

## Step 22: MVBP

How Your Proposed MVBP Meets the Three Objectives of an MVBP	
<b><u>Objectives</u></b>	<b><u>How, specifically, does your MVBP meet this objective?</u></b>
1. <b><u>Value</u></b> : Provides value to end user consistent with Step 8	Our MVBP offers AI-powered legal research tailored to Cyprus law, enabling lawyers to save 30–50% of their time on compliance and case preparation. Early adopters gain faster access to relevant case law and regulations through a simple query interface. This directly addresses their pain point of inefficient manual research.
2. <b><u>Pay</u></b> : Prove that the economic buyer will pay something for the product placement	We have confirmed interest from legal teams and small law firms willing to pay €1,200/year for this subscription. Initial pilots are set to include reduced-rate access in exchange for feedback, with conversion to full subscriptions after the pilot period. This demonstrates early payment validation from managing partners and legal directors.
3. <b><u>Feedback</u></b> : Creates meaningful feedback loop with customer (end user, economic buyer and champion)	Our MVBP includes built-in feedback tools (e.g., thumbs-up/down on result relevance, comment boxes) and monthly check-ins with pilot users. We'll collect insights from end users (lawyers), economic buyers (firm partners), and internal champions to refine model accuracy and UI/UX.

### Minimizing Investment and/or Speeding Time to Market – Concierge Opportunities

Is there anything that can be concierged in your MVBP to reduce the initial investment required to achieve the above three objectives and/or decrease time to get to market with an MVBP? Time maybe even more important than money.

To reduce initial investment and speed time to market, we are concierging some AI functions:

- Instead of a full AI backend, early responses will be manually validated or partially pre-generated using prompt templates.
- Customer onboarding will be done manually by our team.
- A curated legal document dataset will be used in place of a fully scalable real-time database initially. This allows rapid delivery of value while validating use cases and reducing initial infrastructure and engineering costs.