



## Worksheet

Think long, hard and creatively about what assets your team and new venture have. They can include capabilities, connections, branding opportunities, personal attributes, personal wealth, intellectual property, unique insights, key customer commitments or something else.

Defining Your Core Worksheet		
	<p>What is your value proposition (from Step 8)?</p> <p>An AI-powered Retrieval-Augmented Generation (RAG) application that provides fast, accurate, and personalized access to Cyprus legal texts, legislative updates, and case law summaries saving professionals time and reducing research errors, while offering freemium access to citizens and scalable tools to government and legal institutions.</p>	
What assets does your team have? Prioritize from strongest to weakest.		
1.	<b>Unique dataset of Cyprus legislative and case law content</b> – structured and indexed.	Strongest
2.	<b>Technical expertise in RAG architecture and NLP for legal language.</b>	
3.	<b>Academic and institutional partnerships (University of Cyprus, Law Faculty).</b>	
4.	<b>First-mover advantage in Cyprus-focused AI legal assistant.</b>	
5.	<b>Strong UX design focused on legal professionals and accessibility.</b>	
6.	<b>Customer insights from direct interviews with lawyers, NGOs, and regulators.</b>	
7.	<b>Freemium model strategy validated through feedback loops.</b>	
8.	<b>Early traction interest from Bar Association and Law Firms.</b>	
9.	<b>Modular product roadmap (B2B, B2G, B2C streams).</b>	
10.	<b>Lean and agile product development team.</b>	Weakest
What are your proposed moats for your business?		
1.	<b>Localized legal dataset for Cyprus, curated with AI optimization.</b>	Strongest
2.	<b>Continuous learning layer from legal user feedback (semi-supervised tuning).</b>	
3.	<b>Integration with legal document workflows (e.g., Word, PDF, CMS).</b>	
4.	<b>Regulatory compliance with EU AI Act and local data laws.</b>	
5.	<b>Academic legal partnerships for research-driven credibility.</b>	
6.	<b>Freemium trust-building among citizens for grassroots adoption.</b>	Weakest
What are potential Cores for your business?		
1.	<b>High-quality, proprietary legal knowledge graph for Cyprus law.</b>	
2.	<b>Personalized AI legal assistant trained on Cyprus-specific use cases.</b>	
3.	<b>Scalable B2G compliance platform for legislative monitoring.</b>	
4.	<b>Community-driven trust and network effects via citizen adoption.</b>	
Decision:		
1.	What is your proposed Core from these choices?	
	<b>Proprietary AI-powered legal knowledge graph and Cyprus-specific legal data infrastructure.</b>	

	2.	Why is or will this Core be unique?
		<ul style="list-style-type: none"> <li>• <b>No existing product has <i>Cyprus-optimized legislative coverage</i> with contextual RAG capabilities.</b></li> <li>• <b>The combination of localized data, semantic search, and real-time updates gives our product defensibility and strong differentiation from generalized legal AI tools (e.g., ChatGPT, Westlaw).</b></li> <li>• <b>Our graph grows smarter and richer over time via continual ingestion and feedback.</b></li> </ul>
	3.	Why is it important to your target customer? How does it relate to your value proposition?
		<ul style="list-style-type: none"> <li>• <b>Lawyers:</b> Need high precision and speed → knowledge graph minimizes irrelevant results.</li> <li>• <b>Government:</b> Need accountability and legislative traceability → our infrastructure supports compliance and transparency.</li> <li>• <b>Citizens:</b> Need digestible summaries of law → the AI graph enables simplification without losing accuracy.</li> </ul>
	4.	How does it grow over time relative to competitors in a way that competitors can't simply catch up once they realize it?
		<ul style="list-style-type: none"> <li>• <b>Each customer interaction (searches, feedback) enriches the knowledge graph, creating a data network effect.</b></li> <li>• <b>Localized legal data licensing and community partnerships provide a gatekeeping layer.</b></li> <li>• <b>Our system gets better with domain fine-tuning that global tools can't replicate without deep local understanding.</b></li> </ul>
	5.	What was your second (or third) choice, and why is your first choice a better selection? Compare and contrast.
		<ul style="list-style-type: none"> <li>• <b>Second choice:</b> Personalized AI assistant for legal professionals. Great user-facing feature, but dependent on the core data engine to be meaningful.</li> <li>• <b>Third choice:</b> Scalable B2G compliance dashboards. Strong for monetization but not a defensible <i>core</i> without proprietary data infrastructure.</li> </ul>

The decision on the Core can take a while and may seem a bit frustrating as you want to move ahead and continue to make progress. I completely understand. Isn't getting sales a great thing?

But you must understand that making sales without a Core is not sustainable if you want to be a high-growth company, because your success will only draw attention to the opportunity you have identified, and then competitors will rush in. At that point, your beautiful new venture will turn out to have been built on a foundation of sand and it will come sliding down.

So even if you aren't sure what is the best selection for Core, pick a few candidates for the Core and realize you have to solve this riddle soon. Some of your potential Cores may end up as strong moats, but the most important thing is that

you are thinking ahead and protecting yourself, and it is also highly relevant as you proceed to Step 11, Chart Your Competitive Position.