
Team Kennedii AI

— Future of Contracts Design Derby —

Specific Problem: Consumer Comprehension

Online terms of use/service are long, full of legalese, and difficult to navigate for the average consumer. Kennedii AI improves consumer comprehension of terms of service provisions through personalized summarization of contractual terms in a manner that also protects corporate interests of risk management, profitability, and reputation.

AI-Generated Personality Summary

Kennedii AI is a new generative AI tool that reads contracts and generates personalized summaries. Users can select the summary's focus, level of complexity, language, format of presentation (video, pictograph, text), and the personality presenting.

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Upon receiving a product or service's Terms of Use, a user is asked if they would like to receive a summary with several options for personalization. After choosing between each set of options, a summary is generated in the format and "personality" (e.g., standard AI, professional athlete, etc.) of their choosing. At any point, the user can "loop back" to any choice and modify the summary (e.g., a different provision to summarize, a different level of detail, a different personality, etc.).

Accessibility

Kennedii AI will allow consumers to read and understand the Terms of Service for the different services for which they contract by:

- Summarizing the information included in Terms of Service agreements;
- Explaining the provisions included in the agreements in easily understood terms; and
- Reducing the amount of time that consumers must spend engaging with Terms of Service contracts, both in reading and comprehension.

Optionality

Kennedii AI will provide users with several options to allow for customized learning:

- Allows users to better fit the experience to their preferred learning style (e.g., visual learners, auditory learners, etc.);
- Accounts for different levels of sophistication or contract familiarity (e.g., an attorney or another person well-versed in reading contracts might want to receive the “advanced” explanation); and
- Permits users to choose between a summary or focused explanation of specific provisions within a larger contracting document.

Neutrality

Kennedii AI is a privately developed and owned program. The company building this program is not controlled or influenced by market participants.

- The information provided to users will be communicated in a neutral and unbiased manner; and
- Updates and maintenance to the platform will be performed independently regardless of third-party incentives.

Anticipated Questions & Answers

- How is Kennedii AI going to be funded?
 - To provide the highest degree of accessibility and neutrality, Kennedii AI will be subsidized by the government;
 - The U.S. government can allocate funds from corporate taxes. Because of our progressive corporate tax system, larger market participants will be primarily responsible in funding the platform for consumers.
- What incentives are there for service providers to utilize this tool?
 - Service providers will maintain a better reputational value in a transparent environment where better informed consumers are able to understand their rights and obligations;
 - Service providers can leverage the increased access to information to compete against market participants. Providers that offer better terms will find a market advantage in circumstances where consumers understand their rights and obligations.
 - Service providers will feel more secure reducing their liability and exposure with more certainty. As contracting terms become accessible and understandable for consumers, the enforceability of those terms becomes stronger.
- Where does the training data come from?
 - The training data for our platform is publicly available and of high-quality. The language and provisions of contracting agreements (e.g, ToS Agreements) are easily accessible and largely standardized.
- How does the tool integrate with current systems?
 - Kennedii AI can be integrated into applications and websites. When users are prompted to review and agree to a ToS Agreement, the Kennedii AI platform will be made accessible through the service provider's existing interface.

Artifact: Video Skit



<https://www.youtube.com/watch?v=k9HsWFFXDJo>