

Step 1 (Market Segmentation) Worksheet

Market Segmentation Matrix Row Definitions:

1	Market Segment Name	<i>Carefully name the market segment so it appropriate captures precisely the group you want and no more; it is okay to be general at first but you will have to narrow this down in time to make real progress</i>
2	End User	<i>This is the person who is actually using the product not the economic buyer or the champion (more on this in step 12) – it is not a company or a general organization but real people</i>
3	Task	<i>What exactly is it that the end user does that you will significantly affect or allow her to do that she could not do before?</i>
4	Benefit	<i>What is the benefit that you believe the end user will get></i>
5	Urgency of Need	<i>What is the level of urgency to solve the problem or capture the new opportunity for the end user?</i>
6	Example End Users	<i>Who are example users that you can, have or will talk to so as to validate to validate your perceptions on this market segment?</i>
7	Lead Customers	<i>Who are the influential customers (i.e., lighthouse customers) that if they buy, others will take note & likely follow?</i>
9	Willingness to Change	<i>How conservative is this market segment? How open are they to change? Is there something to force change (i.e., impending crisis)?</i>
10	Frequency of Buying	<i>How often do they buy new products? What is their buying cycle look like at a high level?</i>
11	Concentration of Buyers	<i>How many different buyers are there in this market segment? Is it a monopoly? Oligopoly (a small number of buyers)? Or many competitive buyers?</i>
12	Other relevant market considerations	<i>This allows for customization for your segment for relevant considerations such as “high employee turnover”, “very low margins/ commodity”, “high growth industry”, “high virality effect (i.e., WOM -Word of Mouth”, etc.</i>
13	Size of Market (# of end users)	<i>Estimation of the number of end users to a relevant range (10's, 100's, 1K's, 10K's, 100K's, 1M, etc.)</i>
14	Est. value of end user (\$1, \$10, \$100, \$1K, etc.)	<i>A first pass estimate of the value of each end user, again to a relevant order of magnitude so we can make some relative decisions now but then we will dive much deep into this and other numbers later</i>
15	Competition/ alternatives	<i>What will be you competition from the end users' perspective? Of course there is the “do nothing option” but who else would be competitors if they analyzed their options?</i>
16	Other components needed for a full solution	<i>Since most customers will only buy a full solution and not components, what are the other elements needed to construct a full solution to achieve the benefits above? These are the complementary assets that you do not currently have but would need to build or acquire to give the end user a total solution.</i>
17	Important partners	<i>Who are the partners or distributors you will have to work with to fit into the work flow (e.g., data must come out vendor A's system and then be picked up at the end by vendor B's system) or business processes (e.g., the end users gets all his product via distribution channel C)</i>
18	Other relevant personal considerations	<i>In many market segmentation analysis, there are additional important factors that should be considered. This could be things like where the market segment is geographically centered, values match to founding team, existing knowledge and contacts in market, etc.</i>

Market Segmentation Wire Frame Matrix:

Market Segment Name	Lawyers	Legal Researchers	Citizens	Government Agencies
End User	Lawyers, law firms, solo practitioners	Legal analysts, academic researchers	Individuals seeking legal knowledge	Ministries, regulatory bodies, policymakers
Task	Case law analysis, compliance tracking, legal documentation	Researching legal precedents, analyzing legislative changes	Understanding legal rights, basic legal queries	Legislative monitoring, compliance enforcement
Benefit	Saves research time, enhances accuracy	Access to structured legal insights	Better understanding of rights and obligations	More efficient law enforcement and policy making
Urgency of Need	High – daily legal work depends on research	High – frequent legal updates are necessary	Moderate – needed occasionally for legal concerns	High – ensures law enforcement and policy compliance
Example End Users	Law firms, independent lawyers, corporate legal teams	Universities, think tanks, private researchers	General public, small business owners	Ministries, legal departments, regulatory bodies
Lead Customers	Large law firms, bar associations	Legal research institutions, universities	Legal aid organizations, online legal platforms	Government legal divisions, regulatory agencies
Willingness to Change	High – looking for efficiency improvements	High – need automated legal research	Moderate – depends on trust in AI-driven insights	High – seeking better compliance tracking
Frequency of Buying	Monthly or yearly subscriptions	Institutional access subscriptions	One-time or freemium model	Contract-based licensing
Concentration of Buyers	High – many law firms and independent lawyers	Medium – niche market	Large – general population but less willingness to pay	Medium – limited to government entities
Other relevant market segment considerations	Requires high accuracy and credibility	Needs in-depth and verifiable legal sources	Requires simplified language and accessibility	Must comply with national legal standards
Size of Market (# of end users)	Hundreds of law firms, thousands of lawyers	University faculties, independent researchers	Thousands of citizens interested in legal matters	Limited number of agencies but large-scale impact
Est. value of end user (\$1, \$10, \$100, \$1K, etc.)	€50-€200/month per firm or lawyer	€100-€500/year for institutional access	Free for basic access, €5-€20 for premium features	€10K+ per agency contract
Competition/alternatives	Traditional legal research, legal assistants	Existing legal research databases	Legal aid websites, consulting lawyers	Internal legal teams, existing compliance tools
Other components needed for a full solution	AI-powered legal database, legal document processing	Advanced case law and precedent search	User-friendly interface, legal Q&A automation	Legislative tracking system, compliance dashboards
Important partners	Bar associations, law firms	Universities, research institutions	Consumer protection agencies, non-governmental organization	Ministries, law enforcement agencies
Other relevant personal considerations	Trust in AI, regulatory approval	Academic validation, citation credibility	Ease of use, affordability	Data security, legal compliance