Disciplined Entrepreneurship Workbook: Step 24 Worksheets

Step 24: Develop a Product Plan

Worksheets

#	Feature/Function	Benefit	How does it leverage your Core?	Priority	Est. Resources Needed to Develop	#
1	Natural Language Legal Query	Enables users to ask legal questions in plain language	Core NLP/AI capabilities tailored to local legal corpus	High	2 NLP engineers, 6 weeks	1
2	Auto-Summarization of Legal Docs	Saves lawyers hours of reading per case	Leverages core AI summarization & training data	High	1 engineer, 1 legal advisor, 4 weeks	2
3	GDPR-compliant Document Handling	Enables use in EU jurisdictions, builds trust	Data governance and compliance protocols	High	1 legal advisor, 2 developers, 3 weeks	3
4	n-app Feedback Capture thumbs up/down, omments) Collects user input to fine-tune model accuracy		Enables feedback loop essential for model training	Medium	1 developer, 2 weeks	4
5	Legal Research History + Favorites	Increases user productivity over time	Simple backend integration and UX memory	Medium	1 dev, 1 UX designer, 2 weeks	5

6	Usage Analytics Dashboard	Enables buyers to track team usage	Dashboard powered by internal usage	Medium	1 dev, 1 data engineer, 3	6
		usage	internal usage			
			logs		weeks	

Product Plan – Version 3 for the Beachhead Market								
#	Feature/Function	Benefit	For Whom? EU, EB, Champ	How does it leverage your Core?	Priority	Est. Resources Needed		
1	Legal Q&A Chat Assistant	Fast, accurate legal responses	End User	Core AI/LLM architecture	High	Same as above		
2	Usage Insights Dashboard	Track ROI for firm leadership	Economic Buyer	Analyzes platform data + reports	High	Same as above		
3	Onboarding Module	Faster adoption, lower friction	Champion	Guided help, pre- trained FAQs	Medium	1 UX, 1 dev, 1 week		
4	Shared Workspace for Teams	Collaboration in legal teams	End User / EB	Legal docs workflow sharing	Medium	2 developers, 3 weeks		
5	Secure Document Upload	Upload and parse PDFs	End User	File-to- query Al integration	Medium	1 dev, 2 weeks		
6	Alerts for Law Updates	Stay informed on recent changes	End User	Monitors databases for updates	Low	Legal expert + scraper scripts		

Other Activities Beyond Functionality for the Beachhead Market

What other activities do you anticipate doing related to the product to help it scale after Version 1.0 for the beachhead market? (e.g., go-to-market activities, regulatory matters, additional complementary services to support the product, additional sales channels, etc. – anything not related to product functionality listed above)

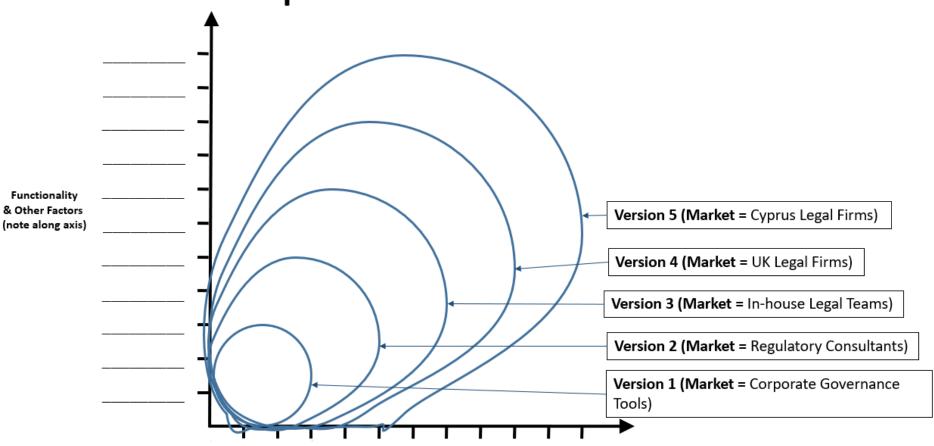
- Develop a go-to-market campaign with bar associations and legal networks
- Submit for GDPR and AI Act audits to ensure regulatory readiness
- Set up a help desk with live chat and legal domain-trained support
- Launch educational content (webinars, articles) for SEO and brand authority
- Test new pricing plans (monthly, per-seat licensing) based on feedback

Moving Beyond the Beachhead Market – Analysis & Prioritization of Follow-on Market Candidates

Refer to your work from Step 14, Calculate the TAM Size for Follow-on Markets, for this worksheet, but build upon it with the knowledge you have gained since that first draft.

#	Name	Follows from	Pros	Cons	Core Leverage	Priority	Success Factors	Resources	Risk	Reward
1	UK Legal Firms	EU Market	Similar regulations, English language	Competitive market	Yes	High	Local partners, UK case law	Moderate	Medium	
2	In-house Legal Departments (SMEs)	Law firms	Shorter sales cycle	May want integration with existing tools	Yes	High	API integrations, data privacy	Medium	High	
3	Regulatory Consultants	Compliance products	Niche need, repeat use	Smaller TAM	Yes	Medium	Partnering with regulators	Low	Medium	
4	Law Schools / Clinics	Legal education	Long-term adoption, influence	Low budget	Partial	Low	Government & academic alignment	Low	Low	
5	Corporate Governance Tools	Legal SaaS	Broad application	High integration cost	Yes	Medium	Enterprise sales & training	High	High	

Step #24 Worksheet Product Plan Overview



Time (designate units & numbers along axis)