

The Primary Market Research Pledge

Pledge to Serve the Interests of the Customer

I do hereby solemnly swear to follow the lead of potential customers in the pursuit of a product and/or service while starting and building my startup.

I recognize that I am subject to confirmation bias, and as such will approach primary market research as an opportunity to question assumptions and to search for different alternatives.

I understand that it is not a sign of weakness, lack of intellect, or other shortcoming to modify or completely change the idea with which I started. In fact, I acknowledge that failing to make adjustments is a likely sign of such shortcomings, as consistency comes in second when searching for the truth.

This does not mean it is the customer's job to design the product, because that job is mine. But I will seek to honestly understand the customer's needs, wants, pain points, pressures, opportunities and much more to design a solution that will create great value for her and minimize any friction it takes for her to adopt it.

Print name: _____

Signature: _____

Date: _____

Primary Market Research Worksheet I: Preparation

(Make a new copy of this worksheet for each market segment you analyze)

I.	Secondary Market Research Sources and Key Lessons Learned: <p>A. Existing legal research platforms demonstrate a demand for AI-powered legal tools but often lack real-time updates.</p> <p>B. Law firms and government agencies require compliance tracking tools, with an increasing focus on automation.</p> <p>C. Citizens and small businesses struggle to access affordable and easy-to-understand legal information.</p>			
II.	What are the profile(s) of the people you want to engage with? (e.g., description of end user, economic buyer, champion, industry analysts, influencers; description should be enough to help you identify, find & deselect potential candidates. Can include demographics & psychographics – see Step #3 for more info) <p>A. 1st Targeted Profile Name: Lawyers, Description: Legal professionals working in firms, solo practitioners, or corporate legal teams. They rely on case law research and compliance tracking to serve their clients effectively.</p> <p>B. 2nd Targeted Profile Name: Legal Researchers, Description: Academics, legal analysts, and university researchers looking for structured and credible legal insights.</p> <p>C. 3rd Targeted Profile Name: Citizens, Description: Individuals seeking legal knowledge for personal or business-related matters who need simplified, accessible legal information.</p> <p>D. 4th Targeted Profile Name: Government Agencies, Description: Ministries, regulators, and policymakers responsible for legislative monitoring and compliance enforcement.</p>			
III.	Your General Recruitment Script (be clear on who you are, why you want to engage, what you are asking for): <p>We are conducting research on legal research automation and how AI can enhance legal decision-making. We'd love to learn more about the challenges you face when researching legal cases and how a technology-driven solution could improve your workflow. Your insights would be incredibly valuable to help shape this solution. Would you be open to a short discussion?</p>			
IV.	Initial Candidate List to Contact			
	Name & Contact Info	Profile Type	Source	Why You Want to Engage with this Person plus Any Other Info to Build Rapport
	Andreas Christou	Lawyer	Law Firm	Understand case law research workflow
	Eleni Papadopoulou	Legal Researcher	University	Identify pain points in legal research
	Maria Georgiou	Citizen	Online Community	Assess public understanding of legal rights
	Nikos Hadjiyiannis	Government Official	Ministry	Determine needs for policy compliance

Primary Market Research Worksheet II: Execution

(Make a new copy of this worksheet for each market segment you analyze)

I.	Which profile are you engaging with: Lawyers How well does this person fit the profile: High relevance, actively conducting legal research Type of engagement (e.g., interview, observation, test, immersion, other): Interview
II.	Your General Script/Framework for Engagement (Guidance: Open-Ended Qualitative insights/hypotheses (if appropriate) Quantitative insights/hypotheses and data) (approximately 5 key items): A. What are the main challenges you face when conducting legal research? B. How do you currently stay updated with legal changes and compliance requirements? C. Have you used AI-based legal tools before? If so, what worked and what didn't? D. What features would make an AI legal research tool valuable to you? E. Would you be willing to pay for an AI-powered legal research solution, and what pricing model would be reasonable?
III.	What did you learn? <ul style="list-style-type: none">• Lawyers struggle with outdated databases and manual research processes.• Legal researchers prioritize accuracy and citation credibility over speed.• Citizens need simplified language and explanations for legal information.• Government agencies require compliance tracking systems to ensure policy adherence.
IV.	What surprised you? <ul style="list-style-type: none">• Many legal professionals are hesitant to trust AI-based legal tools due to concerns over accuracy and bias.• Citizens are interested in legal tech but unsure where to start.• Some government agencies already use rudimentary AI for legal analysis but need more robust solutions.
V.	Which hypotheses did you seem to confirm? How and why? <ul style="list-style-type: none">• There is a need for an AI-powered legal research tool.• Professionals value accuracy and efficiency over cost.• Government agencies require automation for policy compliance tracking
VI.	Which hypotheses did you seem to invalidate? How and why? <ul style="list-style-type: none">• AI skepticism is more prevalent than expected, requiring additional validation efforts.• Legal researchers prefer structured databases rather than chat-based solutions.
VII.	Which hypotheses were you unable to reach conclusions on? Why? <ul style="list-style-type: none">• Pricing model preferences vary widely; further research is needed to determine an optimal structure.• AI adoption rates in different legal domains need more exploration.
VIII.	What new questions were raised in this engagement?

	<ul style="list-style-type: none"> • What regulatory challenges exist for AI-driven legal tools in Cyprus? • How can AI-powered legal tools gain trust and credibility in the legal field? 		
IV.	Additional Future Candidates List Obtained from Current Candidate		
	<u>Name & Contact Info</u>	<u>Profile Type</u>	<u>Why does the current candidate think we should engage with this person, plus any other info to build rapport</u>
	Savvas Papapetrou	Lawyer	Further insight into case law research practices
	Dr. Themis Kyvernitis	Legal Researcher	Additional perspectives on data credibility
	Kypros Grammatikakis	Government Official	Deeper understanding of compliance needs
V.	What changes should I make for the next primary market research engagement?		
	Profile Changes: Expand target audience to include legal tech startups and policy analysts.		
	Qualitative Insights/Hypotheses Updated (could be more or less than 3): A. AI tools must focus on credibility to be accepted by legal professionals. B. Lawyers prefer structured databases over conversational AI. C. Citizens require a simplified, interactive legal guide rather than complex legal texts.		
	Quantitative Insights/Hypotheses Updated (Optional – only if appropriate & you are far enough along) (could be more or less than 3): A. Assess AI adoption trends over the past 5 years. B. Measure willingness to pay across different legal sectors. C. Compare efficiency gains between AI-assisted and traditional legal research.		
	Script Update: A. Include more questions about trust and AI accuracy concerns. B. Explore alternative AI applications beyond research (e.g., contract analysis). C. Identify key legal sources that must be integrated into the AI system. D. Investigate necessary compliance regulations for legal tech solutions in Cyprus		
VI.	Headline for this Engagement: "AI in Legal Research: Trust, Efficiency, and Market Viability"		