

The Agile Attorney Practice Model Canvas

Firm / Product / Service Name

Date

Version

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