

## **MAI622 Homework #5**

**Team Name:** RISO

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**Github Link:** [https://github.com/Rafail-Athos-Panagi/MAI622\\_RISO](https://github.com/Rafail-Athos-Panagi/MAI622_RISO)

**Team's Slack channel:** #all-mai622-riso

[Miro Invite Link](#)

### **Revisited Mission Statement**

We are redefining legal accessibility in Cyprus through AI-powered Retrieval-Augmented Generation (RAG) technology, providing legal professionals, government agencies, and businesses with real-time legal insights, compliance monitoring, and intelligent case law analysis. Our platform streamlines research, enhances legal transparency, and simplifies complex legal frameworks with accuracy and efficiency.

By integrating AI-driven automation and user-centric legal education, we empower our users to make informed decisions, ensuring compliance with evolving regulations. Through strategic partnerships with legal institutions and government bodies, we foster an ecosystem where legal knowledge is actionable, accessible, and continuously evolving.

### **Appendix: Changes from the Original Mission Statement**

#### **1. Expanded Focus on Businesses**

The BMC emphasizes businesses as a key customer segment, particularly for compliance monitoring and legal risk assessment. The revised mission highlights this shift by including businesses in our target audience.

#### **2. Increased Emphasis on Compliance & AI Automation**

The original mission statement focused on legal accessibility and case law research. The revised version aligns with the BMC's value proposition by explicitly mentioning compliance monitoring, automation, and AI-driven legal insights.

#### **3. Strategic Partnerships & Ecosystem Growth**

The BMC highlights partnerships with law firms, government bodies, and NGOs. The updated mission reflects this by emphasizing collaborations to ensure long-term sustainability and impact.

## **Key Findings from the Business Model Canvas**

The Business Model Canvas (BMC) highlights a structured approach to leveraging AI-powered Retrieval-Augmented Generation (RAG) technology to enhance legal accessibility in Cyprus. The model identifies four primary customer segments: lawyers and legal professionals, government agencies, citizens and businesses, while also addressing secondary users such as NGOs seeking legal information.

A core strength of the business is its value proposition, which offers AI-driven legal research, compliance monitoring, and automated legal insights to streamline complex legal frameworks. The freemium model provides basic legal Q&A for free, while subscription plans, enterprise compliance solutions, and government contracts drive revenue.

Key partners include Cyprus government agencies, law firms, universities, AI/tech companies, and NGOs advocating for legal transparency. The cost structure is primarily driven by AI development, cloud security, legal content acquisition, and compliance costs.

To engage customers, the business relies on dedicated support, AI-powered chat assistance, and community knowledge-sharing, reinforced through legal workshops, newsletters, and webinars. Digital channels (website, mobile app, online legal communities) are complemented by direct outreach through partnerships with law firms, bar associations, and legal conferences.

A crucial factor for success is maintaining a comprehensive Cyprus legal database, supported by AI-powered automation. The business's ability to provide real-time legal insights and compliance monitoring sets it apart from traditional legal research methods.

## **Conclusion**

The Business Model Canvas underscores a strong AI-driven legal platform that not only improves legal accessibility but also ensures regulatory compliance for professionals, businesses, and government agencies. By capitalizing on strategic partnerships, subscription-based revenue models, and AI-enhanced automation, the business is positioned to transform legal research and compliance in Cyprus.

**Github and Miro Link:**

**[RISO Github Business Model Canvas](#)**

# Printout of our Business Model Canvas:

## Key partners

What are your key partners to get competitive advantage?

- **Cyprus government agencies**(for legislative updates)
- **Law firms and legal professionals**
- **Universities and research institutions** (for legal AI research)
- **AI/Tech companies** (for infrastructure and model development)
- **Investors and venture capitalists**
- **NGOs advocating for legal transparency**

## Key activities

What are the key steps to move ahead to your customers?

- **Developing and maintaining the RAG-based AI model** for legal assistance
- **Continuous data collection and updating** Cyprus legal frameworks
- **User testing and refinement** of AI-driven legal insights
- **Securing partnerships** with legal institutions and government bodies
- **Marketing and outreach** to legal professionals and the public
- **Ensuring compliance** with EU AI regulations

## Key resources

What resources do you need to make your idea work?

- **AI-powered RAG (Retrieval Augmented Generation) model**
- **Cyprus legal database** (legislation, case laws, regulations)
- **Development and maintenance team** (AI engineers, legal experts)
- **Cloud computing and cybersecurity infrastructure**
- **Marketing and customer engagement resources**

## Value proposition

How will you make your customers' life happier?

- **For Lawyers & Legal Professionals:** Faster legal research, case law summaries, compliance tracking
- **For Government Agencies:** AI-powered legal monitoring, policy impact analysis
- **For Citizens:** Freemium access to legal Q&A, rights education
- **For Businesses:** Compliance assistance and legal risk assessment

## Customer relationships

How often will you interact with your customers?

- **Dedicated customer support** (chat, email)
- **AI-powered chat assistance** for real-time queries
- **Community and knowledge-sharing forums**
- **Periodic updates** via newsletters and webinars
- **Legal workshops and training** for professional users

## Channels

How are you going to reach your customers?

- **Digital:** Website, mobile app, online legal communities
- **Direct Outreach:** Partnerships with law firms, bar associations, and legal conferences
- **Social Media & Content Marketing:** Blogs, LinkedIn, YouTube explainer videos
- **Government & Institutional Collaborations:** Business to Government partnerships

## Customer segments

Who are your customers? Describe your target audience in a couple of words.

- **Primary:** Lawyers, legal researchers, government agencies
- **Secondary:** Businesses, NGOs, general public seeking legal information

## Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- **AI development and maintenance costs**
- **Data acquisition and legal content updates**
- **Cloud infrastructure and security**
- **Marketing and customer acquisition costs**
- **Customer support and legal expert consultations**
- **Compliance and legal licensing fees**

## Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- **Freemium Model:** Basic legal Q&A is free; premium legal insights are paid
- **Subscription Plans:** Monthly/yearly access for law firms and professionals
- **Business to Government Contracts:** Government agencies pay for compliance tools
- **Enterprise Solutions:** Business compliance monitoring services
- **In-app purchases:** Detailed legal analysis reports on demand

## **Market Segmentation Analysis (Step 1):**

Our Primary Market Research (PMR) analysis confirms that our targeted legal market segments Lawyers, Legal Researchers, Citizens, and Government Agencies each exhibit distinct needs and expectations for an AI-driven legal research tool. In-depth interviews and engagement sessions with lead candidates revealed that legal professionals prioritize accuracy, trustworthiness, and efficiency, while government agencies emphasize compliance tracking and policy enforcement. Additionally, our research highlighted that although there is an appetite for innovation, skepticism remains regarding AI reliability, necessitating robust proof of credibility and structured data outputs. These findings, along with a detailed market segmentation analysis, have guided our strategy for product development and positioning.

**Github Link:**

[Step 1 Market Segmentation Worksheet](#)

[Step 1a PMR](#)

## **Beachhead Market Analysis (Step 2):**

Our Beachhead Market analysis evaluated four market segments Lawyers, Legal Researchers, Citizens, and Government Agencies using key criteria such as economic attractiveness, accessibility, value proposition, product completeness, competitive landscape, strategic value, and personal alignment. Based on our ratings, Lawyers emerged as the most attractive target due to their strong value proposition and high trust, with Government Agencies and Citizens also showing promise due to compliance enforcement and accessibility, respectively, while Legal Researchers ranked lower owing to comparatively weaker value delivery. The decision-making process was guided by factors including academic credibility and strategic alignment, ensuring a focused and robust initial market entry.

**Github Link:**

[Step 2 Beach Head Market Worksheet](#)

### **End-user profile work (Step 3):**

Our End-User profile definition for our Beachhead Market encompasses detailed demographic and psychographic insights for four primary user groups: Lawyers, Legal Researchers, Citizens, and Government Agencies. The demographics outline factors such as age ranges (e.g., 25–60 for Lawyers), income levels, geographical focus on Cyprus and the EU, and education requirements including law degrees and advanced legal qualifications. Psychographic attributes capture each group's aspirations (career growth, research excellence, legal awareness, policy impact), fears (compliance risks, misinformation), and key motivators like time savings and legal rights protection. Additionally, we identified proxy products such as Westlaw and LexisNexis for Lawyers and key "watering holes" including professional associations and online legal forums that these end users frequent. The worksheet also details a typical day in the life of each user, highlighting their professional activities and mental priorities, along with a prioritized weighting of factors (e.g., accuracy, speed, cost efficiency for Lawyers).

**Github Link:**

**[Step 3 BHM End User Profile Worksheet](#)**