

# The Agile Attorney Practice Model Canvas

Firm / Product / Service Name

Date

Version

<p><b>PROBLEM</b></p> <p>What are the top 1-3 problems your target customers face (legal or otherwise)?</p> <p style="text-align: center; font-size: 48px;">1</p> <p>What are some existing solutions to these problems?</p> <p>What is good or bad about those solutions?</p>	<p><b>SOLUTION</b></p> <p>What is the simplest thing you can offer to address each problem?</p> <p style="text-align: center; font-size: 48px;">2</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Single, clear, compelling message that states why you are <u>different</u> and worth attention.</p> <p style="text-align: center; font-size: 48px;">3</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>What do you offer that others can't easily copy or buy?</p> <p style="text-align: center; font-size: 48px;">8</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Who are your ideal target customers?</p> <p style="text-align: center; font-size: 48px;">1</p> <p>What are some attributes of the customers you most want to attract?</p> <p>What are some attributes of potential customers you want to avoid?</p>
	<p><b>KEY METRICS</b></p> <p>What will you measure to know you are on the right track?</p> <p style="text-align: center; font-size: 48px;">7</p> <p style="text-align: center;">Acquisition   Activation Retention   Revenue   Referral</p>		<p><b>CHANNELS</b></p> <p>How will you find customers? How will customers find you?</p> <p style="text-align: center; font-size: 48px;">5</p>	
<p><b>COST STRUCTURE</b></p> <p>Customer Acquisition Costs Offering-specific Costs General Overhead Costs</p> <p style="text-align: center; font-size: 48px;">6</p>			<p><b>REVENUE STREAMS</b></p> <p>Revenue Model (hourly? flat rate? subscription? package? other?) Lifetime Customer Value Revenue Triggers Margin</p> <p style="text-align: center; font-size: 48px;">4</p>	