

Step 11: Chart Your Competitive Position

Worksheet

Now apply the same framework to your new venture and tie back to Step 10, Define Your Core, in the final question.

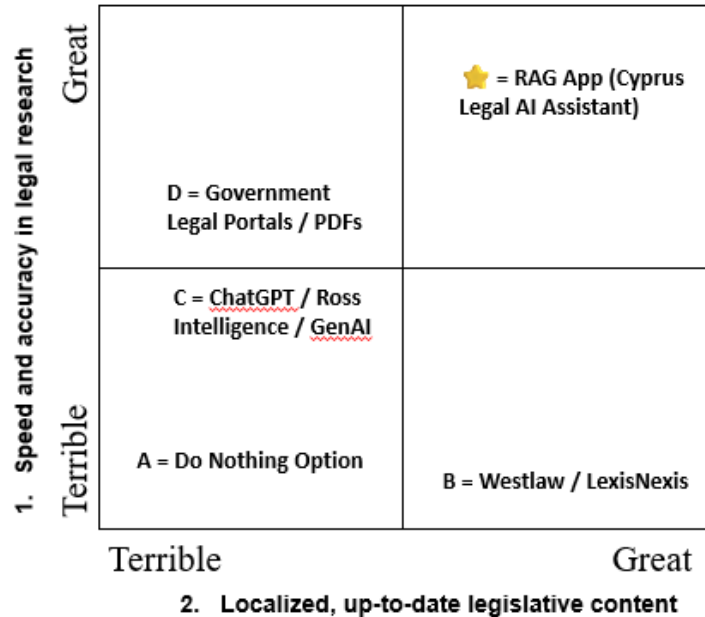
Chart Your Competitive Position (Editable version of this graphic is in additional Powerpoint document)

Target Customer Priorities

1. Speed and accuracy in legal research
2. Localized, up-to-date legislative content



Competitive Positioning



A = Do Nothing Option

C = Generic AI tools (e.g., ChatGPT, Ross)

B = Westlaw / LexisNexis

D = Government portals / PDF databases



= RAG App (Cyprus Legal AI Assistant)

Where are you positioned relative to your competition, including the “do nothing” option? Are you in the upper-right corner? If not, why do you think that is? If other competitors are close to you on the chart, why?

Yes — Our venture is positioned in the upper-right quadrant, delivering high value and strong alignment with top customer priorities:

- *The “Do Nothing” option (A) — relies on outdated legal research methods, slow manual searches, and human effort; low on both axes.*
- *Competitors like Westlaw, LexisNexis (B) — strong platforms, but not tailored to Cyprus legislation; good value but low localization.*
- *Ross Intelligence or generic GenAI legal tools (C) — high tech value but lack trust, local legal context, or regulatory compliance in the EU.*

- **Government portals or PDF-based databases (D)** — free but difficult to navigate; not AI-powered, minimal user experience.
- **OUR VENTURE** – high relevance (Cyprus-specific), high personalization (RAG + feedback loop), fast time-to-value.

We are in the upper-right because we deliver local precision + scalable AI + user-aligned value.

What about your Core enables you to deliver so much more value that you are in the upper-right corner and your competitors are not? Explain precisely and make the linkage clear.

Proprietary AI-powered legal knowledge graph and Cyprus-specific legal data infrastructure.

Why this Core delivers superior value:

- Enables **hyper-local legal insights** (Cyprus-specific case law, legislative updates, EU compliance).
- Powers **context-aware responses**—critical for lawyers who need more than keyword search.
- Integrates **feedback loop from actual users**, improving continuously through interaction.
- Allows real-time legal updates to be captured and integrated without human lag.
- Supports **multi-tiered monetization** (law firms, government, citizens).

This Core is **not easily replicable** by larger platforms lacking local legal relationships or fine-tuning capacity for Cyprus law.