

SOLONIQ

**Helping people find legal help.
Helping lawyers move matters forward.**

Venture overview

Ontario beta preparation | October 2026

The first legal conversation starts with a gap

For consumers

A legal problem arrives with uncertainty. People need help organizing what happened, preserving records and finding suitable professional help.

For law firms

Incomplete enquiries create repeated fact gathering before a firm can assess fit. Clients increasingly arrive with unstructured AI-generated material that staff must sort through.

Our starting point: improve the quality of information before professional review.

One connected preparation and intake workflow

01 Consumer preparation

JusticeChamp guides people through facts, dates and documents, with self-help tools for issues that may not need a lawyer.

02 Consented handoff

The consumer chooses whether to request connections and share information.

03 Professional review

The firm assesses fit, conducts its checks and decides how to respond.

AI assists organization. Lawyers retain responsibility for legal judgment.

JusticeChamp: the consumer entry point

Working MVP

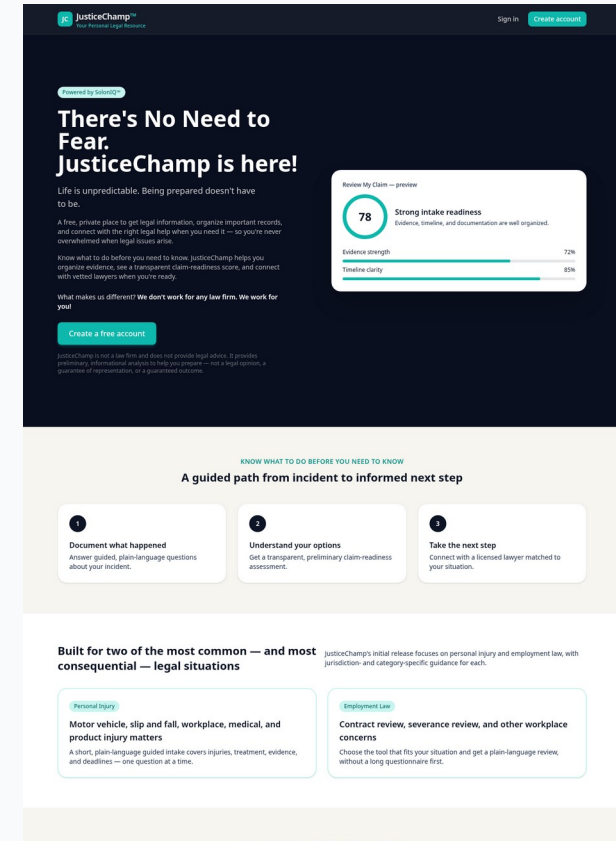
Consumers create an account, complete a guided intake, upload documents and request a lawyer referral.

Ontario beta focus

Personal injury and employment intake, usability and preparation quality.

Value to test

Can more people complete a useful intake and take an informed next step?



Screenshot from SolonIQ.org. Preview scores shown are illustrative.

SolonIQ: the professional workspace

Working MVP

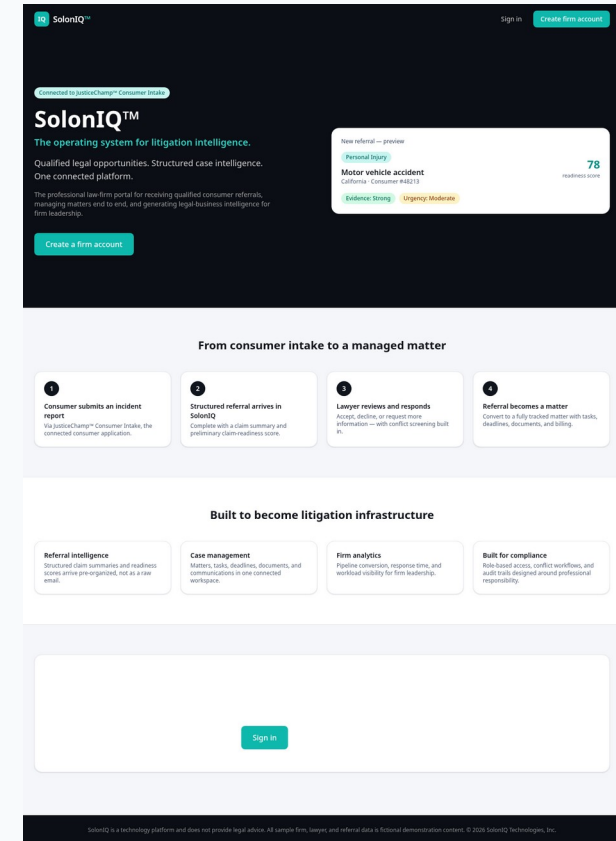
Matched referrals arrive with documents. Lawyers accept or decline, book meetings and message clients.

Value to test

Information completeness, response handling and time spent reviewing enquiries.

Release discipline

Broader communication, AI and analytics capabilities depend on testing and release status.



Screenshot from SolonIQ.org. Sample records are fictional. The core referral workflow has passed end-to-end automated testing.

Early consumer research supports a focused beta

Expanded research now includes almost 400 U.S. and Canadian respondents. The figures below describe the original survey only.

Plain-language summaries	79.3%	288/363
Preparation in one place	74.8%	273/365
Lawyer recommendations	72.3%	264/365
Download intent, 7-10	55.9%	204/365

Original survey: 366 respondents, 300 U.S. and 66 Canadian. Valid-answer bases differ by question.

Practitioner research identifies the buying test

16 firm interviews

Senior representatives of personal injury and employment firms in Ontario and the U.S., from sole practitioners to firms with more than 100 lawyers.

What firms want

Suitable opportunities and better-prepared prospective clients. Accuracy, workflow fit and measurable commercial value shape adoption.

Qualitative research identifies themes. The beta will test referral quality and willingness to pay.

Ontario first, with a defined beta pipeline

15 firms with signed letters · 100+ lawyers on staff

All 15 Ontario firms have signed beta participation letters, with 1-2 lawyers per firm testing.

Waitlist: 12 more firms outside Ontario

About 350 lawyers in the U.S., including through National Advocates, and 75 elsewhere in Canada.

Next evidence milestone

Activate participating firms and report completed intakes, firm responses and accepted matters.

Signed participation letters available upon request. Beta participants are not yet paying customers.

A \$12-15B Ontario market, entered through a focused wedge

Initial users and buyers

Ontario consumers facing personal injury or employment issues. Participating plaintiff-side firms are the intended subscription customers.

Expansion decision

Prove workflow usefulness and repeatable acquisition in Ontario before adding jurisdictions. Local requirements and firm capacity guide rollout.

Commercial model and acquisition plan

Planned revenue model

Per-lawyer subscriptions for intake and professional workflow, so revenue grows with each firm. Pricing tests will consider practice area, firm needs and delivered value.

Proposed acquisition tests

Consumer referrals through community and employment organizations. Direct firm outreach and a controlled Ontario consumer acquisition experiment.

Later options include consumer packages and governed analytics. Current materials do not claim paid traction.

Hard to copy: matching, consent and a ready firm network

Weighted matching engine

Nine weighted criteria rank lawyers on fit, verified experience, capacity and responsiveness, then show each consumer 3–5 suitable options.

Consented two-sided data

Prepared matters, lawyer responses and outcomes build a consented dataset that a new entrant cannot buy.

Firm network before launch

15 firms with 100+ lawyers have signed beta participation letters and 12 more are waitlisted, so consumers meet real lawyers from day one.

Alternatives such as lead-generation sites, single-firm intake forms and referral services pass along a contact, not a prepared, fit-matched matter.

A proposed 90-day beta will test the business

Days 1-30 | Activation

Complete readiness checks, onboard firms and observe consumer task completion.

Days 31-60 | Workflow value

Track completeness, firm response times, consultations and accepted matters.

Days 61-90 | Commercial learning

Review satisfaction, operating costs and willingness to pay. Refine product and pricing.

Beta begins November 15, 2026 with 15 Ontario firms under signed participation letters.

The 12-month plan: from beta to paid growth

Nov 15, 2026 – Jan 2027 | Beta and raise

Beta starts November 15 with 15 Ontario firms. Close the \$2M SAFE on January 31, 2027.

Feb – Apr 2027 | Harden and price

Harden security, privacy and reliability. Validate conversion and per-lawyer pricing.

May – Jul 2027 | Public launch

Measured public launch of JusticeChamp in Ontario. First paid per-lawyer subscriptions.

Aug – Oct 2027 | Expand

Scale Ontario. Onboard waitlisted firms in Canada and the U.S. Prepare the priced round.

Timing after the beta depends on results and readiness.

Responsible release is a product requirement

Before live sensitive data

Verify consent, access controls, retention and deletion. Test failure handling and provide a route for human escalation.

During the beta

Review inaccurate or misleading outputs, monitor user confusion and record product issues. Explain AI limits at the point of use.

Readiness measures describe the plan. They do not assert certification or completed compliance.

Leadership across business, technology and law

Michael Rosenberg

Founder & Chief Executive Officer

Former CEO of AI2HR (formerly WPV Inc.) and author of The Flexible Thinker and Extreme Career Performance. Leads SoloniQ's vision and commercialization.

Matthew Rappard

Chief Technology Officer

Leads technical direction and engineering readiness. Background includes technology leadership at Vaultie, where he was CTO.

Tara Vasdani

Chief Strategy Officer

Founder and principal lawyer of Remote Law Canada, bringing employment and civil-litigation experience to practitioner strategy.

Rebecca Rosenberg

Chief Legal Officer

Lawyer at Filion Wakely whose privacy-law work is published by LexisNexis; co-author of a Macdonald-Laurier Institute health-policy paper. Leads legal and governance.

Raising \$2M to move from beta to growth

The raise

\$2M on a SAFE, closing January 31, 2027, converting at the first priced round.

Use of funds

50% · Sales and marketing for market expansion

30% · Further technology upgrades

20% · Salaries and overhead

We also seek pilot-design guidance, investor-readiness support and commercialization partnerships.

The next milestone is operating proof

We are preparing an Ontario beta to test whether better consumer preparation creates measurable value for law firms.

Company overview

www.soloniq.org/investors-partners

Research and product

www.soloniq.org/validation

Contact

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