# Nobody should bet a visa on a *forum post.*

Criter.ai pairs instant AI guidance with a real, licensed immigration lawyer's sign-off — so an applicant gets an answer in seconds and a verified answer in under 15 minutes.

SINGAPORE & AUSTRALIA  FOUNDED 2025  CRITER.AI

THE PROBLEM

# Immigration advice today is expensive, slow, or unaccountable — often all three.

01

### Free isn't free

"Free application help" is a common pitch in the market — the outcomes people actually get from it rarely match the promise.

02

### Paid isn't fast

One documented case: an applicant went through six different registered migration agents over nine years before finally securing PR.

03

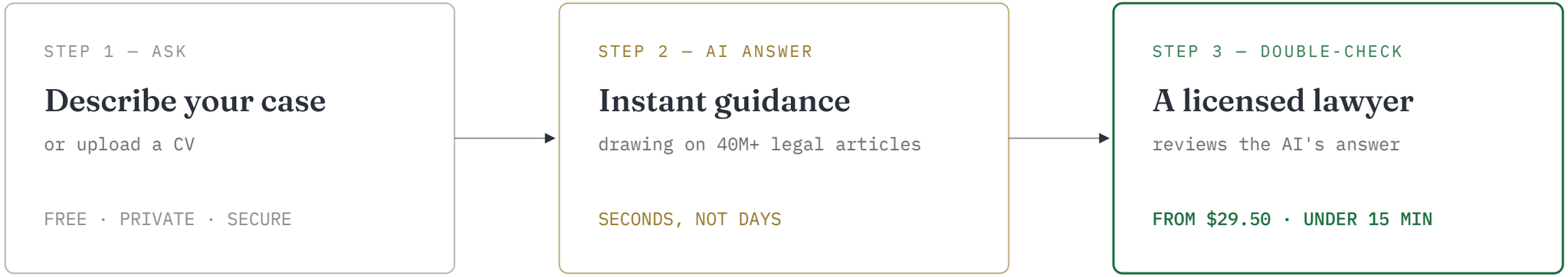
### Fast isn't verified

Generic AI chatbots answer instantly and confidently — with no lawyer checking the answer before someone files it.

SOURCE: CRITER.AI BLOG — "THE TRUTH ABOUT FREE EDUCATION AGENTS", "6 AGENTS, 9 YEARS..."

THE SOLUTION

# One flow: ask, get an instant answer, then get it checked by a real lawyer.




The free step removes the barrier to asking. The paid, verified step is where trust — and revenue — is created.

SOURCE: CRITER.AI PRODUCT FLOW

PROOF, NOT A PROMISE

# The lawyer catches what the AI gets wrong — before the applicant acts on it.

⚠ AI MADE A MISTAKE

Q "Can I mention wanting to work in Australia after graduation in my GTE statement?"

AI **AI answer:** "Yes, mentioning work intentions shows commitment to your studies and career development."

⚖ "Incorrect. GTE requires demonstrating temporary intentions. Mentioning work plans in Australia contradicts this requirement."

— Adam S, Immigration Lawyer, College of Law, Sydney

✓ AI ANSWER CONFIRMED

Q "What should I include in my GTE statement for my student visa application?"

AI **AI answer:** "Your GTE statement should demonstrate genuine temporary intentions — career goals at home, family ties, financial circumstances, and how the course fits your future plans."

⚖ "This advice is comprehensive and accurate for GTE requirements."

— Adam S, Immigration Lawyer, College of Law, Sydney

REAL INTERACTION SHOWN ON CRITER.AI — REPRODUCED AS PUBLISHED

WHY NOW

# The market is already validating "AI, plus a human in the loop."

01

A UK legal authority has already approved the first fully AI-run law firm.

Cited in Criter.ai's investor materials

02

Independent research finds people trust legal advice from AI as much as — or more than — from a human lawyer.

Cited in Criter.ai's investor materials

03

1 in 3 lawyers now using AI to advise clients say they still prefer keeping a human in the loop — exactly Criter.ai's model, validated from the professional side.

Cited in Criter.ai's investor materials

FULL CITATIONS AVAILABLE IN COMPANY DATA ROOM

MARKET OPPORTUNITY

# A large, chronically underserved market — starting in Australia.

**$1.5 BN**

Size of Australia's immigration legal-services segment alone — company estimate, one of many national markets Criter.ai can enter.

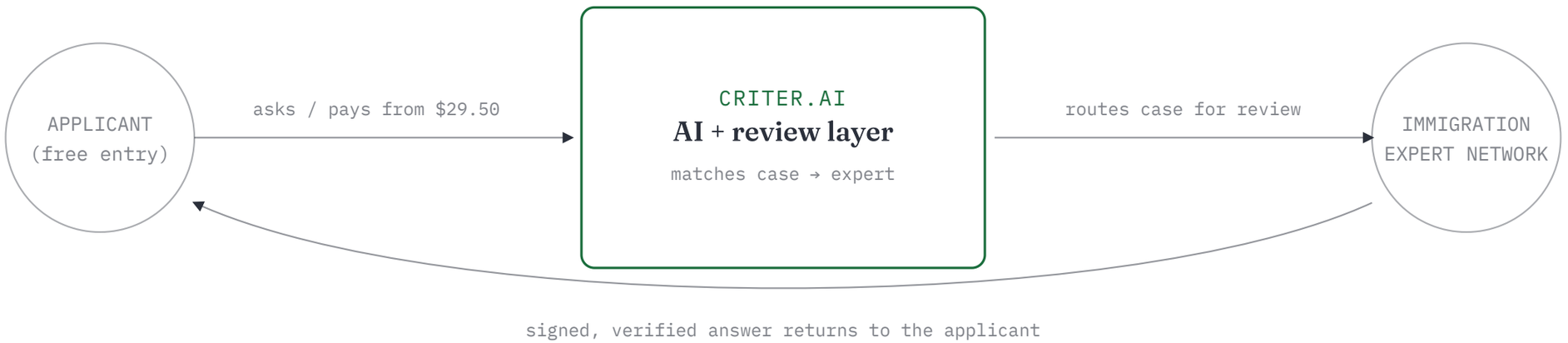
**Multi-billion-dollar category globally.** Immigration legal services are priced on hours and urgency almost everywhere Criter.ai could operate.

**Millions attempt DIY visa applications every year** — precisely where a wrong guess is most costly, and where free AI guidance has the most room to help before someone needs to pay for certainty.

SOURCE: CRITER.AI FOUNDER INVESTOR NOTE (HASAN VC)

BUSINESS MODEL

# A two-sided marketplace: applicants pay per verified answer, lawyers get flexible, meaningful work.




FREE AI ACCESS REMOVES THE BARRIER TO THE FIRST QUESTION; THE PAID DOUBLE-CHECK IS WHERE TRUST — AND REVENUE — IS CREATED

COMPETITIVE LANDSCAPE

# Speed and legal accountability haven't come from the same place — until now.

| | DIY / FORUMS | TRADITIONAL AGENT | GENERIC AI CHATBOT | CRITER.AI |
|---|---|---|---|---|
| **Response time** | Hours to weeks | Days to weeks | Instant | **Instant, verified <15 min** |
| **Cost** | "Free" (ad-funded) | High, hourly | Free / subscription | **From $29.50 per case** |
| **Legal accountability** | None | Yes, one person | None | **Yes — licensed lawyer sign-off** |
| **Consistency** | Low — crowd opinion | Varies by agent | Unverified | **Standardised review, every time** |

QUALITATIVE COMPARISON BASED ON PUBLICLY KNOWN SERVICE MODELS

TRACTION & VALIDATION

# Early signal, with real discipline behind it.

> *"The moment we stopped selling how we built something and started focusing on what changes for the customer, everything shifted. Conversations became sharper. Sales cycles shortened. Trust showed up faster."*
>
> — Sam H, Immigration Agent, Criter.ai team · company blog, Jan 2026

### LIVE PRODUCT

Beta 2.0 is live today, taking real applicant questions and lawyer double-checks.

### EARLY PARTNERSHIPS

Company-stated exclusive partnerships with educational institutions, feeding a channel of international-student visa questions.

### MISSION-ALIGNED GROWTH

Every Double-Check pre-purchased for a refugee is matched 1:1 by Criter.ai — a trust signal that also builds goodwill and reach.

### POSITIONING DISCIPLINE

The team already tracks message-to-outcome fit over "AI" hype — the kind of judgment that keeps CAC honest as the product scales.

SOURCE: CRITER.AI COMPANY BLOG AND INVESTOR NOTE

TEAM

# Led by someone who has already won this exact fight, for a decade and a half.

**15+ yrs**
In immigration law

**93%**
Success rate across 6,000+ visa applications

**$4M**
Prior business exit

**100s**
Migrants personally interviewed

> *"Trust is the foundation of my vision for Criter.ai... the stakes are people's lives and futures."*

**Sammy Hamadiya** — Founder & CEO, Criter.ai

SOURCE: FOUNDER'S INVESTOR NOTE, HASAN VC

VISION

# From one country's visa questions to the trusted layer behind immigration advice everywhere.

The trade-off Criter.ai solves — AI speed without legal accountability, or legal accountability without speed — exists in every immigration system in the world. The playbook built in Australia travels.

Australia + Singapore — today → English-speaking migration corridors → Global immigration advice layer

DIRECTIONAL ROADMAP — NOT A COMPANY COMMITMENT OR TIMELINE

THE ASK

# Raising a Pre-Seed round to take Criter.ai from Beta 2.0 to the default first stop for immigration questions.

| STAGE | LEAD | GEOGRAPHY | AMOUNT / VALUATION |
| --- | --- | --- | --- |
| Pre-Seed | Hasan VC | Singapore & Australia | Confirmed directly with company |

REQUEST FULL DATA ROOM

Contact: **Sammy Hamadiya**, Founder & CEO — criter.ai