

## Disciplined Entrepreneurship Workbook: Step 24 Worksheets

### Step 24: Develop a Product Plan

#### Worksheets

| Product Plan – Version 2 for the Beachhead Market |  |  |   |          |  |   |
|---|--|--|---|----------|--|---|
| #   | 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   | In-app Feedback Capture (thumbs up/down, comments) | 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 logs | Medium | 1 dev, 1 data engineer, 3 weeks | 6 |
|---|---------------------------|------------------------------------|--|--------|---------------------------------|---|

| 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 AI 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

| <p><b>Moving Beyond the Beachhead Market – Analysis &amp; Prioritization of Follow-on Market Candidates</b></p> <p>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.</p> |                                   |                     |                                       |  |               |          |                                 |           |        |        |
|--|-----------------------------------|---------------------|---------------------------------------|--|---------------|----------|---------------------------------|-----------|--------|--------|
| #  | 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

