# Step 9 (Identify Your Next 10 Customers) Worksheets (3):

## Worksheet #1: Summary of Next 10 Customers

| # | Customer Name | Relevant Info | Title | Email / Phone | Demo-graphic | Psycho-graphic | Use Case | Value Prop | Overall Fit | Contacted | Level of Interest | Source |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | George Papadopoulos Law | 10+ lawyers, handles regulatory law | Partner | george_papad@gmail.com 99651532 | Limassol, 35-55, Law Firm | Efficiency-driven, high workload | Legal research, case law updates | Time-saving, faster access to Cyprus law | High | Yes | - | Industry contact |
| 2 | LegalAid Cyprus | Focus on public legal services | Director | - | Nicosia, NGO legal org | Budget-constrained, community-focused | Citizen legal assistance, education | Freemium access + simplified legal understanding | Medium | Yes | - | LinkedIn outreach |
| 3 | Ministry of Justice | Government legal reforms | Director of Legal Tech | - | Government, B2G | Compliance-oriented, innovation-curious | Legislative tracking and policy impact | B2G API tools + compliance updates | High | Yes | - | Public gov directory |
| 4 | University of Cyprus Law Dept | Academic research hub | Legal Research Head | - | Academia, students + professors | Research-driven, tech-friendly | Case law database and academic reports | Deep AI legal search, citations | Medium | Yes | - | Academic connection |
| 5 | Chrysostomides Law Firm | Leading firm in commercial law | Managing Partner | - | Nicosia, 40+, high-end clients | Tech-forward, client-service focused | Personalized legal report generation | High-end analytics and case tracking | High | Yes | - | Legal tech conference |
| 6 | Cyprus Bar Association | Governing body of lawyers | President | - | Professional Org, 50+ employees | Standards-focused, influential | Policy input, training content | Influence adoption across members | High | Yes | - | Formal partnership call |
| 7 | Freelance Legal Consultant | Contract law specialist | Independent Consultant | - | Remote, 30-50 | Time-saving, mobile-friendly | On-the-go legal lookup | Simple UI, mobile-first AI search | Medium | No | - | LinkedIn outreach |
| 8 | Citizens' Rights Group | NGO helping citizens with legal access | Community Leader | - | NGO, 25–45, volunteer driven | Empowerment-focused, education-valuing | Legal Q&A chatbot | Freemium, easy-to-read explanations | Medium | No | - | Civic organization |
| 9 | Auditor General's Office | Focus on compliance audits | Legal Auditor | - | Public sector | Compliance-driven, evidence-based | Legislative audit trail tracking | Auto-summarization + traceability tools | High | Yes | - | Gov public record |

| 10 | AI LegalTech Cyprus Meetup | Tech-savvy law professionals community | Organizer | - | Meetup group, early adopters | Innovation-driven, experimental | Early adopter testing, pilot feedback | MVP testing and feedback | High | No | - | Meetup/Slack group |

*Note -1: Like with other worksheets, this is meant to give some structure but it can and should be customized as appropriate for your situation*

*Note – 2: Relevant Info is other relevant info that is not captured elsewhere, such as "Total Megawatts Installed" for the Methane Capture example from Disciplined Entrepreneurship.*

## Worksheet #2:  Notes From Conversation With Potential End User

(Make a copy of this worksheet for each end user you talk to)

**Customer Name:** George Papadopoulos Law Firm
**Contact:** Senior Partner (assumed interviewee)

| | |
|---|---|
| Demographics (be sure to determine which relevant for you situation but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.) | • **Gender**: Male<br>• **Age**: 45<br>• **Income**: High-income bracket (€100k+)<br>• **Geography**: Limassol, Cyprus<br>• **Job Title**: Managing Partner at a medium-sized law firm<br>• **Education**: Law degree + postgraduate specialization in EU Law<br>• **Ethnicity**: Greek Cypriot<br>• **Marital Status**: Married<br>• **Political Views**: Moderate – slightly pro-regulatory |
| Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.) | • **Aspirations**: Wants to scale his firm's efficiency without increasing headcount.<br>• **Fears**: Making legal errors due to outdated information; missing new legislation.<br>• **Motivators**: Time savings, professionalism, staying competitive.<br>• **Hobbies**: Sailing, reading political thrillers.<br>• **Values**: Precision, credibility, and innovation.<br>• **Habits**: Prefers starting the day early; checks news and legal updates daily. |
| Proxy Products (what other products does this end user own and which do they value the most?  Which products have the highest correlation with your target end user) | • Westlaw<br>• LexisNexis<br>• Google Scholar<br>• Internal library of legal PDFs<br>→ **Most valued**: Westlaw due to its speed and reliability. |

| | |
|---|---|
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | • **Cyprus Bar Association newsletter** (High)<br>• **LinkedIn legal groups** (Medium)<br>• **LegalTech Cyprus conference** (High)<br>• **Internal legal forums** (Medium)<br>• **Academic law reviews** (Low) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | Starts the day reviewing urgent client requests. Mid-morning is reserved for case preparation and delegation. Most time is spent reading and analyzing case law. Expressed frustration with jumping between tools and slow document search. Often works late, especially before major filings. |
| Priorities (what are your end user's priorities and assign a weighting to each so that it adds up to 100) | 1. Accuracy of legal information – **Weighting: 30**<br>2. Time-efficiency in research – **Weighting: 25**<br>3. Ease of integration with current workflow – **Weighting: 20**<br>4. Cost-effectiveness – **Weighting: 15**<br>5. Access to latest legislative updates – **Weighting: 10** |
| Feedback on Full Life Cycle Use Case | • Liked that the app guides from question > search > result > summary.<br>• Suggested integration with Microsoft Word or existing legal drafting tools. |
| Feedback on High Level Product Specification | • Interested in personalized alerts for case law.<br>• Wants document export and citation tracking.<br>• Suggested voice-to-text functionality as "a future bonus." |
| Feedback on Quantified Value Proposition | • Time-saving claim of 30–50% sounds "credible."<br>• Wants a side-by-side comparison with current tools.<br>• Interested in pricing flexibility: "Tiered model makes sense." |
| General thoughts/conclusions/questions the end user has | • Asks about **data privacy** and whether the app stores client-sensitive queries.<br>• Wants to participate in a **closed beta**.<br>• Asked if the platform will include **EU case law** in the future. |

| Your notes after the conversation | <ul><li>**Strong potential advocate.**</li><li>Prefers substance over flash – design needs to support clarity.</li><li>Interested in long-term partnership, possibly co-creating industry benchmarks.</li><li>**Next action**: Invite him to test MVP; prepare side-by-side comparison with Westlaw.</li></ul> |
| --- | --- |

## Worksheet #3:  Lesson Learned from Identifying the Next 10 Potential Customers

**How did you source people to talk to in this step?**

- Sourced through professional legal networks, LinkedIn, legal tech forums, and local meetups (e.g., AI LegalTech Cyprus).
- Used academic contacts and connections through the University of Cyprus for outreach to researchers.

**How many did you speak to?**

- Contacted: 7
- Spoke to: 3
- (Due to scheduling and availability, several discussions are pending follow-up.)

**How did you filter them to make sure they fit your end user profile?**

- Focused on professionals in legal services, regulatory bodies, and civil society with direct involvement in legal research or citizen legal support.
- Verified alignment with one of our key customer segments (law firms, NGOs, B2G, academia).
- Prioritized those currently using digital legal research tools (e.g., Westlaw, LexisNexis).

**What was your yield rate to get to the final list (how many did you try to contact, and how many did you get useful info out of)?**

- Contacted: 7
- Meaningful conversations: 3
- Yield Rate: 30%

| Step | Hypotheses you tested during this step (you can test more or fewer hypotheses for each category than what is listed here) | What conclusions did you reach about the hypothesis? (Validated/ Invalidated/ Still Unclear – Needs More Work) | What is your next action related to this hypothesis? |
|---|---|---|---|
| **2 – Beachhead Market** | 1. Law firms in Cyprus are underserved by current legal search tools.<br><br>2. B2G segment (ministries, regulators) needs automation for legislative tracking. | 1. Validated<br><br>2. Still Unclear – Needs More Work | 1. Continue segment focus; deepen persona understanding.<br><br>2. Schedule meeting with Ministry of Justice contact. |
| **3 – End User Profile** | 1. Lawyers are time-constrained and open to AI solutions.<br><br>2. Legal researchers want granular citation access. | 1. Validated<br><br>2. Validated | 1. Highlight time-savings in messaging and demo.<br><br>2. Prioritize citation support and academic-friendly features. |
| **4 – Beachhead TAM** | 1. Users are willing to pay ~€1,000 annually for legal tools.<br><br>2. NGO/public-facing use must be subsidized. | 1. Validated<br><br>2. Validated | 1. Confirm pricing via A/B testing with 3-tier plan.<br><br>2. Maintain freemium model for citizen access. |
| **5 – Persona** | 1. Partner at mid-sized firm is primary buyer.<br><br>2. Independent consultants prefer mobile-first solution. | 1. Validated<br><br>2. Validated | 1. Focus outreach on partners/senior lawyers.<br><br>2. Ensure UI is optimized for mobile use. |
| **6 – Full Life Cycle Use Case** | 1. Users want search > summary > citation flow. | 1. Validated<br><br>2. Validated | 1. Ensure MVP supports this exact user flow. |

| | | | |
|---|---|---|---|
| | 2. Exportable reports are essential.<br><br>3. Notification/alerts for updates are "nice to have." | 3. Still Unclear | 2. Build early export feature in MVP.<br><br>3.<br>Include in version 2 based on user traction. |
| **7 – High-Level Product Spec** | 1. Users value personalized alerts.<br><br>2. Voice-to-text is a future opportunity. | 1. Validated<br><br>2. Still Unclear | 1. Consider "Watch topics" feature in roadmap.<br><br>2. Collect more feedback post-launch. |
| **8 – Value Prop** | 1. 30–50% research time saved is compelling.<br><br>2. Freemium model attracts citizen interest. | 1. Validated<br><br>2. Validated | 1. Test this message in cold email outreach.<br><br>2. Build basic Q&A chatbot for launch. |
| **Other Key Assumptions** | 1. Users trust AI-based legal tools.<br><br>2. Government partners prefer cloud-hosted data.<br><br>3. Academic users need multi-lingual support. | 1. Still Unclear<br><br>2. Validated<br><br>3. Validated | 1. Run pilot with transparent explainability.<br><br>2. Offer secure, private cloud option.<br><br>3. Include English/Greek toggle in UI. |

## Worksheet

Think long, hard and creatively about what assets your team and new venture have. They can include capabilities, connections, branding opportunities, personal attributes, personal wealth, intellectual property, unique insights, key customer commitments or something else.

### Defining Your Core Worksheet

| | | |
|---|---|---|
| | **What is your value proposition (from Step 8)?**<br><br>An AI-powered Retrieval-Augmented Generation (RAG) application that provides fast, accurate, and personalized access to Cyprus legal texts, legislative updates, and case law summaries saving professionals time and reducing research errors, while offering freemium access to citizens and scalable tools to government and legal institutions.<br><br>_____ | |
| **What assets does your team have? Prioritize from strongest to weakest.** | | |
| 1. | **Unique dataset of Cyprus legislative and case law content** – structured and indexed. | Strongest |
| 2. | **Technical expertise in RAG architecture and NLP for legal language.** | |
| 3. | **Academic and institutional partnerships (University of Cyprus, Law Faculty).** | |
| 4. | **First-mover advantage in Cyprus-focused AI legal assistant.** | |
| 5. | **Strong UX design focused on legal professionals and accessibility.** | |
| 6. | **Customer insights from direct interviews with lawyers, NGOs, and regulators.** | |
| 7. | **Freemium model strategy validated through feedback loops.** | |
| 8. | **Early traction interest from Bar Association and Law Firms.** | |
| 9. | **Modular product roadmap (B2B, B2G, B2C streams).** | |
| 10. | **Lean and agile product development team.** | Weakest |
| | | |
| **What are your proposed moats for your business?** | | |
| 1. | **Localized legal dataset for Cyprus, curated with AI optimization.** | Strongest |
| 2. | **Continuous learning layer from legal user feedback (semi-supervised tuning).** | |
| 3. | **Integration with legal document workflows (e.g., Word, PDF, CMS).** | |
| 4. | **Regulatory compliance with EU AI Act and local data laws.** | |
| 5. | **Academic legal partnerships for research-driven credibility.** | |
| 6. | **Freemium trust-building among citizens for grassroots adoption.** | Weakest |
| | | |
| **What are potential Cores for your business?** | | |
| 1. | **High-quality, proprietary legal knowledge graph for Cyprus law.** | |
| 2. | **Personalized AI legal assistant trained on Cyprus-specific use cases.** | |
| 3. | **Scalable B2G compliance platform for legislative monitoring.** | |
| 4. | **Community-driven trust and network effects via citizen adoption.** | |
| | | |
| **Decision:** | | |
| 1. | What is your proposed Core from these choices?<br><br>**Proprietary AI-powered legal knowledge graph and Cyprus-specific legal data infrastructure.** | |

| | | |
|---|---|---|
| | 2. | Why is or will this Core be unique? |
| | | <ul><li>**No existing product has *Cyprus-optimized legislative coverage* with contextual RAG capabilities.**</li><li>**The combination of localized data, semantic search, and real-time updates gives our product defensibility and strong differentiation from generalized legal AI tools (e.g., ChatGPT, Westlaw).**</li><li>**Our graph grows smarter and richer over time via continual ingestion and feedback.**</li></ul> |
| | 3. | Why is it important to your target customer? How does it relate to your value proposition? |
| | | <ul><li>**Lawyers:** Need high precision and speed → knowledge graph minimizes irrelevant results.</li><li>**Government:** Need accountability and legislative traceability → our infrastructure supports compliance and transparency.</li><li>**Citizens:** Need digestible summaries of law → the AI graph enables simplification without losing accuracy.</li></ul> |
| | 4. | How does it grow over time relative to competitors in a way that competitors can't simply catch up once they realize it? |
| | | <ul><li>**Each customer interaction (searches, feedback) enriches the knowledge graph, creating a data network effect.**</li><li>**Localized legal data licensing and community partnerships provide a gatekeeping layer.**</li><li>**Our system gets better with domain fine-tuning that global tools can't replicate without deep local understanding.**</li></ul> |
| | 5. | What was your second (or third) choice, and why is your first choice a better selection?  Compare and contrast. |
| | | <ul><li>**Second choice:** Personalized AI assistant for legal professionals.<br>Great user-facing feature, but dependent on the core data engine to be meaningful.</li><li>**Third choice:** Scalable B2G compliance dashboards.<br>Strong for monetization but not a defensible *core* without proprietary data infrastructure.</li></ul> |
| | | |

The decision on the Core can take a while and may seem a bit frustrating as you want to move ahead and continue to make progress.  I completely understand.  Isn't getting sales a great thing?

But you must understand that making sales without a Core is not sustainable if you want to be a high-growth company, because you success will only draw attention to the opportunity you have identified, and then competitors will rush in. At that point, your beautiful new venture will turn out to have been built on a foundation of sand and it will come sliding down.

So even if you aren't sure what is the best selection for Core, pick a few candidates for the Core and realize you have to solve this riddle soon.  Some of your potential Cores may end up as strong moats, but the most important thing is that

you are thinking ahead and protecting yourself, and it is also highly relevant as you proceed to Step 11, Chart Your Competitive Position.

# Step 11: Chart Your Competitive Position

## Worksheet

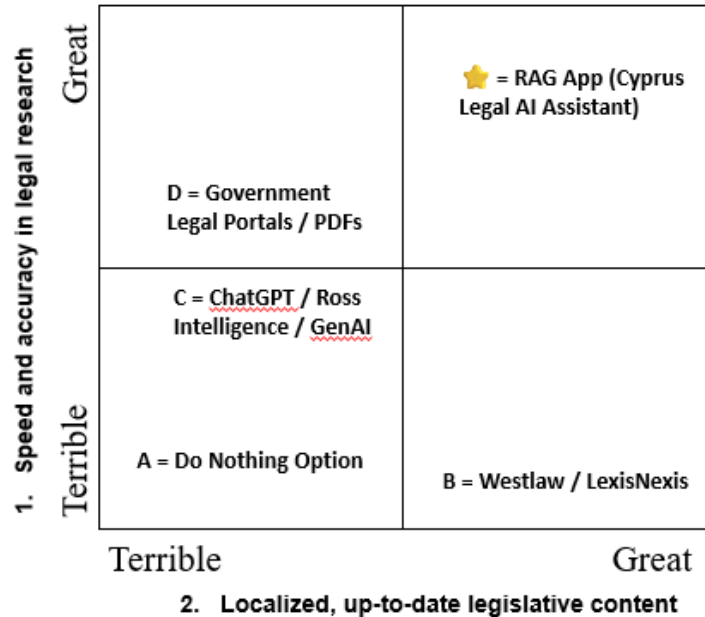Now apply the same framework to your new venture and tie back to Step 10, Define Your Core, in the final question.

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



*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.*

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*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.

## Step 12:  Determining the Customer's Decision-Making Unit (DMU)

### Worksheet

| Determine the Decision-Making Unit (DMU) | | |
|---|---|---|
| | **End User Persona (Step 5)** | **Economic Buyer Persona** | **Champion Persona** |
| **Name** | Eleni Demetriou | Andreas Kyriakou | George Papadopoulos |
| **Title** | Senior Associate, Legal Advisor | Managing Partner | Partner, Regulatory Law Specialist |
| **Demographic Summary** | • Female, Age: 38, Income: €45,000–€65,000<br>• LLB from University of Cyprus, LLM from King's College London<br>• Married, two children, Greek Cypriot, Centrist political views | • Male/Female, Age: 40–55, High-income bracket (€100K+)<br>• Law degree, extensive experience in legal practice<br>• Often based in Nicosia or Limassol, Cyprus | • Male, Age: 45, High-income bracket (€100K+), Limassol<br>• Law degree with specialization in EU law |
| **Psychographic Summary** | • Passionate about legal justice, EU compliance, and technology-driven efficiencies<br>• Detail-oriented, conscientious, cautious yet tech-curious | • Driven by efficiency, profitability, and maintaining firm competitiveness<br>• Highly values reputation, risk management, and technological advancement | • Motivated by professional credibility, efficiency gains, and technological adoption<br>• Prefers precision, innovation, and time-saving solutions |
| **Proxy Products** | LexisNexis, Westlaw, PDF annotation software, EU Law Tracker app | Westlaw, LexisNexis, advanced legal management software | Westlaw, LexisNexis, Google Scholar, internal legal document repositories |
| **Watering Holes** | Cyprus Bar Association meetings, LinkedIn legal groups, EU law seminars | Cyprus Bar Association, LinkedIn, LegalTech conferences | Cyprus Bar newsletter, LinkedIn groups, LegalTech Cyprus, Internal Legal Forums |
| **Day In the Life** | Spends significant time on regulatory/legal research, drafting documents, compliance checks | Strategic firm management, client interaction, compliance oversight | Heavy legal research, frustration with current research inefficiencies, client preparation and delegation |
| **Priorities (Top 4 in order)** | 1. Avoiding Non-Compliance and Legal Errors<br>2. Staying Up to Date on Legal Changes and Case Law<br>3. Delivering Results Quickly and Accurately<br>4. Career Growth and Recognition | 1. Firm profitability and cost management<br>2. Efficiency in legal service delivery<br>3. Risk and compliance management<br>4. Innovation and technological integration | 1. Accuracy of legal information<br>2. Time-efficiency in research<br>3. Ease of integration with current workflow<br>4. Cost-effectiveness<br>5. Access to latest legislative updates |
| **Key Selling Points to this Person** | 1. Real-time legislative updates<br>2. Significant time savings (30–50%) | 1. Reduced legal research costs<br>2. Enhanced firm productivity and profitability | 1. Streamlined research workflow<br>2. Reliable, updated legal content |

| | High accuracy and reliability of legal insights | | | Strengthened compliance and risk management | | | High ease of integration and use | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Primary Influencers** | **Secondary Influencers** | **Veto Power** | **Primary Influencers** | **Secondary Influencers** | **Veto Power** | **Primary Influencers** | **Secondary Influencers** | **Veto Power** |
| **People** | Senior Partners, Tech-savvy Associates | Legal consultants, Academic researchers | Managing Partner, IT | Senior Partners | Legal consultants, Academic researchers | Managing Partner | Tech-savvy Associates | Legal consultants | Managing Partner |
| **Organizations** | Cyprus Bar Association | University of Cyprus Law Faculty | Compliance Managers | Cyprus Bar Association | University of Cyprus Law Faculty | Compliance Managers | Cyprus Bar Association | University of Cyprus Law Faculty | Compliance Managers |
| **Info Sources** | LegalTech conferences | LinkedIn, industry reports | Bar Association communications | LegalTech conferences | LinkedIn, industry reports | Bar Association communications | LegalTech conferences | LinkedIn, industry reports | Bar Association communications |

**Qualitative Summary:** *How would you qualitatively summarize the DMU in three sentences or less?*

The Decision-Making Unit for legal tech solutions is typically led by senior lawyers who emphasize accuracy, compliance, and operational efficiency. They are strongly influenced by tech-forward champions such as legal operations professionals or innovation-minded partners who advocate for change. The decision process incorporates guidance from trusted professional bodies and benchmarks. Final decisions rest with equity partners or managing directors who hold financial authority and are accountable for organizational objectives. Successful adoption depends on provable accuracy, seamless workflow integration, and a clear, compelling ROI.

# Disciplined Entrepreneurship Workbook

## Step 13:  Map the Process to Acquire a Paying Customer

### Worksheets

#### Process to Acquire a Paying Customer

| Stage # | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| General Description of Stage | *Determine Need & Catalyst to Action* | *Find Out about Options* | *Analyze Options* | *Acquire Your Product* | *Pay* | *Install* | *Use & Get Value* | *Determine Value* | *Buy More* | *Tell Others* |
| What does the customer do in this stage? (from the Full Life Cycle Use Case) | Notices inefficiencies or outdated info in legal research, realizes a better solution is needed. | Learns about RISO via LinkedIn, legal newsletters, bar events, peer referrals. | Compares features, pricing, ROI, trustworthiness of tools. | Requests a demo or signs up for a free trial. | Pays via subscription or firm procurement process. | Receives login details, sets up account and roles. | Uses AI tools to research case law, receive updates, generate documents. | Tracks time saved, research quality, and client response time. | Adds licenses, upgrades plan, explores advanced modules. | Shares product through legal networks, bar talks, and LinkedIn. |
| Who is involved from the DMU? | Lawyers, junior associates | Lawyers, tech-savvy colleagues | Partners, procurement | Lawyers, admin staff | Lawyer, finance contact | IT, admin staff | Lawyer, paralegals | Lawyer, managers | Admin team, firm partners | Firm leaders, influencers |
| Budget limits & other con-siderations | Frustration may not trigger budget planning immediately | Must be discoverable and credible | Tool must fit existing budget and meet compliance/privacy needs | Clear value to justify trial/demo | Transparent pricing, contract terms needed | Quick setup minimal IT support preferred | Must prove efficiency and trust quickly | ROI should be measurable within weeks | Budgeting cycle affects scaling | Advocacy depends on satisfaction level |
| How much time will this stage take? (give a range) | 1–2 days | 2–3 days | 5–7 days | Same day | 1–2 days | Few hours | Daily/weekly use | 2–4 weeks | Quarterly | Ongoing |
| Action plan to accomplish stage | SEO content, newsletters, educational campaigns | LinkedIn Ads, bar association partnerships | Offer product comparisons, demos, case studies | Easy sign-up, demo booking automation | Subscription portal, procurement support | Guided onboarding, tooltips, tutorials | Ensure product stability and accuracy | Dashboards for performance metrics | Email nudges, usage reports, upgrade prompts | Prompt testimonials, speaking invites, referral bonuses |
| Risks | No urgency felt, "status quo" accepted | Lost among competitors or unknown | AI skepticism, fear of inaccuracies | Friction in sign-up or demo request | Delay in purchase approval | Setup complexity may lead to drop-off | Low adoption if UX or value isn't clear | ROI isn't obvious or measurable | Budget constraints, ROI doubts | Low advocacy or engagement |
| Risk mitigation strategy | Highlight pain points in messaging | Build brand authority with trust badges | Emphasize data accuracy and citations | Provide white-glove onboarding | Offer flexible pricing options | Simplify onboarding flow | Collect feedback, optimize UX | Show time-saving examples | Offer cost-benefit dashboards | Incentivize referrals, showcase power users |
| Misc. | Often triggered after audit or high-pressure task | Peer influence plays major role | Include compliance checklists | UX should mimic familiar tools | Address security concerns | Role-based access helps larger firms | Ensure platform updates are visible | Use Net Promoter Score (NPS) to track value | Usage-based pricing helps | Build community & recognition |

**Sales Cycle Length Estimate**

For all time estimates except for lead generation, use the numbers from your Process to Acquire a Paying Customer table above. Make a reasonable estimate for lead generation.

| Sales Funnel Element | Full Life Cycle Use Case Stage | Estimated Time to Complete |
|---|---|---|
| **#1 – Identification:** Lead Generation<br>*Output: Leads* | n/a | 2–5 days |
| **#2 – Consideration:** Create Awareness to Potential Customers<br>*Output: Suspects* | *#1 - Determine Need & Catalyst to Action*<br>*&*<br>*#2 - Find Out about Options* | 3–5 days |
| **#3 – Engagement** : Develop Initial Dialogue<br>Output: Prospects<br>&<br>**# 4 – Purchase Intent:** Develop Interest to Intent<br>*Output: Qualified Prospects* | *#3 - Analyze Options* | 5–7 days |
| **#5 – Purchase:** Close Deal & Pay<br>*Output: Customers* | *#4 - Acquire Your Product*<br>*&*<br>*#5 – Purchase:* Close Deal & Pay<br>*Output: Customers* | 1–2 days |
| | *Total time for sales cycle:* | 11–19 days (approximately 2–3 weeks) |

# First Draft Sales Funnel

| Funnel Stage | Action Plan |
|---|---|
| #1: Identification ==> leads | **Action Plan for Identification:** Use blog posts, webinars, and bar association sponsorships to attract lawyers. Leverage LinkedIn Ads and newsletter campaigns to collect lead emails. |
| #2: Consideration ==> suspects | **Action Plan for Consideration:** Share case studies, comparison charts, and testimonials through email and social media. Host short demo webinars. |
| #3: Engagement ==> prospects | **Action Plan for Engagement:** Offer 14-day trial access or guided demo calls. Follow up with tailored use cases, legal compliance examples, and a product walkthrough. |
| #4: Purchase Intent ==> qualified prospects | **Action Plan for Purchase Intent:** Provide pricing transparency, procurement documentation, and security policies. |
| #5: Purchase ==> customers | **Action Plan for Purchase:** Simplify signup and onboarding with tutorials and email support. Assign a Customer Success contact for first-time setup and training |
| #6: Loyalty ==> satisfied customers | **Action Plan for Loyalty:** Send monthly legal update summaries and tips to optimize RISO usage. Introduce early-access to new features and integration opportunities. |
| #7: Advocacy ==> evangelists | **Action Plan for Advocacy:** Incentivize referrals with premium feature unlocks. Feature loyal customers in blog interviews and bar conferences. |

**<u>Qualitative Summary:</u>** *How would you qualitatively summarize the Process to Acquire a Paying Customer in three sentences or less?*

The RISO customer acquisition process begins when legal professionals experience inefficiencies in traditional research workflows. They discover RISO through trusted legal channels, evaluate its AI-driven capabilities, and quickly adopt it through seamless onboarding and transparent pricing. Usage grows as value becomes evident, leading to repeat business and word-of-mouth referrals within legal communities.

*Which areas of this process are you comfortable that you have mapped out well?*

We are confident in the early funnel stages, including problem recognition, awareness-building, and demo engagement. Additionally, the onboarding and usage stages are well-supported with automated workflows and customer success touchpoints.

*Which areas of this process are you concerned about that you will want to keep an eye on as you proceed?*

We are concerned about the evaluation stage, where skepticism about AI accuracy and legal compliance may delay decisions. Additionally, the determination of value post-purchase can be ambiguous if ROI isn't immediately obvious, especially in smaller firms. We'll also monitor advocacy and referral behaviors, which may require stronger incentivization and trust-building.