Homework #8 - Presentation

RISO

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Project Overview

- **Project Name: RISO –** RAG based App for Cyprus Legislative Assistance

- **Mission:** Deliver Cyprus-specific AI legal support using Retrieval-Augmented Generation to assist lawyers, citizens, and public institutions.

- **Product Summary:**
  - AI-powered legal assistant
  - Real-time legislation updates
  - Freemium model for citizens
  - Subscription and B2G model for professionals
  - Personalized legal reports and compliance tools

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Next 10 Customers (Step #9)

#	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	george_papad@gmail.com 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	Legal Auditor	-	Public sector	Compliance-driven,	Legislative audit trail	Auto-summarization	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

- **Chosen Side:** Legal Professionals (B2B/B2G)

PMR Lessons Learned (Step #9 continued)

- **Validated:**
  - Law firms want time-efficient research tools
  - B2G customers value legislative traceability
  - Freemium Q&A attracts citizen users

- **Still Unclear:**
  - AI trust levels among older firms
  - ROI measurement in small practices

- **Changes Made:**
  - Clarified pricing model
  - Prioritized legal knowledge graph as core
  - Added B2G compliance modules

- **Confidence Level:**
  - High confidence in customer persona and their need for accurate, fast legal tools

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Assets, Moats, and Core
(Part 1 of Step #10)

- **Top Assets:**
  - Cyprus-structured legal data
  - NLP + RAG expertise
  - Law school partnerships
  - UX tailored to legal work
  - Validated pricing & freemium model

- **Moats:**
  - Legal knowledge graph
  - Localized feedback loop
  - Workflow integrations
  - Compliance with EU AI Act

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Core Definition (Part 2 of Step #10)

- **Chosen Core:** Proprietary Cyprus Legal Knowledge Graph

- **Why Unique:**
  - No current competitor has Cyprus-optimized case law + legislation
  - Constantly enriched by real user feedback
  - AI context-aware legal summaries

- **Customer Value:**
  - Lawyers = speed + trust
  - Gov = compliance
  - Citizens = legal clarity

- **Growth vs. Competitors:**
  - Every user improves the system (data network effect)
  - Not replicable by global platforms
  - Licensing and compliance barriers for others

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Chart Competitive Position (Step #11)

- **X-axis:** Legal Research Accuracy

- **Y-axis:** Time Efficiency

- **Upper Right (Us):** RAG Based App

- **Others:**
  - **Westlaw:** High accuracy, medium speed
  - **LexisNexis:** High accuracy, low Cyprus localization
  - **Government Portals:** Free, but low value/UX
  - **Do Nothing:** Manual, error-prone, slow

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Decision Making Unit (Step #12)

- **End User:** Eleni Demetriou, Legal Associate

- **Champion:** George Papadopoulos, Partner

- **Economic Buyer:** Andreas Kyriakou, Managing Partner

- **Influencers:** Bar Association, University of Cyprus

- **Veto Power:** Partners and Compliance Officers

- **Needs:**
  - Accuracy, Efficiency, Integration
  - Legal/Tech trust

DMP: Customer Acquisition Process

1. Realizes research inefficiency
2. Discovers RAG App via LinkedIn/events
3. Compares features, books demo
4. Free trial or demo scheduled
5. Subscription/purchase
6. Login & onboarding
7. Uses AI search, summaries
8. Sees ROI, adds users
9. Upgrades account
10. Refers others

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DMP: Sales Cycle Length Estimate

Stage	Time
Lead Generation	2–5 days
Awareness	3–5 days
Consideration	5–7 days
Purchase	1–2 days
Total	~2–3 weeks

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DMP: Sales Funnel Summary

- **Top Funnel:**
  - SEO, LinkedIn Ads, Bar Partnerships

- **Middle Funnel:**
  - Demos, Case Studies, Trials

- **Bottom Funnel:**
  - Subscription onboarding, Monthly summaries, Referral bonuses

- **Risks Mitigated:**
  - AI trust, onboarding friction, pricing concerns

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Windows of Opportunity & Triggers (Step #13A)

- **Options Explored:**
  - Legal regulation changes
  - AI policy fundingBar Association RFPs

- **Selected Window:** Post-audit compliance need surge

- **Trigger Strategy:** Target firms after legal audits or regulatory shifts with pain-focused messaging + free trial access

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Thank you for your attention