

## Step 9 (Identify Your Next 10 Customers) Worksheets (3):

### Worksheet #1: Summary of Next 10 Customers

#	Customer Name	Relevant Info	Title	Email / Phone	Demo-graphic	Psycho-graphic	Use Case	Value Prop	Overall Fit	Contacted	Level of Interest	Source
1	George Papadopoulos Law	10+ lawyers, handles regulatory law	Partner	<a href="mailto:george_papad@gmail.com">george_papad@gmail.com</a> 99651532	Limassol, 35-55, Law Firm	Efficiency-driven, high workload	Legal research, case law updates	Time-saving, faster access to Cyprus law	High	Yes	-	Industry contact
2	LegalAid Cyprus	Focus on public legal services	Director	-	Nicosia, NGO legal org	Budget-constrained, community-focused	Citizen legal assistance, education	Freemium access + simplified legal understanding	Medium	Yes	-	LinkedIn outreach
3	Ministry of Justice	Government legal reforms	Director of Legal Tech	-	Government, B2G	Compliance-oriented, innovation-curious	Legislative tracking and policy impact	B2G API tools + compliance updates	High	Yes	-	Public gov directory
4	University of Cyprus Law Dept	Academic research hub	Legal Research Head	-	Academia, students + professors	Research-driven, tech-friendly	Case law database and academic reports	Deep AI legal search, citations	Medium	Yes	-	Academic connection
5	Chrysostomides Law Firm	Leading firm in commercial law	Managing Partner	-	Nicosia, 40+, high-end clients	Tech-forward, client-service focused	Personalized legal report generation	High-end analytics and case tracking	High	Yes	-	Legal tech conference
6	Cyprus Bar Association	Governing body of lawyers	President	-	Professional Org, 50+ employees	Standards-focused, influential	Policy input, training content	Influence adoption across members	High	Yes	-	Formal partnership call
7	Freelance Legal Consultant	Contract law specialist	Independent Consultant	-	Remote, 30-50	Time-saving, mobile-friendly	On-the-go legal lookup	Simple UI, mobile-first AI search	Medium	No	-	LinkedIn outreach
8	Citizens' Rights Group	NGO helping citizens with legal access	Community Leader	-	NGO, 25-45, volunteer driven	Empowerment-focused, education-valuing	Legal Q&A chatbot	Freemium, easy-to-read explanations	Medium	No	-	Civic organization
9	Auditor General's Office	Focus on compliance audits	Legal Auditor	-	Public sector	Compliance-driven, evidence-based	Legislative audit trail tracking	Auto-summarization + traceability tools	High	Yes	-	Gov public record

10	AI LegalTech Cyprus Meetup	Tech-savvy law professionals community	Organizer	-	Meetup group, early adopters	Innovation- driven, experimental	Early adopter testing, pilot feedback	MVP testing and feedback	High	No	-	Meetup/Slack group
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Note -1: Like with other worksheets, this is meant to give some structure but it can and should be customized as appropriate for your situation

Note – 2: Relevant Info is other relevant info that is not captured elsewhere, such as “Total Megawatts Installed” for the Methane Capture example from Disciplined Entrepreneurship.

## Worksheet #2: Notes From Conversation With Potential End User

(Make a copy of this worksheet for each end user you talk to)

<b>Customer Name:</b> George Papadopoulos Law Firm <b>Contact:</b> Senior Partner (assumed interviewee)	
Demographics (be sure to determine which relevant for you situation but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.)	<ul style="list-style-type: none"> <li>• <b>Gender:</b> Male</li> <li>• <b>Age:</b> 45</li> <li>• <b>Income:</b> High-income bracket (€100k+)</li> <li>• <b>Geography:</b> Limassol, Cyprus</li> <li>• <b>Job Title:</b> Managing Partner at a medium-sized law firm</li> <li>• <b>Education:</b> Law degree + postgraduate specialization in EU Law</li> <li>• <b>Ethnicity:</b> Greek Cypriot</li> <li>• <b>Marital Status:</b> Married</li> <li>• <b>Political Views:</b> Moderate – slightly pro-regulatory</li> </ul>
Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.)	<ul style="list-style-type: none"> <li>• <b>Aspirations:</b> Wants to scale his firm’s efficiency without increasing headcount.</li> <li>• <b>Fears:</b> Making legal errors due to outdated information; missing new legislation.</li> <li>• <b>Motivators:</b> Time savings, professionalism, staying competitive.</li> <li>• <b>Hobbies:</b> Sailing, reading political thrillers.</li> <li>• <b>Values:</b> Precision, credibility, and innovation.</li> <li>• <b>Habits:</b> Prefers starting the day early; checks news and legal updates daily.</li> </ul>
Proxy Products (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user)	<ul style="list-style-type: none"> <li>• Westlaw</li> <li>• LexisNexis</li> <li>• Google Scholar</li> <li>• Internal library of legal PDFs</li> </ul> <p>→ <b>Most valued:</b> Westlaw due to its speed and reliability.</p>

Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each)	<ul style="list-style-type: none"> <li>• <b>Cyprus Bar Association newsletter</b> (High)</li> <li>• <b>LinkedIn legal groups</b> (Medium)</li> <li>• <b>LegalTech Cyprus conference</b> (High)</li> <li>• <b>Internal legal forums</b> (Medium)</li> <li>• <b>Academic law reviews</b> (Low)</li> </ul>
Day in the Life (describe a day in the life of the end user and what is going on in her head)	Starts the day reviewing urgent client requests. Mid-morning is reserved for case preparation and delegation. Most time is spent reading and analyzing case law. Expressed frustration with jumping between tools and slow document search. Often works late, especially before major filings.
Priorities (what are your end user's priorities and assign a weighting to each so that it adds up to 100)	<ol style="list-style-type: none"> <li>1. Accuracy of legal information – <b>Weighting: 30</b></li> <li>2. Time-efficiency in research – <b>Weighting: 25</b></li> <li>3. Ease of integration with current workflow – <b>Weighting: 20</b></li> <li>4. Cost-effectiveness – <b>Weighting: 15</b></li> <li>5. Access to latest legislative updates – <b>Weighting: 10</b></li> </ol>
Feedback on Full Life Cycle Use Case	<ul style="list-style-type: none"> <li>• Liked that the app guides from question &gt; search &gt; result &gt; summary.</li> <li>• Suggested integration with Microsoft Word or existing legal drafting tools.</li> </ul>
Feedback on High Level Product Specification	<ul style="list-style-type: none"> <li>• Interested in personalized alerts for case law.</li> <li>• Wants document export and citation tracking.</li> <li>• Suggested voice-to-text functionality as “a future bonus.”</li> </ul>
Feedback on Quantified Value Proposition	<ul style="list-style-type: none"> <li>• Time-saving claim of 30–50% sounds “credible.”</li> <li>• Wants a side-by-side comparison with current tools.</li> <li>• Interested in pricing flexibility: “Tiered model makes sense.”</li> </ul>
General thoughts/conclusions/questions the end user has	<ul style="list-style-type: none"> <li>• Asks about <b>data privacy</b> and whether the app stores client-sensitive queries.</li> <li>• Wants to participate in a <b>closed beta</b>.</li> <li>• Asked if the platform will include <b>EU case law</b> in the future.</li> </ul>

Your notes after the conversation	<ul style="list-style-type: none"> <li>• <b>Strong potential advocate.</b></li> <li>• Prefers substance over flash – design needs to support clarity.</li> <li>• Interested in long-term partnership, possibly co-creating industry benchmarks.</li> <li>• <b>Next action:</b> Invite him to test MVP; prepare side-by-side comparison with Westlaw.</li> </ul>
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### Worksheet #3: Lesson Learned from Identifying the Next 10 Potential Customers

#### How did you source people to talk to in this step?

- Sourced through professional legal networks, LinkedIn, legal tech forums, and local meetups (e.g., AI LegalTech Cyprus).
- Used academic contacts and connections through the University of Cyprus for outreach to researchers.

#### How many did you speak to?

- Contacted: 7
- Spoke to: 3
- (Due to scheduling and availability, several discussions are pending follow-up.)

#### How did you filter them to make sure they fit your end user profile?

- Focused on professionals in legal services, regulatory bodies, and civil society with direct involvement in legal research or citizen legal support.
- Verified alignment with one of our key customer segments (law firms, NGOs, B2G, academia).
- Prioritized those currently using digital legal research tools (e.g., Westlaw, LexisNexis).

**What was your yield rate to get to the final list (how many did you try to contact, and how many did you get useful info out of)?**

- Contacted: 7
- Meaningful conversations: 3
- Yield Rate: 30%

<b><u>Step</u></b>	<b><u>Hypotheses you tested during this step (you can test more or fewer hypotheses for each category than what is listed here)</u></b>	<b><u>What conclusions did you reach about the hypothesis? (Validated/ Invalidated/ Still Unclear – Needs More Work)</u></b>	<b><u>What is your next action related to this hypothesis?</u></b>
<b><u>2 – Beachhead Market</u></b>	1. Law firms in Cyprus are underserved by current legal search tools.  2. B2G segment (ministries, regulators) needs automation for legislative tracking.	1. Validated  2. Still Unclear – Needs More Work	1. Continue segment focus; deepen persona understanding.  2. Schedule meeting with Ministry of Justice contact.
<b><u>3 – End User Profile</u></b>	1. Lawyers are time-constrained and open to AI solutions.  2. Legal researchers want granular citation access.	1. Validated  2. Validated	1. Highlight time-savings in messaging and demo.  2. Prioritize citation support and academic-friendly features.
<b><u>4 – Beachhead TAM</u></b>	1. Users are willing to pay ~€1,000 annually for legal tools.  2. NGO/public-facing use must be subsidized.	1. Validated  2. Validated	1. Confirm pricing via A/B testing with 3-tier plan.  2. Maintain freemium model for citizen access.
<b><u>5 – Persona</u></b>	1. Partner at mid-sized firm is primary buyer.  2. Independent consultants prefer mobile-first solution.	1. Validated  2. Validated	1. Focus outreach on partners/senior lawyers.  2. Ensure UI is optimized for mobile use.
<b><u>6 – Full Life Cycle Use Case</u></b>	1. Users want search > summary > citation flow.	1. Validated  2. Validated	1. Ensure MVP supports this exact user flow.

	<p>2. Exportable reports are essential.</p> <p>3. Notification/alerts for updates are “nice to have.”</p>	3. Still Unclear	<p>2. Build early export feature in MVP.</p> <p>3. Include in version 2 based on user traction.</p>
<b><u>7 – High-Level Product Spec</u></b>	<p>1. Users value personalized alerts.</p> <p>2. Voice-to-text is a future opportunity.</p>	<p>1. Validated</p> <p>2. Still Unclear</p>	<p>1. Consider “Watch topics” feature in roadmap.</p> <p>2. Collect more feedback post-launch.</p>
<b><u>8 – Value Prop</u></b>	<p>1. 30–50% research time saved is compelling.</p> <p>2. Freemium model attracts citizen interest.</p>	<p>1. Validated</p> <p>2. Validated</p>	<p>1. Test this message in cold email outreach.</p> <p>2. Build basic Q&amp;A chatbot for launch.</p>
<b><u>Other Key Assumptions</u></b>	<p>1. Users trust AI-based legal tools.</p> <p>2. Government partners prefer cloud-hosted data.</p> <p>3. Academic users need multi-lingual support.</p>	<p>1. Still Unclear</p> <p>2. Validated</p> <p>3. Validated</p>	<p>1. Run pilot with transparent explainability.</p> <p>2. Offer secure, private cloud option.</p> <p>3. Include English/Greek toggle in UI.</p>