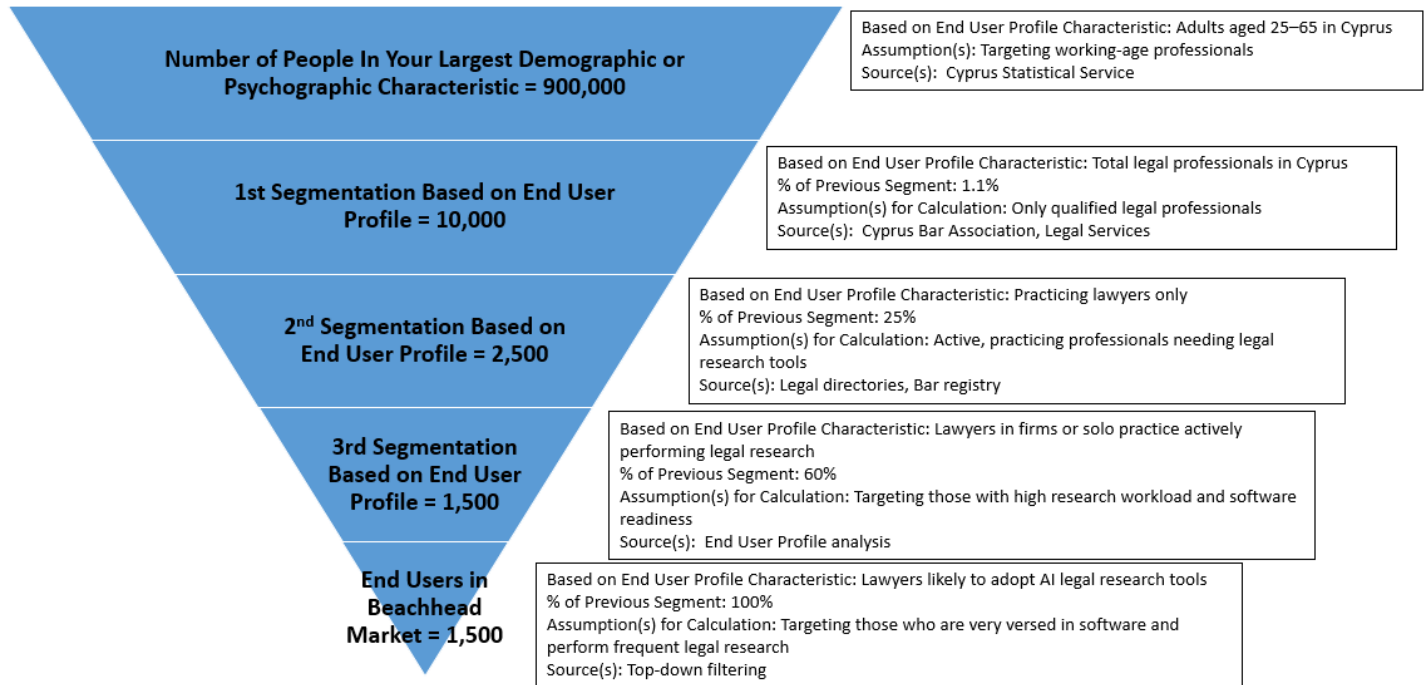


Disciplined Entrepreneurship Workbook

Step 4: Calculate Total Addressable Market (TAM) for Beachhead Market Worksheets

Top-Down Estimate of Number of End Users in Beachhead Market



(Editable version of above graphic provided in additional Powerpoint document)

I.	<u>One Time Charge Data Point</u>	
Ia	Estimation of price per unit	€100/month per lawyer (conservative SaaS estimate)
Ib	Number of units needed per end user	1 subscription per user
Ic	Average Life Relevant? (assume repurchase)	Yes
Id	Average Life of Product in year	1 year
Ie	Annualized Revenue (Ia*Ib)/Id (Data Point 1)	€1,200
II.	<u>Budget Available Data Points</u>	
Ila	Current Spend per end user (Data Point 2)	€1,000–€2,000 annually on legal research tools (Westlaw, LexisNexis)
Ilb	Total budget for the end user	€2,000/year
Ilc	What % of budget could go to this solution reasonably?	50%
Ild	Annualize Revenue (Ilb*Ilc) (Data Point 3)	€1,000
III.	<u>Comparables</u>	
IIla	Who are the comparable for your business?	Westlaw, LexisNexis, Ross Intelligence
IIlb	What are the comparable products?	AI legal search tools, subscription-based legal databases
IIlc	What is the comparable converted to similar annualize revenue (Data Points 4 plus however many more you deem relevant)	€1,000–€2,400/year (consistent with our estimates)

IV Interpreting the Results		
IVa	Consensus on estimate of annualized revenue per end user (a range is fine)	€1,000–€1,200
	How did you end up at this number/range?	<ul style="list-style-type: none"> • Market rates of AI-based legal tools • Lawyer spend on current legal databases • Primary market research insights • Willingness to pay for automation and trust

Now the final items beyond just a beachhead market TAM are the other dimensions that are important to provide more meaning to the overall number. A \$10M beachhead market TAM that has 99% profitability where you can win 100% market share in less than a year, which also happens to be growing at 30% a year, is totally different than a \$10M beachhead market TAM with 10% profitability where you will only get 10% market share after 3 years of effort and the market is shrinking each year.

This information should be collected and then added in to fill out the Top-Down TAM Analysis Summary below to give a robust sense of the economic attractiveness of market characteristics of the beachhead market.

Top-Down TAM Analysis Summary				
1	Total # of end users in the broad market segment	2,000 lawyers in Cyprus	Source/ Based on:	Cyprus Bar Association
2	Total # of end users in the targeted sub-segment your BHM	1,500 (solo/corporate lawyers)	Source/ Based on:	PMR, Step 1/2/3 analysis
3	Annual monetizable revenue per end user	€1,200	Source/ Based on:	Pricing models, PMR
4	Estimate of Top-Down TAM (line 2 times line 3)	€1,800,000		$1,500 \times €1,200$
5	Estimate of Range of Profitability for Your Product	50–70%	Source/ Based on:	SaaS benchmarks, low variable cost
6	Estimated CAGR (Compound Annual Growth Rate)	15–20%	Source/ Based on:	LegalTech market trends
7	Estimated Time to Achieve 20% Market Share	2–3 years	Source/ Based on:	Go-to-market strategy
8	Anticipated Market Share Achieved if You are Reasonably Successful	30–40%	Source/ Based on:	PMR confidence, partner channels
	What are the 3 top assumptions that	1. Willingness to adopt AI tools by conservative legal professionals		

could affect the attractiveness of the beachhead market for your product (besides the product itself)?	2. Trust in AI's accuracy and legal credibility 3. Speed of regulatory approvals for AI in legal services
--	--

Based on this summary analysis, use the below checklist to assess whether your beachhead market is a good size:

Checklist After TAM Analysis of Beachhead Market			
		Yes	No
1	Is the market big enough to be interesting?	Yes	
2	Is it reasonable in size for us to achieve meaningful word of mouth, meaning it is not too big?	Yes	
3	Is it possible to get to cash flow positive in this market in a reasonable period of time (typically 3 years but it might be shorter or longer depending on the industry)? Note: This question takes into consideration the extra 4 factors described above	Yes	
4	Do I still feel good about this beachhead market as our initial market?	Yes	

If the answer to any of these is no, consider carefully before you move forward. Many of the high-profile entrepreneurs who have access to significant investment capital, or have a very strong personal balance sheet themselves, can ignore #3, but I would advise you to not ignore this question otherwise. It might be the second most important question for your survival. The most important question is the last one, because if you don't feel good about this market, you need to figure out why.

ADVANCED TOPICS: BOTTOM-UP TAM ANALYSIS

As mentioned, a bottom-up analysis is extremely powerful and gives you invaluable insights that are not generally possible through secondary research. Bottom-up analysis is also very time-consuming and difficult to get information for. If you are unsure about your market or your commitment to this idea, skip this part and come back later when you are more confident about your beachhead market and have a deeper understanding of the market. Most plans rely on top-down analysis, and while I think it's insufficient, it is the reality that bottom-up analysis is much, much harder to do.

The below worksheet uses a concept called "end user density" which allows you to complete a bottom-up analysis without the need to identify every single end user in a market, since that process can be prohibitively expensive in terms of time consumed.

To calculate end user density, you'll first need some way to divide up the market into countable units. For instance, in the SensAble example in *Disciplined Entrepreneurship*, we sold to companies that employed industrial designers, and they defined their countable entity as overall number of employees. Their resulting "designer density" for their market was expressed as the number of designers per thousand employees.

For a consumer product, your countable unit could be population, a specific socioeconomic segment of the population, the number of people who own another product, etc. For businesses it may be number of employees, revenue, products released each year, number of customers that company has, etc. These units depend on your situation. Clever

choice of countable unit for density will give credibility to your TAM estimate, so spend some time to optimize your choice on this unit, understanding it is still an estimate.

Once you have defined your countable unit, go to three instances of this unit and “count noses,” determine exactly how many end users are within that countable unit. Also determine how many people overall are in that countable unit.

Then, for each instance, determine what the annualized revenue per end user is, based on the unique circumstances of each instance. Do not guess, ask the people from this instance of the countable unit!

Bottom-Up TAM Analysis Worksheet

What countable unit are you using for end user density? Law firms in Cyprus

What are three instances of this countable unit you will be using to “count noses”?

1. Large law firm (10 lawyers, 15 staff) 2. Medium law firm (5 lawyers, 8 staff) 3. Solo practitioner (1 lawyer, 1 assistant)

	<u>Instance 1:</u> <u>Large law firm</u>	<u>Instance 2:</u> <u>Medium law firm</u>	<u>Instance 3:</u> <u>Solo practitioner</u>
<u>Who did you speak to in order to gather this info?</u>	<u>Andreas Christou (Lawyer)</u>	<u>Savvas Papapetrou (Lawyer)</u>	<u>Maria Georgiou (Citizen perspective on solo lawyers)</u>
<u># of end users</u>	<u>10</u>	<u>5</u>	<u>1</u>
<u># of people in the countable unit</u>	<u>25</u>	<u>13</u>	<u>2</u>
<u>Density ratio (# end users / # people in countable unit)</u>	<u>10/25=0.40</u>	<u>5/13=0.38</u>	<u>1 / 2=0.50</u>
<u>How representative of the whole market do you believe this instance is?</u>	<u>Very representative – large firm with full legal staff</u>	<u>Moderately representative – standard medium practice</u>	<u>Somewhat representative – many lawyers in Cyprus are solo</u>
<u>In this instance, what is your estimate of the annualized revenue per end user?</u>	<u>€1,200</u>	<u>€1,200</u>	<u>€1,200</u>

Based on the above table, what is a reasonable estimate of the end user density? $(0.40+0.38+0.50)/3 = 0.43 = 43\%$

What is a reasonable estimate of the annualized revenue per end user? €1,200 per year

Based on the end user density, what is a reasonable estimate for the number of end users in the market? 600 law firms × average 6 people per firm = 3,600 people $0.43 \times 3,600 = 1,548$

What is a reasonable estimate for the TAM (# end users multiplied by annualized revenue per end user)?
 $1,548 \times €1,200 = €1,857,600$

Four additional factors to consider:

Estimate of Range of Profitability for Your Product	50–70%	Based on:	SaaS model with low marginal cost; RISO BMC cost structure (AI, cloud, legal DB)
Estimated CAGR (Compound Annual Growth Rate)	15–20%	Based on:	Global LegalTech trends; Cyprus digital transformation initiatives
Estimated Time to Achieve 20% Market Share	2–3 years	Based on:	Conservative B2B adoption cycle; PMR on lawyer openness; partnership approach
Anticipated Market Share Achieved if You are Reasonably Successful	30–40%	Based on:	High product-market fit; strategic partnerships; strong value proposition

1. Comparing your top-down and bottom-up analyses, which do you believe has more credibility? Why?

The bottom-up analysis is more credible because it's based on real data from actual law firms and primary research. It reflects realistic usage patterns and pricing better than top-down estimates.

2. If you blend the two estimations, what is your final TAM size? What factors would make the TAM lower than you calculated? What are the factors that would drive the TAM much higher?

The blended final TAM is approximately €1.83 million. It could be lower due to AI skepticism or pricing resistance, or higher if adoption grows fast or new features expand the market.

Step 5 Worksheet (Persona):

Persona Profile for Beachhead Market



Name	Eleni Demetriou
Address	Nicosia, Cyprus
Email and phone	eleni.demetriou@lawcy.eu +357 99 123456
Title (if appropriate)	Senior Associate, Legal Advisor – Corporate and EU Law
If B2B, where they exist in the overall org chart	Mid-to-senior level legal associate, reporting to managing partner; influential in tool selection for legal research.
Demographics:	
Gender	Female
Age	38
Income	€45,000–€65,000
Education level	Postgraduate
Education specifics (schools, majors, awards, etc.)	LLB from University of Cyprus, LLM in EU Law from King’s College London
Employment History (companies, jobs, awards, etc.)	<ul style="list-style-type: none">• Legal Intern at Ministry of Justice• Associate at Cyprus Legal Partners• Senior Associate at UCY Law Department.• Contributor to legal journals on EU regulatory frameworks
Marital Status	Married
Kids & other family info	Two children, aged 6 and 9
Ethnicity	Greek Cypriot
Political Affiliations	Centrist, pro-EU policy advocate

Psychographics:	
Why do they do this job or live the life they do	Passion for justice, EU compliance, and enabling fair legal access. Finds meaning in helping businesses and individuals navigate legal complexities.
Hobbies	Reading legal thrillers, amateur photography, hiking in Troodos mountains
Heroes	Amal Clooney (for human rights and international law)
Aspirations in life	To become a partner at her firm and influence legal digital transformation in Cyprus
Fears in life	Missing key regulatory updates, misadvising clients, getting outpaced by legal tech
Personality Traits	Detail-oriented, analytical, conscientious, tech-curious but cautious
Interesting habits	Starts each day reviewing legal bulletins, uses highlighters color-coded by jurisdiction
Proxy Products (Which products have the highest correlation with your Persona)	
Is there a product or products that the Persona needs to have in order to get benefit from yours?	<ul style="list-style-type: none"> • Legal databases (LexisNexis, Westlaw) • PDF annotation software • Microsoft Word with legal plugins
Are there products the Persona uses that embody the psychographics & demographics from the end user profile?	<ul style="list-style-type: none"> • Evernote for research • Legal alert services • EU Law Tracker mobile apps
Any other unusual or interesting products of note that the Persona has?	<ul style="list-style-type: none"> • Subscribes to European Law Review podcast
Watering Holes (Real or virtual places where the Persona interacts with others like herself):	
Favorite sources for news (e.g., which newspapers, TV shows, websites, blogs, etc.)	<ul style="list-style-type: none"> • Cyprus Mail • Legal News Europe • LinkedIn legal groups • Bar Association newsletters
Places where they congregate with other similar people	<ul style="list-style-type: none"> • Cyprus Bar Association meetings • EU Law seminars and CLE events • LegalTech Cyprus forums
Associations they belong to and the importance of each	<ul style="list-style-type: none"> • Cyprus Bar Association • European Women Lawyers Association • Member of a regulatory policy working group
Where does the Persona go for expert advice and/or to get questions answered?	<ul style="list-style-type: none"> • Online forums (e.g., Law Stack Exchange) • Senior partners and legal thought leaders • Regulatory updates from the EU Legal Portal

Day in the Life (describe a day in the life of the end user and what is going on in her head):	
What are the typical tasks the Persona does each day with the amount of time associated with each?	<ul style="list-style-type: none"> • 08:00–09:00 — Skimming regulatory/legal updates, scanning emails (Habit) • 09:00–11:00 — Reviewing client case files, drafting legal documents (High Effort) • 11:00–13:00 — Legal research using databases, cross-checking precedent (High Effort) • 13:00–14:00 — Lunch and brief team check-ins (Habit / Enjoys) • 14:00–16:00 — Meeting with clients or internal legal team (Effort + Enjoys) • 16:00–17:30 — Compliance checks, follow-ups, and task documentation (Does not enjoy) • 17:30–18:00 — Planning next day, responding to late requests (Habit)
Which of these typical tasks are habits?	<ul style="list-style-type: none"> • Morning news/emails • Afternoon wrap-up • Team check-ins
Which require the most effort?	<ul style="list-style-type: none"> • Legal research and document drafting • Ensuring up-to-date compliance with regulatory changes
Which does the Persona enjoy?	<ul style="list-style-type: none"> • Solving complex legal problems • Collaborating with team and mentoring juniors • Meeting clients when not under time pressure
Which does the Persona not enjoy?	<ul style="list-style-type: none"> • Repetitive compliance tracking • Chasing ambiguous legal updates • Manual cross-referencing of case laws
What makes it a good day for the Persona?	<ul style="list-style-type: none"> • Finishing key legal research quickly • Positive client feedback • Discovering useful insights through legal tech tools
What makes it a bad day?	<ul style="list-style-type: none"> • Delays due to lack of access to updated legislation • Missed deadlines due to inefficient legal research tools • Pressure from partners or government officials over compliance details
Who is the Persona trying to please the most?	<ul style="list-style-type: none"> • Senior partners and clients
What is the top priority of the person/people the Persona is trying to please?	<ul style="list-style-type: none"> • Accuracy in legal advice • Speed in service delivery • Compliance with evolving legal and EU regulatory standards

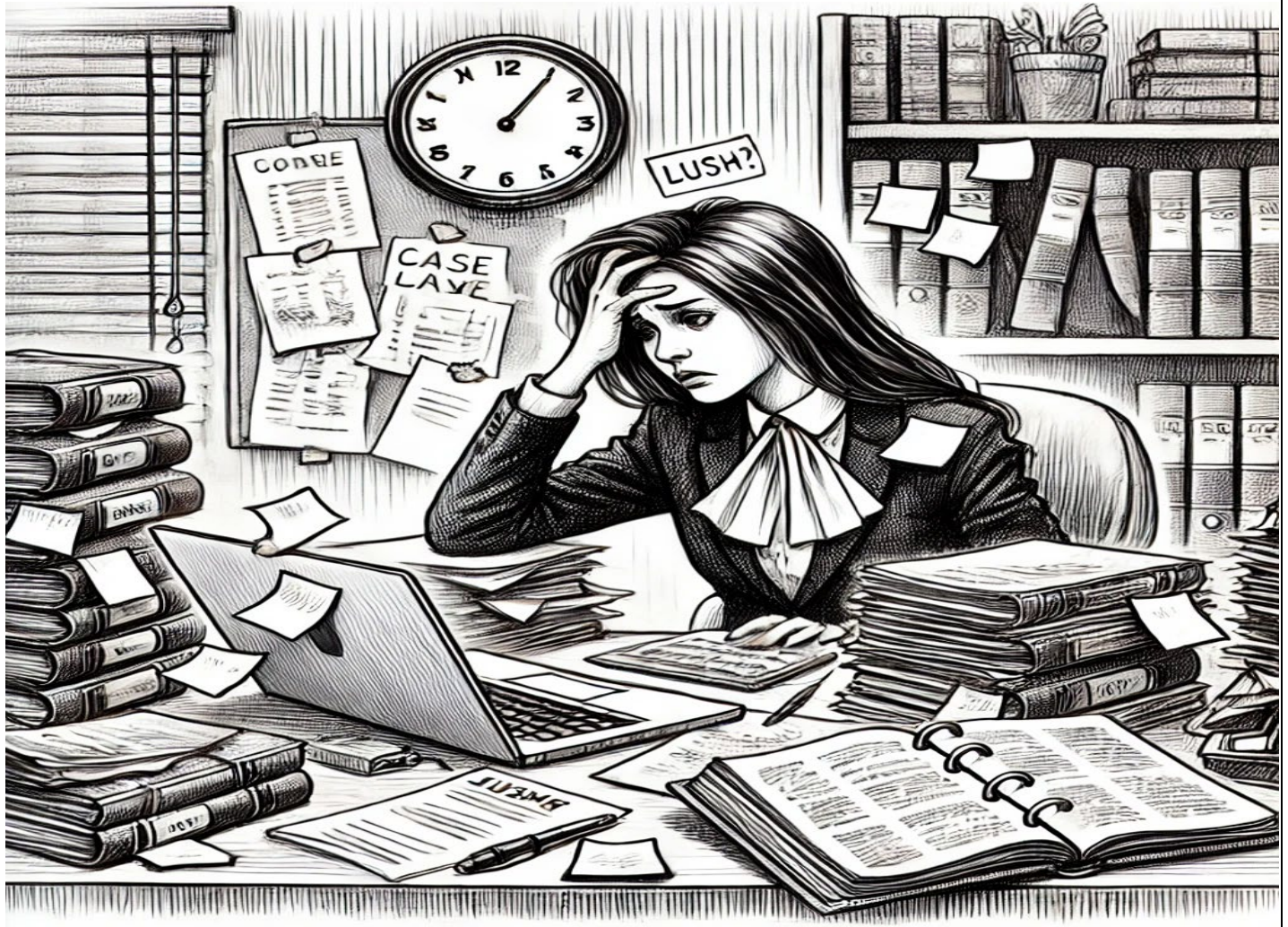
Priorities:

Priorities (what are your Persona's priorities – focus first on biggest fears, then biggest motivations – and assign a weighting to each so that it adds up to 100)

1. **Avoiding Non-Compliance and Legal Errors**
(Fear of failing clients or facing reputational damage)
Weighting: 30
2. **Staying Up to Date on Legal Changes and Case Law**
(Motivated by being seen as a trusted and informed advisor)
Weighting: 25
3. **Delivering Results Quickly and Accurately**
(Clients and partners expect productivity under pressure)
Weighting: 20
4. **Career Growth and Recognition**
(Wants to make partner and influence digital legal innovation)
Weighting: 15
5. **Work-Life Balance and Mental Clarity**
(Values time with family and clarity amidst information overload)
Weighting: 10

Step 6 (Full Life Cycle) Worksheet

Sketch of How the End User Currently Solves Their Problem (or Doesn't)



Full Life Cycle Use Case Worksheet

Stage #	Action	Who is involved	When	Where	How	Misc.
1	User experiences delays, outdated info, or missed updates during legal research or compliance. This triggers a need for better tools.	Legal professionals, junior associates, office managers	When inefficiencies or errors occur	Law offices or remote	Based on frustration, missed deadlines, or client pressure	May stem from audits or internal review
2	They find out about tools through newsletters, LinkedIn, bar events, forums, or peer referrals.	Lawyers, peers, tech-savvy colleagues	While browsing or actively searching	Online, legal events	Social media, CLE sessions, email newsletters	Strong peer influence
3	Compare tools by price, usability, coverage, and workflow fit.	Lawyers, partners, procurement officers	During evaluation (1–2 weeks)	Office or remote	Websites, demos, reviews, comparison tables	Free trials or vendor calls
4	Request a demo or sign up for a free trial.	Lawyers, IT, admin staff	After narrowing options	Online	SaaS signup or email	Ease of access is critical
5	Purchase via credit card or firm procurement process.	Lawyer or finance/admin contact	After trial or approval	Online or billing portal	Invoice, subscription plan	Requires clear terms and privacy policies
6	Minimal setup: login credentials and user roles.	Lawyer, assistant, IT	Immediately after purchase	Office or remote	Guided onboarding, help center	Quick setup improves adoption
7	Use AI tools to search laws, get alerts, analyze case law, and draft briefs.	Lawyers, paralegals	Daily or weekly	Work computer or tablet	Web dashboard, search bar	Time-saving and strategic value
8	Measure value by tracking time saved, improved accuracy, and faster client responses.	Lawyers, managers	After 1–2 months	Meetings or reviews	Compare before/after workload	ROI becomes visible
9	Add users or licenses as value is proven.	Partners, admin team	Quarterly or renewal period	Online or with rep	Admin dashboard or email	Triggered by internal success
10	Share via referrals, LinkedIn, bar events, or conferences.	Users, firm leaders	After successful usage	Online or in-person events	Word of mouth, reviews	Legal network amplification

Sketch of How End User Will Use Your Product



Reflection on Full Life Cycle Use Case

1. Looking at these worksheets now, where do you see the gaps in your understanding?
 - There's still uncertainty about how legal professionals actually evaluate and compare AI legal tools during their decision process.
 - We also lack detailed insight into the firm-level procurement process and who exactly approves tech purchases.
 - There may be differences between solo lawyers and law firms in adoption behaviors that we haven't captured yet.
2. How do you intend to fill those knowledge gaps?
 - Maybe conduct interviews with 3–5 lawyers in Cyprus from different firm sizes (solo, small firm, corporate).
 - Explore user reviews and case studies of similar legal tech tools to map real-life comparison and onboarding processes.
3. Which stages of the Full Life Cycle Use Case are you most concerned about as posing risks to the adoption of a new solution?
 - **Stage 3 (Analysis of Options):** Legal professionals may be overwhelmed by or skeptical of new AI tools, especially if they don't fully trust the accuracy or compliance of the results.
 - **Stage 8 (Value Determination):** It may take time for users to clearly see the ROI unless value is made immediately obvious (e.g., time savings, better client outcomes).

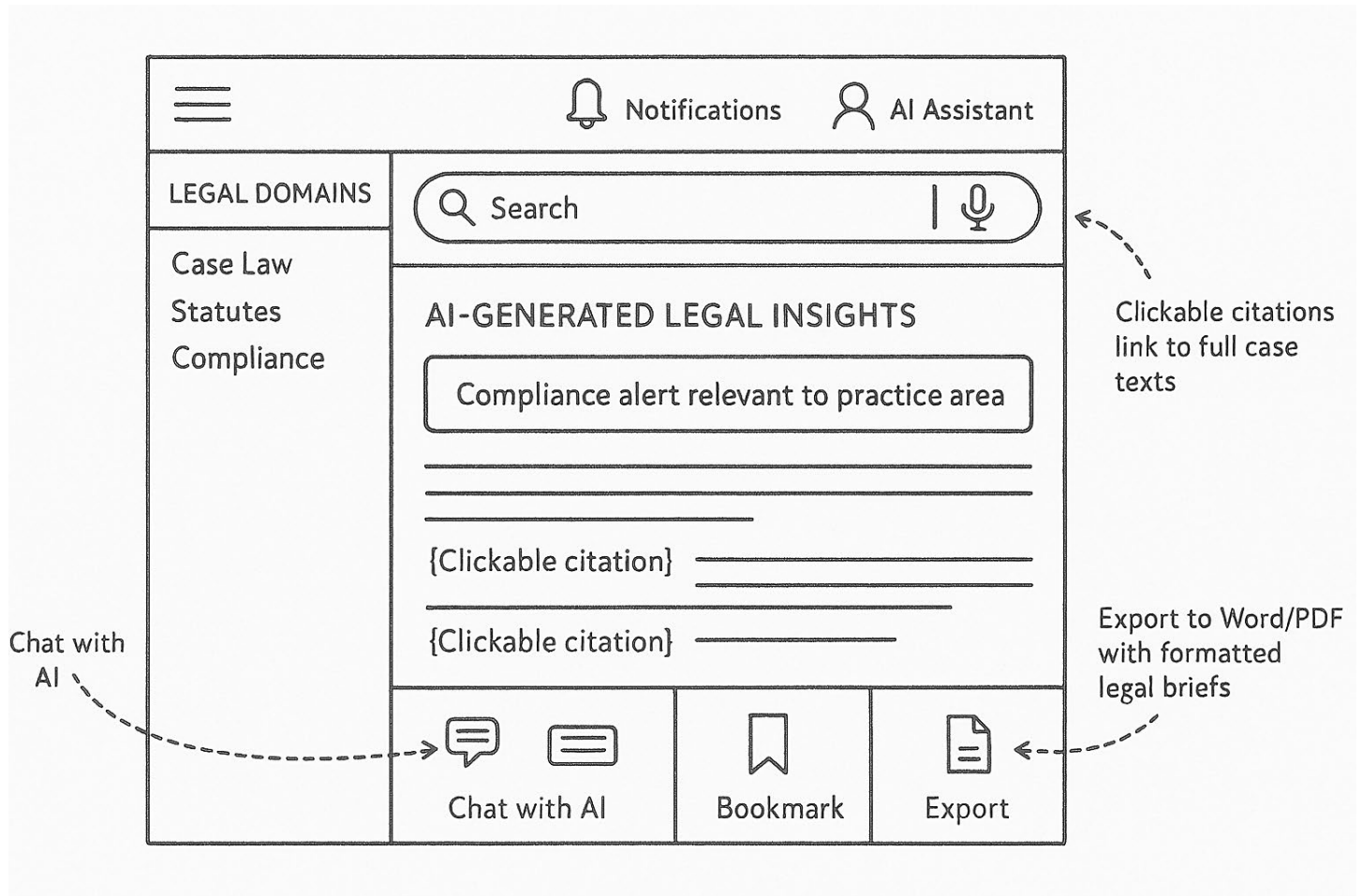
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Step 7: High-Level Product Specification

Worksheets

Visual Representation of Product

In the space below (and use more sheets if need be, but keep it to less than three sheets) build a visual representation of your product and how it works. Annotate your drawings, but do not burden them with too much detail.



Product Alignment with Persona

	<u>How will you deliver a new level of value with respect to this priority?</u>	<u>What features address this priority?</u>	<u>What functions address this priority?</u>	<u>What benefits address this priority?</u>
<u>Persona's #1 Priority: Accuracy</u>	We ensure a new level of value by delivering highly reliable legal insights sourced from verified databases, updated in real time, and tailored to the lawyer's jurisdiction. This minimizes legal risk and boosts professional credibility.	<ul style="list-style-type: none"> • Verified sources and legal citations • Real-time legal updates • Jurisdiction-specific results 	<ul style="list-style-type: none"> • Smart case law search • Regulation tracker • Source validation engine 	<ul style="list-style-type: none"> • Confidence in research quality • Reduced risk of citing outdated law • Enhanced client trust
<u>Persona's #2 Priority: Speed</u>	We accelerate the research workflow by using AI to instantly process complex legal queries, summarize case law, and automate daily legal digests — allowing lawyers to work faster without compromising quality.	<ul style="list-style-type: none"> • AI-powered summarization • Natural language legal query input • Saved search templates 	<ul style="list-style-type: none"> • Instant result generation • One-click export • Daily legal digest 	<ul style="list-style-type: none"> • Saves hours of manual research • Faster case prep • More time for client work
<u>Persona's #3 Priority: Cost Efficiency</u>	We offer a flexible, value-based pricing model with free access to core tools and paid tiers only for advanced features, allowing solo lawyers and firms to reduce research costs while maintaining legal effectiveness.	<ul style="list-style-type: none"> • Freemium access to core tools • Tiered subscription plans • Bundled compliance tools 	<ul style="list-style-type: none"> • Usage-based billing • Team access controls • Analytics dashboard 	<ul style="list-style-type: none"> • Lower research costs • Value-based pricing • Easy ROI justification for firms •

Ready for Action?

a. Is the high-level product specification ready to review with your Persona? (circle one) **Yes** No

b. Have you done so? What feedback did the Persona provide?

Yes — Lawyers appreciated the structured results and compliance integration.
Feedback emphasized the need for trustworthy citations and intuitive UX.

c. Have you iterated based on the Persona's feedback at least once? What changes did you make as a response to the Persona's feedback? (Hopefully you will iterate with the Persona more than once.)

Yes — Improved the source transparency and added feature to trace legal document origin.
Adjusted UI flow for case preparation mode.

- d. Has the Persona concluded that the high-level product specification is interesting and satisfies the Persona's priorities?
(circle one) **Yes** No

ADVANCED TOPICS: HIGH LEVEL PRODUCT BROCHURE

Once you have iterated on your high-level product specification, you may want to build a trifold brochure that more clearly outlines the benefits your product provides. Some people will wait to make a brochure until they have iterated the specification with other customers in Step 9, Identify Your Next 10 Customers, but others find a brochure useful at this stage.

A good brochure should have the following items:

- ☐ First draft of company name and tag line
- ☐ Name of product and tag line
- ☐ Picture of product so it is clear what it is
- ☐ Clearly identified benefits aligned with the Persona's #1 priority (don't be subtle – it should come out in the tag lines and even names of your product)
- ☐ Two additional benefits (if appropriate) that don't dilute the impact of the first benefit
- ☐ Provide a sense of the magnitude of the benefit to be expected by the end user
- ☐ Provide a sense of the value the customer will gain from your product – use your work from the Step 6 Full Life Cycle Use Case
- ☐ Some other information might be relevant, but always be diligent about not diluting your main message – if you say too much, you say nothing in particular
- ☐ Have a clear call to action
- ☐ Everything should be fully aligned with the customer's priorities and will resonate with them in all elements (e.g. names, taglines, pictures, benefits emphasized, fonts, colors, word choice, language, references, call to action, etc.)

There are great individuals and agencies you can hire to design brochures, and you're not expected to become an expert in design. But you want to think through the content and make sure it is compelling and addresses the Persona's priorities. That way, if you choose to delegate or outsource the design, you can give them good direction and not settle for an inferior brochure.

Ultimately, the brochure is the most commonly and widely given elevator pitch about your product because it can be done when you are not in the room and even when you are sleeping. It make consistent messaging possible and scalable, so don't just down play it as "marketing hype." It really matters.

You also have to back it up with a great product, but that is coming. First, you have to make sure you are building the right product for your customer, and this process really helps to communicate that to all sides.

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Step 8: Quantify the Value Proposition Worksheets

Axis to Measure Value Proposition

- a. What is the Persona's #1 priority?

Avoiding non-compliance and legal errors in a rapidly changing regulatory environment.

- b. What units should it be measured in?

Hours spent per week on legal research and compliance tracking, Number of compliance-related errors or missed updates, Response time to client inquiries

General Verbal Description of the "As Is" State and the Opportunities for Improvement

Currently, Eleni spends 10–12 hours per week searching across multiple disconnected sources (legal databases, newsletters, and manual updates) to ensure regulatory compliance and find relevant case law. The fragmented nature of these tools causes stress, lost productivity, and sometimes missed legislative updates. Her law firm lacks a centralized, real-time legal intelligence system, making tasks repetitive and error-prone.

General Verbal Description of the "Possible" State and the Opportunities for Improvement

With the AI-driven RAG-based platform, Eleni will access real-time, consolidated legal updates and case law analysis within minutes. Time spent on research is reduced by up to 70%, and the risk of missing key updates is minimized through automated alerts and semantic search. This empowers her to focus on higher-value legal strategy and client advising.

Visual One-Page Summary of Quantified Value Proposition

On the page below, draw diagrams that represent the "as is" state and "possible" state, and summarize the benefits to the customer.

Quantified Value Proposition

"As Is" State

Component 1 =
Legal Research

Task Completed =
Manual search across multiple legal websites

Units =
12 hrs/week

Component 2 =
Compliance Tracking

Task Completed =
Manually monitoring changes using spreadsheets

Units =
6 hrs/week

Component 3 =
Case Law Analysis

Task Completed =
Searching, reading and tagging PDFs

Units =
4 hrs/week

Component 4 =
Client Response Prep

Task Completed =
Crafting replies with ad hoc insights

Units =
3 hrs/week

Component 5 =
Information Consolidation

Task Completed =
Comparing sources, fact-checking overlaps

Units =
2 hrs/week

Total Units =
27 hrs/week

#1 Priority of Persona = **Avoiding legal errors and staying up-to-date with current regulations**

Units =
3.5 hrs/week

Task Completed =
AI-powered semantic search

Improvements =
70% less time, more relevant results

Units =
1.5 hrs/week

Task Completed =
Real-time alerts from RAG system

Improvements =
No manual checking, proactive updates

Units =
1 hr/week

Task Completed =
Intelligent Summarization and tagging

Improvements =
High-relevance suggestions, visual summaries

Units =
1 hr/week

Task Completed =
Drafts generated from AI legal insights

Improvements =
Faster prep, richer responses

Units =
0.5 hrs/week

Task Completed =
Unified dashboard for legal data

Improvements =
One source of truth, less switching tools

Total Units =
7.5 hrs/week

Summary of Benefits
-70% reduction in time spent on research and prep,
-Improved speed, clarity, and confidence in legal decisions,
-Reduced cognitive load, fewer missed updates

Reason for Benefits
-Automation of low-value tasks
-Centralized knowledge base,
-Real-time alerts + advanced legal search (RAG)

"Possible" State

Quantified Value Proposition

“As Is” State

#1 Priority of Persona = **Avoiding legal errors
and staying up-to-date with current regulations**

Result in “As Is” =
27 hours/week on fragmented
research, tracking, and prep

Results in “Possible” =
7.5 hours/week using
AI-powered legal platform
Summary of Benefits
Frees 70% of time, lowers
stress, improves accuracy

Reason for Benefits
Centralization, real-time
updates, AI-powered legal
search and analysis

“Possible” State