**Disciplined Entrepreneurship Workbook**

# Step 12: Determining the Customer’s Decision-Making Unit (DMU)

## Worksheet

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| Determine the Decision-Making Unit (DMU) | | | |
|  | **End User Persona (Step 5)** | **Economic Buyer Persona** | **Champion Persona** |
| Name | Chrysis Andreou | Dr. Alexios Papadopoulos | Dr. Eleni Costa |
| Title | Master's Student | Principal Investigator /  Head of AI Research Lab | Postdoctoral Researcher /  Assistant Professor |
| Demographic Summary | Male, 30, Grad Student (Master's AI @ U Cyprus), BSc Psych, modest income (IT support), Single, Cypriot, lives near uni. | Male, ~50s, PhD, Established academic, manages research lab &  budget, likely higher income, based at University/Research Institute. | Female, ~35, PhD, Early-career  academic, tech-savvy, focused on building research track record, based at same University. |
| Psychographic Summary | Passionate about AI/AGI, innovative, hardworking, values  rigor & learning, curious, resilient, seeks efficiency. | Focused on research impact, funding, lab reputation, resource  management, mentorship.  Values efficiency, results, budget adherence, academic prestige. | Ambitious, innovation-driven,  seeks efficiency tools, collaborative, wants to advance career, understands researcher pain points, values impact and  recognition. |
| Proxy Products | LLM APIs, ChatGPT, Grok, Perplexity, Claude, Cursor IDE,  Open-source AI tools. | Grant management software, University procurement systems, Lab equipment, Budgeting tools, High-performance computing resources, Competitor software | Advanced research software (e.g., specialized simulation/analysis tools), Collaboration platforms,  Python/R libraries, Reference managers, maybe pilot software. |
| Watering Holes | X (Twitter), AI blogs, journals, Uni campus, conferences, tech events, online communities (ResearchGate), peers, profs. | Academic leadership conferences, Funding agency websites/briefings,  University admin meetings, Peer PI networks, Top-tier journal editorial boards. | Academic conferences (specific tracks), Methodology workshops,  Early career researcher networks, ResearchGate, LinkedIn, Lab meetings, Seminars. |
| Day In the Life | 10h Study/Research, balancing coursework, personal projects (AI-Coscientist), IT job, exercise, socializing. | Grant writing, managing lab personnel and students, reviewing papers, strategic planning, meetings (dept., collaborators, funders), teaching. | Conducting experiments/analysis,  mentoring students, writing papers and grant sections, collaborating, seeking/testing new research tools & methods. |
| Priorities (Top 4 in order) | 1. Good Grades (MSc)  2. Build AI-Coscientist  3. Innovate in DL/RL  4. Publish Research / Collaborate | 1. Secure Research Funding  2. Publish High-Impact Research (Lab)  3. Efficient Resource/Budget Use  4. Attract/Retain Talent | 1. Publish High-Impact Research Quickly  2. Gain Recognition / Secure Next Position  3. Mentor Students Effectively  4. Introduce Lab Innovations |
| Key Selling Points to this Person | 1. Accelerate research  by 50%  2. Enhance research quality/innovation  3. Helps build the AI-Coscientist  vision | 1. Increase Lab Research  Output/Impact  2. Improve Lab  Efficiency/ROI  3. Attract/Retain Top Talent | 1. Faster Path to Publications  2. Demonstrate Innovation  Leadership  3. Improve Mentorship Efficiency |

## End User Persona (Step 5) - Chrysis Andreou

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|  | **Primary Influencers** | **Secondary Influencers** | **Veto Power** |
| **People** | Professors, Research Peers, AI Thought Leaders (on X) | Lab seniors, Mentors | Economic Buyer (if institutional  purchase), IT Dept (if issues), Self  (if personal) |
| **Organizations** | University Dept., Specific Labs, AI Research Community | Funding bodies (indirectly via goals) | University Procurement / IT  Security |
| **Info Sources** | Academic Papers, Conferences, Top AI Blogs/News | Online forums (e.g., Reddit), GitHub | Product reviews (if poor) |
| **Others** | Personal project goals (AI- Coscientist build) | Open Source Community trends | Lack of clear value/benefit |

## Economic Buyer Persona - Dr. Alexios Papadopoulos

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|  | **Primary Influencers** | **Secondary Influencers** | **Veto Power** |
| **People** | University Admin/Budget  Committee, Peer PIs, Champion, Key Staff | Funding Agency Program Managers, Dept Colleagues | Self, University Finance/Procurement, IT  Security/Compliance |
| **Organizations** | Funding Agencies,  University Leadership,  Research Institute | Professional Societies,  Competitor Institutions | Legal/Compliance Department |
| **Info Sources** | Budget Reports, Grant  Requirements, Strategic  Plans, Peer Reviews | Industry Reports on Research Tech, Vendor presentations | Negative ROI analysis,  Security audit failure |
| **Others** | Lab's strategic goals,  Departmental mandates | Overall economic climate affecting  funding | Lack of budget, Non-compliance  with regulations |

## Champion Persona - Dr. Eleni Costa

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|  | **Primary Influencers** | **Secondary Influencers** | **Veto Power** |
| **People** | End Users (students, researchers), Economic Buyer (PI) | Peer Champions (other labs), Technical Support | Economic Buyer, IT Dept, Significant End User resistance |
| **Organizations** | Own Research Lab/Group,  University Department | Early Adopter Communities, Software Vendors | University Policy |
| **Info Sources** | Successful Case Studies/Demos, Positive End User Feedback | Competitor product limitations, Technical documentation | Poor trial results, Negative internal reviews |
| **Others** | Personal career goals,  Desire for lab innovation | Availability of support/training | Withdrawal of support (effectively a veto on progress), Failure to prove value case |

**Qualitative Summary:** ***How would you qualitatively summarize the DMU in three sentences or less?***

The purchase decision for Cogency AI Co-Scientist within an academic setting involves a motivated End

User (like Chrysis) or Champion (like Dr. Costa) identifying the research acceleration potential. They must

convince the Economic Buyer (a PI/Lab Head like Dr. Papadopoulos), who prioritizes lab output, funding,

and budget efficiency. Final approval may be subject to institutional checks (IT, Procurement), making the

Champion's role crucial in demonstrating value and navigating the process.