Step 14: Estimate the Total Addressable Market Size for Follow-on Markets

Worksheet
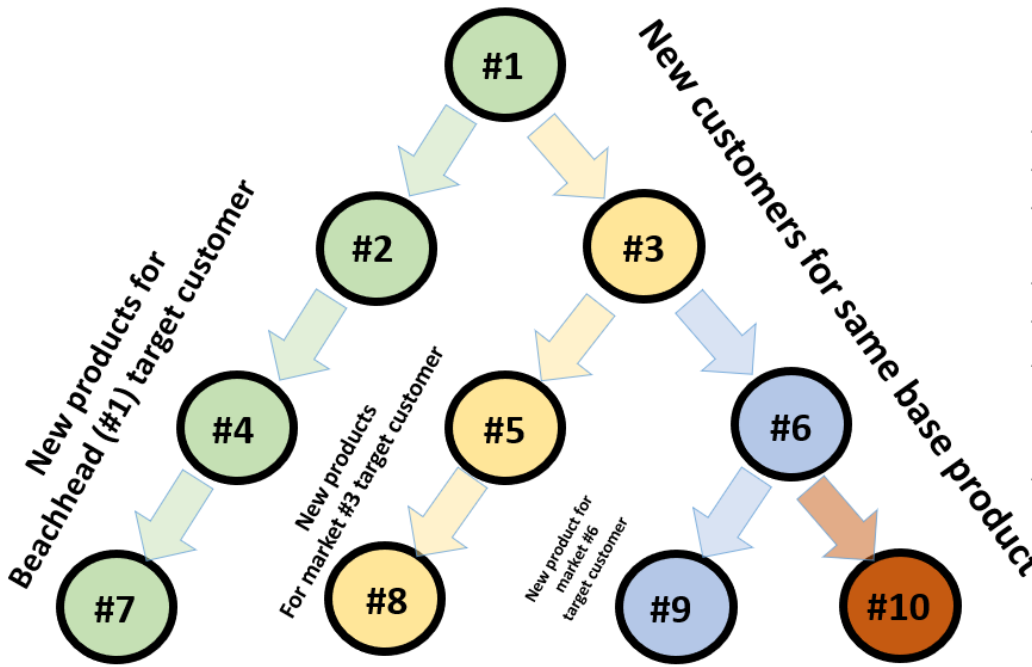
#1 (Beachhead Market): Lawyers

Follow-on Markets:
#2: Government Agencies
#3: Legal Researchers
#4: Businesses/Corporations (Compliance Monitoring)
#5: Citizens
#6: (Optional future expansion: Academic Institutions for LegalTech Research)

Additional markets:
- European Union Institutions
- Law Schools
- NGOs
- Corporate Compliance Departments
- International Law Firms operating in Cyprus/EU

Summary of Follow-on TAM Estimate and Priorities

Candidate	How it Leverages Your Core	Same Product or Same Customer?	Pros of Selling to This Market	Cons of Selling to This Market	TAM Est.	Other Considerations	Rank
Legal Researchers	Reuse Cyprus-specific legal database and RAG AI	Same Product	Academia needs structured legal databases, supports credibility	Lower budget availability, slower sales cycles	€250K-€500K	Medium profitability, long sales cycle, brand value	2
Citizens	Leverages simplified AI legal search, freemium layer	Same Product	Massive user base, potential virality, positive social impact	Low willingness to pay, high support demands	€50K-€200K	Low profitability unless upsell, good PR	4

Government Agencies	Use compliance monitoring tools and Cyprus database	Same Customer (B2G)	High budget per contract, enhances public sector credibility	Long procurement cycles, bureaucratic hurdles	€500K-€1M	High profitability but high effort and patience needed	1
Businesses/ Corporations (Compliance Monitoring)	Reuse core compliance dashboards, AI regulatory updates	New Customer	High-value contracts, urgent compliance needs	Competitive landscape, trust building required	€300K-€700K	Medium-high profitability, strategic partnerships	3

Individual Worksheet for Each Follow-on Market Segment - #2				
Follow-on Market Segment Candidate Name: Legal Researchers				
Estimate # of Users	**Estimate Revenue per year per user**	**Estimate TAM Range**	**Compound Annual Growth Rate (CAGR) Estimate**	**Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments**
400–500 (law faculties, think tanks, private researchers)	€500 – €1000	€250K – €500K	5 – 10%	• Medium profitability • Strong academic partnerships • Validation through publications and citations • Longer decision cycle compared to law firms

Individual Worksheet for Each Follow-on Market Segment - #3				
Follow-on Market Segment Candidate Name: Citizens				
Estimate # of Users	**Estimate Revenue per year per user**	**Estimate TAM Range**	**CAGR Estimate**	**Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments**
400–500 (law faculties, think tanks, private researchers)	€10 – €20 (premium access)	€50K – €200K	10 – 15%	• Positive PR and social impact • Potential viral adoption if basic legal Q&A gains traction • Needs freemium model to acquire • Monetization through upsells to premium or ads

Individual Worksheet for Each Follow-on Market Segment - #4				
Follow-on Market Segment Candidate Name: Government Agencies				
Estimate # of Users	**Estimate Revenue per year per user**	**Estimate TAM Range**	**CAGR Estimate**	**Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments**
20–30 agencies (regulatory, ministries, public sector compliance offices)	€20K – €40K per agency	€500K – €1M	5 – 7%	• High profitability • Complex sales cycles (procurement, RFPs) • Requires compliance certifications (GDPR, EU AI Act) • Opportunity for large multi-year contracts

Individual Worksheet for Each Follow On Market Segment - #5				
Follow-on Market Segment Candidate Name: Businesses/Corporations (Compliance Monitoring)				
Estimate # of Users	**Estimate Revenue per year per user**	**Estimate TAM Range**	**CAGR Estimate**	**Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments**
100–200 companies (medium-to-large enterprises)	€3K–7K	€300K–€700K	10 – 15%	• Compliance demand growing • Competitive field with some legacy players • Partnership opportunities with audit firms and consulting agencies • Needs integration into existing ERP/CRM systems