

No seats, no subscription: Alesis prices AI for UK law firms by credit, and colleagues join free

The first firm a person sets up starts with £25 of free credit, every colleague who joins adds £15, and nothing recurs

Chester, England, 19 August 2026. Alesis, the AI assistant for UK law firms made by L25 Limited, is funded by credit rather than a subscription. There is no monthly fee, no price per seat and no feature tier. A firm starts with free credit, adds more each time a colleague joins, and tops up only when it chooses.

The model is published in full at alesis.ai/pricing, and it has three parts:

- **Start.** The first firm a person sets up on Alesis starts with £25 of credit. No card is needed, and the starting credit is granted once per person.
- **Grow.** Each colleague who joins with a verified account, whether by accepting an invitation or by an approved request from the firm's own email domain, adds £15 to the firm's credit, once per person, for up to 20 colleagues: £300 in all. Inviting people costs nothing.
- **Top up.** When the firm wants more, it buys £25, £50 or £100 of credit, or any amount from £10 to £5,000. Nothing is charged on the company's initiative, and nothing recurs.

Usage draws the credit down answer by answer. Everyone sees their own usage in their settings, and firm admins see the whole firm's, person by person, with what each person's answers have cost over 30 days and all time, so nobody is guessing at where the work went. Prices exclude VAT, and receipts and invoices live in the billing portal.

"A seat licence asks a firm to decide, before anyone has tried the product, who is worth paying for, and the answer is usually a handful of people," said Luke Roberts, director of L25 Limited. "We would rather every fee earner, paralegal and practice manager could be on it from the first day, with the firm paying only for what is used. So inviting a colleague costs nothing, it adds credit to the firm, and nothing recurs."

Nothing is held back. There are no feature tiers and no enterprise edition: what Alesis can do, it does for every firm, whether it has one fee earner or a hundred. And there is nothing to be locked into, because there is no subscription. A firm buys credit when it wants it.

Alesis answers questions about a firm's matters from the matter's own papers and from official sources, counts key dates with the working shown, and names the source behind every point so that a qualified person can check it before relying on it. A firm's information is held in the UK, processed only in the UK and the EU, kept apart from every other firm's, and never used to train anything for anyone else.

Firms can create an account at alesis.ai and put Alesis to work on a real matter today, with no card and nothing to cancel. Firms planning a rollout can write to hello@l25.ai.

ENDS

Notes to editors

ABOUT ALESIS	Alesis is an AI assistant for UK law firms, made by L25 Limited. It answers questions about a firm's matters from the matter's own papers, reads legislation, official guidance and Financial Ombudsman decisions at the source, counts key dates with the working shown, and names the source behind every point so it can be checked before anyone relies on it. It says when it does not know, it never sends anything itself, and the firm's information is held in the UK and processed only in the UK and the EU. Alesis assists qualified professionals and does not replace them, and it does not provide legal advice. It is funded by credit rather than a subscription. alesis.ai
ABOUT L25 LIMITED	L25 Limited is a UK software company registered in England and Wales, company number 16154221, with its registered office at 28 City Road, Chester, CH1 3AE. It builds Alesis. The people who build Alesis are the people who answer, and they answer in writing.
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