



Homework #6 - Presentation

RISO

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Beachhead Market Selection

What We've Learned & What's Next

- Through extensive PMR (interviews, secondary research, tool comparisons), we confirmed a real unmet need in the Cypriot legal community for real-time legal research tools.
- **Pain points:** fragmented information, slow updates, manual case law review.
- **Moving forward:**
 - Continue interviewing with more lawyers across firm sizes.
 - Run usability test mockups of the dashboard.
 - Validate pricing with procurement roles at firms.
- **PMR will continue every 2 weeks, with field notes and persona refinements.**

Chosen BHM & Why It Wins

Beachhead Market: Lawyers in small to mid-sized firms in Cyprus focused on regulatory and compliance law

Why?

- Uniform workflow + shared need for accurate, updated info
- Word-of-mouth strong via legal associations
- Purchases made by individual lawyers or small teams = simple sales cycle

Rejected BHMs:

- Citizens seeking legal info → Not ready to pay; legal complexity too high
- Government lawyers → Slower procurement, fewer players

TAM (Step #4)

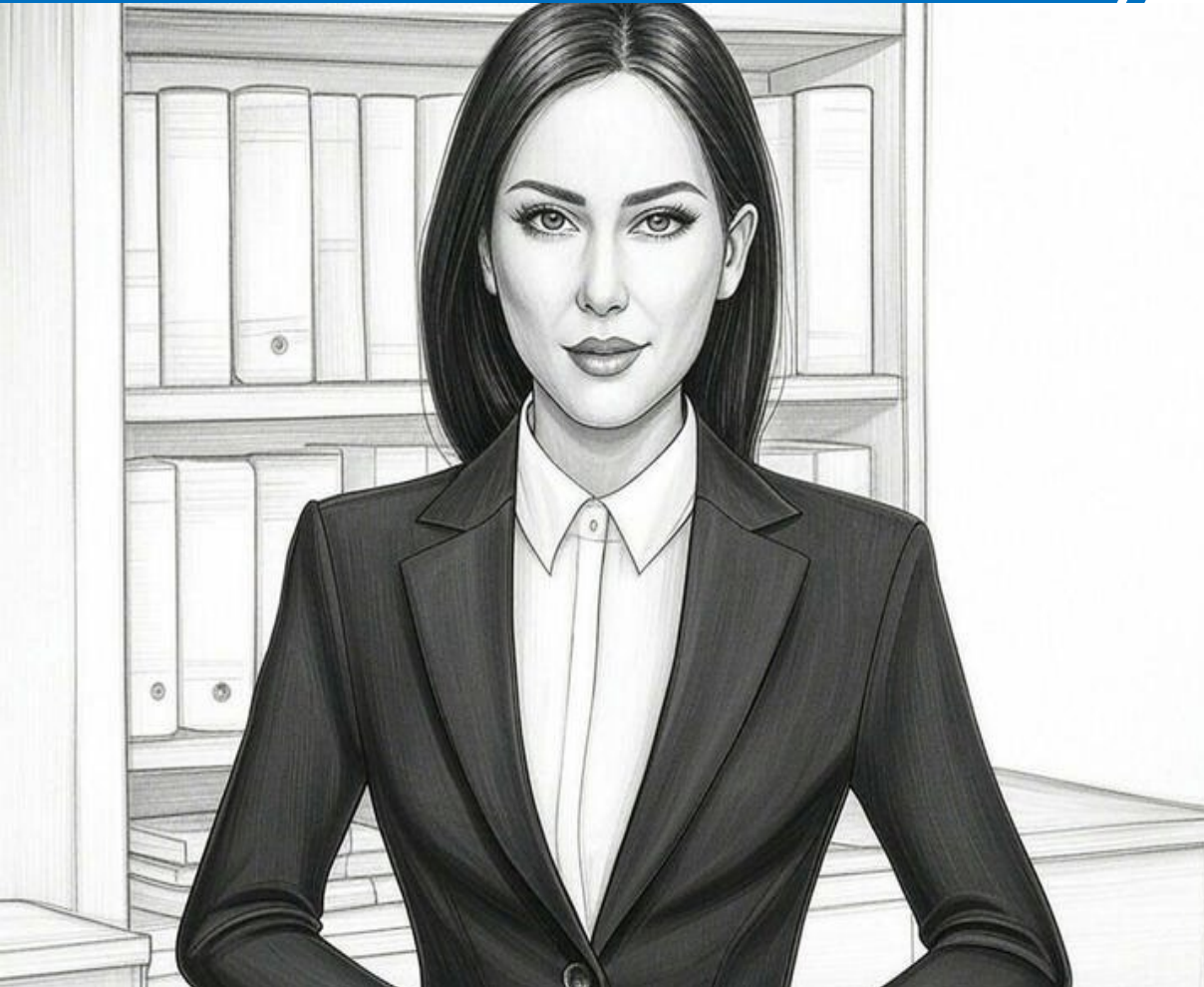
Process Learnings:

- The structured norms (DE process, PMR tracking, persona collaboration) were useful.
- Persona work helped align our thinking and made abstract goals feel real.
- One area to improve: distribute PMR interviews more evenly across team. Current team status: High alignment, collaborative, motivated

Planned Updates:

- Weekly check-ins on PMR
- Clear task ownership for TAM, product, and persona updates

Persona (Step #5)



Meet Our Persona: Eleni Demetriou

Key Insights:

- **Demographics:** Lawyer, late 30s, based in Nicosia, 10+ years experience
- **Fears:** Missing regulatory updates, losing client trust
- **Motivations:** Efficiency, accuracy, professional growth
- **Water Holes:** Cyprus Bar events, LinkedIn groups, legal CPD events
- **Priorities (100 pts):**
 - Avoiding mistakes (40)
 - Saving time (25)
 - Impressing clients (15)
 - Staying competitive (10)
 - Personal balance (10)

Full Life Cycle Use Case (Step #6)

Key Points:

- **Trigger:** Research inefficiencies & outdated tools
- **Acquisition:** Found via legal network & online demo
- **Value:** Saves 4+ hours/week (70% less workload), reduces compliance errors
- **Risk:** Setup must feel effortless; ROI must be clear in 1 month

High-Level Product Specification (Step #7)

Content:

- **Interface Features:**

- Natural language legal search
- Real-time legislative updates
- Summarized case law insights
- Alert system for changes in law

- **Design Principles:**

- Simple, secure, EU-compliant
- Built for legal workflows

Customer View: Not a “tech tool” — a digital legal assistant

Quantified Value Proposition (Step #8)

AS-IS STATE:

- 4–6 hours/week spent manually searching multiple sources
- Prone to missing small but critical updates

TO-BE STATE (w/ our product):

- <1 hour/week for same output
- Confidence in completeness, compliance
- 75%+ time savings → €X value/month

Conclusion

Content (Bullet Points):

- We've validated a clear, urgent need for a better legal research experience in Cyprus.
- Our beachhead market — lawyers in small to mid-sized firms — is well-defined, reachable, and aligned with our value proposition.
- Our persona, Eleni, guides our design, priorities, and messaging with clarity.
- The product vision is now grounded in real user pain points, not assumptions.
- We're actively refining the product mockup, running ongoing PMR, and preparing for early prototype feedback.

Next Steps:

- Conduct additional PMR interviews
- Test initial interactive prototype with early users
- Validate willingness to pay and refine TAM range
- Prepare a value-focused demo for legal pilot customers



**Thank you
for your
attention**