

ExposéIQ JuryFit Now Enables Commercial & Business Litigation Practices to Achieve Greater Precision in Modern Voir Dire

Human-Verified Platform Supports More Informed Jury Selection in Complex Contract, Governance, and Financial Disputes

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[Commercial and business litigation](#)

often involves intricate contractual disputes, corporate governance issues, financial transactions, and competing interpretations of business conduct.

These cases frequently require jurors to evaluate complex evidence while drawing upon their own attitudes

toward corporations, risk, and

commercial relationships. [ExposéIQ](#)

today announced expanded

capabilities within its [JuryFit](#) platform to help trial teams bring greater structure and analytical precision to jury selection in these matters.

ExposéIQ JuryFit assists attorneys by analyzing case theories against multiple juror dimensions, including demographic factors, life experiences, attitudes and beliefs, political and social values, personality and cognitive traits, and both implicit and explicit biases. The platform identifies combinations of these factors that may influence how certain jurors are predisposed to respond to a particular theory of the case. All assessments are subject to human verification by licensed professionals to ensure that the analysis remains accurate and strategically relevant to the specific facts of the dispute.

From this evaluation, ExposéIQ JuryFit generates targeted Voir Dire questions, which also undergo human verification before being used to explore potential alignment or misalignment with the case narrative. Once a jury is empaneled, the platform enables attorneys to test key arguments, contractual interpretations, and damages themes against a Virtual Mirror Jury™. This simulation is constructed to reflect the personality profiles and group dynamics of the actual seated jurors. All outputs from the Virtual Mirror Jury process are reviewed through human



ExposéIQ JuryFit



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*Joseph Terp, Co-Founder of
ExposéIQ*

verification to support more informed strategic decisions.

“In commercial litigation, jurors are often asked to evaluate sophisticated business issues and assess the credibility of corporate witnesses,” said Joseph Terp, Co-Founder and CEO of ExposéIQ. “ExposéIQ JuryFit is designed to provide greater clarity by examining a range of demographic, experiential, and psychological factors during jury selection, while maintaining human oversight throughout the process.”

The platform supports trial teams in developing more consistent approaches to jury selection in complex commercial and business disputes while preserving full professional judgment over final decisions.

About ExposéIQ

ExposéIQ develops litigation intelligence tools that help trial attorneys examine complex case information and juror dynamics with greater structure. By combining advanced technology with human professional oversight, the company’s solutions are designed to support more informed decision-making throughout the litigation process.

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