

The Agile Attorney Practice Model Canvas

Firm / Product / Service Name

Date

Version

PROBLEM

What are the top 1-3 problems your target customers face (legal or otherwise)?

1

What are some existing solutions to these problems?

What is good or bad about those solutions?

SOLUTION

What is the simplest thing you can offer to address each problem?

2

KEY METRICS

What will you measure to know you are on the right track?

7

Acquisition | Activation
Retention | Revenue | Referral

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth attention.

3

UNFAIR ADVANTAGE

What do you offer that others can't easily copy or buy?

8

CHANNELS

How will you find customers?
How will customers find you?

5

CUSTOMER SEGMENTS

Who are your ideal target customers?

1

What are some attributes of the customers you most want to attract?

What are some attributes of potential customers you want to avoid?

COST STRUCTURE

Customer Acquisition Costs
Offering-specific Costs
General Overhead Costs

6

REVENUE STREAMS

Revenue Model (hourly? flat rate? subscription? package? other?)
Lifetime Customer Value
Revenue Triggers
Margin

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