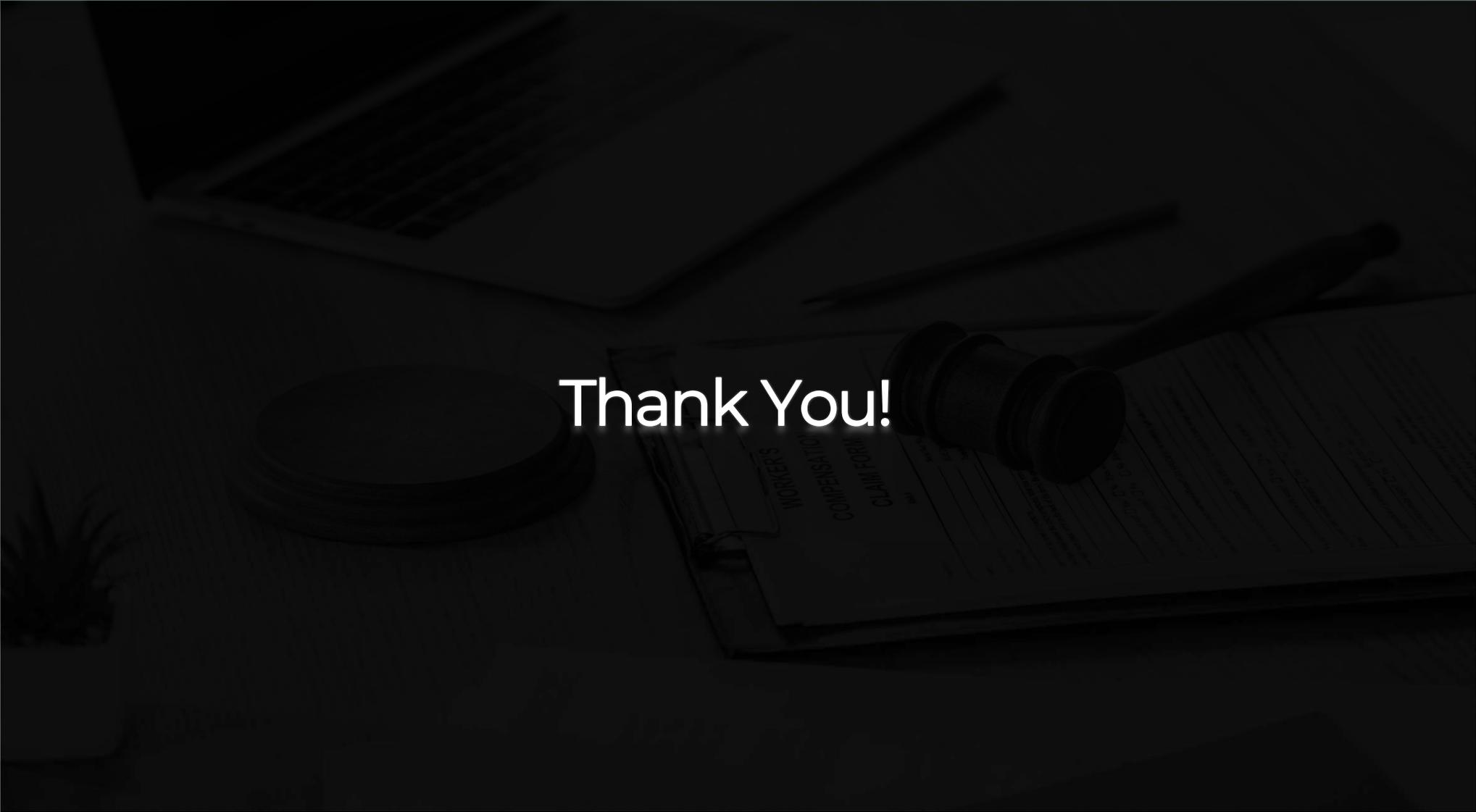
Why We Win:

- Immediator controls the **timing layer** in a broken market, aligning incentives where no neutral player exists.

Advisors

- Marc Crosno – 30+ years SVP in tech sales
- Diego Ventura – 30 years AI Tech CEO; CEO NoHold
- Brandon Mosely – 20+ years defense attorney in personal injury law
- Dave Kochbeck – Former CTO AIG, VC, CEO
- Claire Lee – Ex head of start-up banking at SVB, VC
- Eric Huls – Chief Analytics and Data Officer, Allstate
- Andy Gastley – Insurance claims adjuster, SME
- Juan Raigosa – 20+ years Silicon Valley developer and data scientist
- Emily Coskey - Wilson Sonsini Goodrich & Rosati
- Additional exited founders





Thank You!