PrecisionPrompts

Business Strategy Pack

30 strategy-grade prompts for competitor analysis, market research, pricing, and growth planning. Copy, customize the `[BRACKETS]`, paste into any AI.

Competitor Analysis (8 prompts)

Prompt 1: Competitive Landscape Deep Dive

```
Act as a senior competitive intelligence analyst. Conduct a comprehensive competitor analysis for [YOUR COMPANY, e.g., "Relay — a team communication tool for remote startups"] in the [INDUSTRY, e.g., "team collaboration / async communication"] space.

Analyze these competitors: [LIST 3-5 COMPETITORS, e.g., "Slack, Microsoft Teams, Discord, Loom, Twist"].

For each competitor, provide:
1. **Positioning statement:** Their core message in one sentence — what they want the market to believe
2. **Pricing architecture:** Not just the price — the model (per-seat, usage-based, freemium). Where they sit: budget, mid-market, or premium
3. **ICP (ideal customer profile):** Company size, stage, industry, and buyer persona they optimize for
4. **Product strengths:** 3-4 things they do genuinely well (be honest, not dismissive)
5. **Exploitable weaknesses:** 3-4 gaps, complaints, or underserved segments — cite specific evidence (G2 reviews, Reddit threads, Twitter complaints, feature request boards)
6. **Go-to-market motion:** How they acquire customers (PLG, sales-led, content, partnerships, community)
7. **Moat:** What makes them hard to displace (network effects, data, integrations, brand, switching costs)

End with a **"Gaps & Opportunities" section**: 5 specific things none of these competitors are doing well that [YOUR COMPANY] could own. Each gap must include: who it affects, why incumbents haven't addressed it, and what capturing it would require.

Do NOT use filler phrases like "in today's competitive landscape" or "it's important to note." Be direct and analytical.
```

Example Output: A 2,000-word analysis where Slack's weakness is documented with specific G2 review quotes about notification overload, Twist's gap is their tiny integration ecosystem (47 vs Slack's 2,400+), and the opportunities section identifies "async-first onboarding for companies with 5-15 employees" as an unclaimed niche with specific reasoning.

Prompt 2: Competitor Pricing Teardown

```
Act as a pricing strategist. Reverse-engineer the pricing strategy of [COMPETITOR NAME, e.g., "Notion"] and analyze what it reveals about their business model and where they're vulnerable.

Their current pricing tiers: [PASTE TIER NAMES AND PRICES, e.g., "Free (personal), Plus $10/seat/mo, Business $18/seat/mo, Enterprise custom"]

Analyze:
1. **Pricing psychology:** What each tier is designed to do (acquisition, conversion, expansion, enterprise capture). What behavior does each price point incentivize?
2. **Value metric:** What they charge based on (seats, usage, features) and whether it aligns with how customers actually get value
3. **Free tier strategy:** What's included vs. gated, and what this tells you about their conversion funnel. What's the "aha moment" they're optimizing for?
4. **Expansion levers:** How they grow revenue within existing accounts (seat growth, tier upgrades, add-ons, overage charges)
5. **Hidden costs:** Things not on the pricing page — implementation fees, minimum contracts, overage rates, support tiers
6. **Vulnerabilities:** Where their pricing creates friction, resentment, or an opening for a competitor. Cite evidence from review sites, forums, or social media if possible.

End with: **"How to price against them"** — 3 specific pricing moves [MY COMPANY, e.g., "a competitor entering this space"] could make to exploit their weaknesses. Each move should include the tradeoff involved.
```

Example Output: Analysis revealing Notion's per-seat model punishes growing teams (a company scaling from 10 to 50 people sees a 5x cost jump with no volume discount), their free tier is so generous it suppresses conversion (estimated <3% free-to-paid), and recommending a flat-rate team pricing model that becomes cheaper than Notion at 8+ seats.

Prompt 3: Win/Loss Analysis Framework

```
Act as a revenue operations analyst. Build a win/loss analysis framework for [YOUR COMPANY, e.g., "CloudBuild — a CI/CD platform for mid-market engineering teams"].

We typically compete against: [COMPETITORS, e.g., "GitHub Actions, CircleCI, and Jenkins"].

Create:
1. **Interview script (15 questions)** for recently won and lost deals. For each question:
   - The question itself
   - What it actually reveals about competitive dynamics
   - A follow-up probe if the answer is vague
   Split into: decision process (5), product evaluation (5), competitive comparison (3), pricing/commercial (2)

2. **Analysis template** — a structured format to log each win/loss with fields for: deal size, sales cycle length, competitor(s) involved, decision-maker role, primary win/loss reason, secondary factors, product gaps cited, price sensitivity rating (1-5)

3. **Pattern detection questions** — 10 questions to ask after you've logged 20+ deals to surface trends (e.g., "Do we consistently lose deals over $50K?" or "Is there a competitor we never beat in financial services?")

4. **Quarterly competitive brief template** — how to synthesize findings into a 1-page brief the sales team will actually read

Do NOT include generic CRM advice. This should be specific to competitive analysis and immediately implementable.
```

Example Output: An interview script where question 3 is "Walk me through the moment you narrowed your shortlist from 4 options to 2 — what knocked the others out?" (reveals elimination criteria that don't show up in feature comparisons), plus a pattern detection question: "Plot win rate by deal size in $10K bands — where does our win rate cliff?"

Prompt 4: Competitor Content & SEO Gap Analysis

```
Act as a content strategist specializing in competitive intelligence. Analyze the content strategy of [COMPETITOR, e.g., "HubSpot"] and identify gaps [MY COMPANY, e.g., "a marketing automation startup"] can exploit.

Evaluate their content across:
1. **Content pillars:** What are the 3-5 topics they consistently publish about? What topics are conspicuously absent?
2. **Content types & cadence:** Blog posts, videos, podcasts, webinars, case studies, tools/calculators, templates — what do they produce, how often, and what's missing?
3. **SEO positioning:** What keyword clusters do they dominate? Where are they noticeably weak or absent? Identify 10 high-intent keywords they're NOT ranking for that relate to their product.
4. **Lead magnets & gated content:** What are they using to capture emails? Rate the quality and relevance (would you actually download these?).
5. **Community & social:** Where do they engage (Twitter, LinkedIn, Reddit, YouTube, Discord)? What's their engagement rate vs. follower count?
6. **Thought leadership vs. product content ratio:** Are they building brand or driving demos? What does this tell you about their growth stage?

Deliverable: A **"Content Battlecard"** — a one-page summary with 5 content moves we should make in the next 90 days to steal their audience, ranked by effort vs. impact.

Avoid vague recommendations like "create great content." Every suggestion must include: the specific topic, format, target keyword, and why it would outperform their existing content.
```

Example Output: A battlecard identifying that HubSpot has zero content targeting "marketing automation for bootstrapped startups" (high search volume, low competition), their YouTube channel hasn't posted in 4 months (opportunity for video), and recommending a free "Marketing Stack Calculator" tool because their existing ROI calculator is enterprise-focused and excludes companies under $1M revenue.

Prompt 5: Competitive Positioning Map

```
Act as a brand strategist. Create a competitive positioning analysis for [YOUR COMPANY, e.g., "FreshDesk alternative targeting SMBs"] against these competitors: [LIST 3-6 COMPETITORS].

Deliver:
1. **Positioning matrix:** Plot all competitors (and us) on two 2x2 matrices:
   - Matrix 1: [AXIS 1, e.g., "Price (low to high)"] vs. [AXIS 2, e.g., "Ease of use (complex to simple)"]
   - Matrix 2: [AXIS 3, e.g., "Target size (SMB to Enterprise)"] vs. [AXIS 4, e.g., "Feature depth (focused to all-in-one)"]
   For each company, state exactly where they sit and WHY (not just a dot — explain the placement).

2. **Messaging comparison table:** For each competitor, extract their:
   - Homepage headline
   - Primary CTA
   - Social proof strategy (logos, testimonials, case studies, numbers)
   - The emotion they're selling (security, speed, simplicity, power, status)

3. **Our positioning statement** using April Dunford's positioning framework:
   - Competitive alternatives
   - Unique attributes
   - Value (what those attributes enable)
   - Target customer
   - Market category

4. **"Only we" statement:** Complete this sentence with 3 versions: "We're the only [category] that [unique differentiator] for [specific audience]."

Do NOT produce a positioning statement that could apply to any company. It must be specific enough that a stranger could identify [YOUR COMPANY] from the statement alone.
```

Example Output: Positioning matrices showing Zendesk in the "high-price, complex" quadrant while Crisp occupies "low-price, simple" but lacks depth, with a gap in "mid-price, simple, SMB-focused with real automation" — and the positioning statement: "FreshHelper is the only customer support platform that gives 5-person support teams enterprise-grade automation without requiring a dedicated admin."

Prompt 6: Competitor Product Teardown

```
Act as a product analyst. Perform a detailed product teardown of [COMPETITOR PRODUCT, e.g., "Linear — the project management tool"].

Analyze:
1. **First-run experience:** Walk through what a new user sees in their first 10 minutes. What's the time-to-value? What's the "aha moment" they're designing for? Where do they create friction?
2. **Core workflow:** Map the primary user workflow (the thing users do daily). Count the clicks/steps. Identify where it's elegant and where it's clunky.
3. **Feature prioritization:** List their top 10 features. For each: is it a differentiator, table stakes, or bloat? Which features feel like they were built for demos vs. daily use?
4. **What they say no to:** What do their competitors offer that they deliberately exclude? What does this reveal about their product philosophy?
5. **Integration ecosystem:** How many integrations? Which are native vs. Zapier-dependent? What critical integrations are missing?
6. **User complaints (pattern analysis):** Synthesize the top 5 recurring complaints from G2, Capterra, Reddit, and Twitter. For each: is it a fundamental architectural limitation or a fixable gap?

End with: **"If I were building against them"** — 3 specific product decisions you'd make differently, with reasoning. These should be genuine strategic choices, not just "make it faster."
```

Example Output: A teardown revealing Linear's time-to-value is under 3 minutes (project creation to first issue), but their reporting is deliberately minimal (philosophy: "we're a doing tool, not a reporting tool"), creating an opening for competitors who serve teams that need to report to stakeholders — with the recommendation to build "stakeholder views" that translate engineering work into business impact without adding project management overhead.

Prompt 7: Competitive Response Playbook

```
Act as a competitive strategy consultant. A competitor just made a significant move:
[DESCRIBE THE MOVE, e.g., "Competitor X just launched a free tier that matches our paid
product's core features" or "Competitor Y just raised $50M and announced expansion into
our market segment"].

My company: [YOUR COMPANY — one-sentence description + current stage/size]
The competitor: [COMPETITOR — who they are and their current market position]

Build a response playbook:
1. **Threat assessment (be honest):**
   - Impact on our existing customers (churn risk: low/medium/high with reasoning)
   - Impact on our pipeline (prospect risk: low/medium/high)
   - Timeline: when will we feel this (immediately, 3 months, 6+ months)?

2. **Response options** — provide exactly 4 options ranging from defensive to aggressive:
   - Option A: Ignore and stay course (when this is actually the right call)
   - Option B: Defensive adjustment (protect what we have)
   - Option C: Competitive counter-move (match or exceed)
   - Option D: Flanking maneuver (attack where they're now weakest)
   For each option: expected outcome, cost/effort, risk level, and timeline.

3. **Recommended response** — pick one option and defend it. Include a 30-day action plan
with specific deliverables and owners.

4. **Customer communication plan:** What (if anything) to say to existing customers,
prospects in pipeline, and the broader market. Draft the key message for each.

Do NOT default to panic mode. Some competitive moves don't warrant a response. Say so if
that's the case.
```

Example Output: Threat assessment rating churn risk as "low" because the free tier lacks the integrations power users need, but pipeline risk as "high" for deals under $500/mo. Recommended response: Option D — flanking by launching an "Enterprise Migration Kit" targeting the competitor's neglected enterprise segment, with a 30-day plan including a targeted email campaign to their largest customers' IT admins.

Prompt 8: Competitive Battlecard for Sales

```
Act as a sales enablement strategist. Create a competitive battlecard that a salesperson can reference during a live call when a prospect mentions [COMPETITOR, e.g., "Airtable"].

My company: [YOUR COMPANY, e.g., "Stackbase — a no-code database for operations teams"]
Our key differentiators: [LIST 3-4, e.g., "built-in automations, audit trails, role-based permissions, SOC 2 compliance"]

The battlecard must include:
1. **30-second competitor overview:** What they do, who they serve, their pricing (factual, not dismissive — sales reps lose credibility by trashing competitors)
2. **When we win against them:** 3 specific deal scenarios where we consistently beat them (e.g., "when the buyer needs audit trails for compliance")
3. **When we lose against them:** 2 scenarios where they're genuinely the better choice (honesty builds trust with sales reps — they'll ignore a battlecard that pretends we always win)
4. **Landmine questions:** 5 questions a rep can ask the prospect that expose the competitor's weaknesses naturally (without sounding like an attack). Format: Question → What their answer reveals → Our counter-position
5. **Objection handlers:** The 4 most common things a prospect says when they're leaning toward the competitor (e.g., "Airtable is cheaper"), with a response framework: Acknowledge → Reframe → Evidence → Bridge
6. **Proof points:** 2-3 specific customer stories, metrics, or quotes that directly counter this competitor. Format them as sound bites a rep can use verbally.

Fit this on one page. Use bullet points. No paragraphs — this gets read during live calls.

Do NOT write marketing copy. Write in the language a sales rep actually uses with prospects — conversational, direct, credible.
```

Example Output: A one-page battlecard where Landmine Question 2 is "How are you handling audit trails today?" (Airtable's audit trail is enterprise-only at $20/seat/mo — if the prospect needs compliance, this exposes a 3x price gap), and the "When we lose" section honestly states "If they just need a flexible spreadsheet-database hybrid for a small team with no compliance needs — Airtable is fine. Don't fight this deal."

Market Research (8 prompts)

Prompt 9: Total Addressable Market (TAM) Sizing

```
Act as a market research analyst. Size the total addressable market for [YOUR PRODUCT/SERVICE, e.g., "an AI-powered contract review tool for mid-market legal teams"].

Use two approaches and compare them:

**Top-down approach:**
- Start with the broadest relevant market (cite the source/report)
- Apply 3-4 narrowing filters to reach our specific segment (e.g., geography → company size → department → willingness to adopt AI)
- Show the math at each step

**Bottom-up approach:**
- Number of potential customers in our target segment: [ESTIMATED NUMBER or "calculate this"]
- Average contract value: [ACV or "suggest based on comparable products"]
- Calculate TAM, SAM (serviceable), and SOM (obtainable in 3 years)
- State the assumptions behind each number

Then provide:
1. **Market growth rate** — is this market expanding, stable, or shrinking? What's driving the trend?
2. **Timing analysis** — why is NOW the right time for this product? What changed in the last 2 years that makes this viable?
3. **Investor-ready summary** — 3 sentences that present the market size compellingly without overselling. Include at least one specific data point.
4. **Honest assessment** — is this market actually big enough to support a venture-scale business? If not, what adjacent markets could you expand into?

Do NOT use a single inflated TAM number without decomposing it. Investors see through "the global software market is $500B" sizing. Every number must be justified.
```

Example Output: Top-down analysis starting from the $28B global legal tech market (Grand View Research), narrowing to mid-market companies (38%), with in-house legal teams (52%), in English-speaking markets (60%), yielding a $3.3B SAM. Bottom-up showing 47,000 mid-market companies with legal teams, $8,400 ACV, producing a $395M SOM — with the honest assessment that this supports a strong Series A but the expansion into procurement contract review doubles the addressable market.

Prompt 10: Customer Discovery Interview Guide

```
Act as a product researcher trained in the Jobs-to-be-Done methodology. Create a customer discovery interview guide for [YOUR PRODUCT IDEA, e.g., "a tool that helps freelancers manage client contracts and payments in one place"].

Target interviewee: [PERSONA, e.g., "freelance designers and developers earning $50K-$200K/year"]

Structure the interview using the JTBD "Timeline" technique:

**Section 1: Current State (10 min)**
- 5 questions that uncover how they handle [THE JOB] today
- For each question: what you're listening for and a follow-up probe

**Section 2: Trigger Events (10 min)**
- 4 questions that identify what pushed them to look for a solution (the "first thought")
- Focus on the emotional trigger, not the rational one

**Section 3: Evaluation & Decision (10 min)**
- 4 questions about how they chose their current solution (or decided to cobble something together)
- What alternatives they considered and why they rejected them

**Section 4: Ongoing Experience (5 min)**
- 3 questions about what frustrates them about their current approach
- Specifically: what workarounds have they built?

**Interview logistics:**
- How to recruit interviewees (3 specific channels for this persona)
- How to compensate them appropriately
- Red flag answers that mean the problem isn't real
- Green flag answers that validate strong demand

Include 3 things interviewers commonly do wrong (leading questions, pitching their solution, asking "would you pay for...") and how to avoid each.

Do NOT write survey questions. These must be open-ended conversation starters that reveal behavior, not opinions.
```

Example Output: Section 2 question: "Think back to the last time you got frustrated enough with [managing contracts] to actually Google for a solution. What happened that day?" (reveals the emotional trigger — often a missed payment or embarrassing contract error, not a feature need). Green flag: "I've built a whole Notion system for this" (they're already investing effort to solve this problem).

Prompt 11: Market Entry Decision Matrix

```
Act as a strategy consultant. My company [YOUR COMPANY, e.g., "a B2B SaaS tool for
inventory management"] is evaluating entering [2-3 NEW MARKETS OR SEGMENTS, e.g.,
"healthcare clinics, restaurant chains, and e-commerce fulfillment centers"].

For each potential market, analyze:
1. **Market attractiveness (scored 1-10):**
   - Market size and growth rate
   - Customer willingness to pay (evidence-based, not assumed)
   - Competition intensity (number of established players and their strength)
   - Regulatory complexity
   - Sales cycle length

2. **Our fit (scored 1-10):**
   - How much of our current product applies (% of features usable as-is)
   - Go-to-market readiness (do we know how to reach these buyers?)
   - Domain expertise required (do we need to hire industry specialists?)
   - Reference-ability (can wins here help us in other markets?)

3. **Entry requirements:**
   - Must-have product changes (specific features, not vague "customization")
   - Compliance or certification requirements
   - Estimated time to first paying customer
   - Estimated investment (engineering months + sales/marketing spend)

4. **Risk assessment:**
   - What's the biggest thing that could go wrong?
   - Is this a one-way door or reversible?

Produce a **recommendation matrix** ranking the markets by (Attractiveness x Fit) / Entry
Cost. Pick one market and build a 90-day entry plan with specific milestones.

Do NOT recommend entering all markets simultaneously. Make a clear, defended choice.
```

Example Output: Healthcare clinics score 7 attractiveness but only 4 fit (HIPAA compliance requires 3 months of engineering), restaurant chains score 6/7 (existing features transfer, but fragmented market with thin margins), e-commerce fulfillment scores 8/8 (direct product fit, high willingness to pay, referenceable logos) — recommended entry with a 90-day plan starting with 5 pilot customers sourced through Shopify partner network.

Prompt 12: Industry Trend Radar

```
Act as a strategic foresight analyst. Build a trend radar for [INDUSTRY, e.g., "the B2B SaaS / developer tools space"] that [YOUR COMPANY, e.g., "a code review automation startup"] should be watching.

Organize trends into three time horizons:
**Now (0-12 months) — Happening today, act on these:**
- 4-5 trends with specific evidence (not just "AI is growing" — what specifically about AI affects our space?)
- For each: who's already capitalizing on this and what we should do about it

**Next (1-3 years) — Emerging, start preparing:**
- 3-4 trends that will reshape the industry
- For each: the early signal to watch, the tipping point that makes it mainstream, and how to position for it now without over-investing

**Later (3-5 years) — Speculative but plausible:**
- 2-3 long-term shifts that could fundamentally change the market
- For each: the scenario where this happens AND the scenario where it doesn't

For every trend, answer: **"So what?"** — What specific decision should [YOUR COMPANY] make differently because of this trend? If the answer is "nothing," don't include the trend.

End with a **contrarian take** — one thing everyone in the industry believes that you think is wrong, with reasoning.

Do NOT list trends that are obvious to anyone who reads TechCrunch. Focus on non-obvious shifts that require connecting dots across multiple signals.
```

Example Output: "Now" section identifies that developer tool purchasing is shifting from top-down (CTO decides) to bottom-up (individual developers adopt, then expand) with evidence from Datadog, Vercel, and Linear's growth patterns — with the action item: "Invest in a free individual plan that creates internal champions before we pitch the team plan." Contrarian take: "Everyone thinks AI will replace code review. It won't — it'll make code review MORE important because AI-generated code needs more scrutiny, not less."

Prompt 13: Customer Segmentation Deep Dive

```
Act as a customer analytics strategist. Create a customer segmentation analysis for [YOUR COMPANY, e.g., "a project management tool currently serving 500 paying customers across various industries"].

Current customer data (provide what you have):
- Industries represented: [LIST, e.g., "agencies, SaaS startups, consulting firms, non-profits"]
- Company size range: [e.g., "5-500 employees"]
- Plan distribution: [e.g., "60% on Basic, 30% on Pro, 10% on Enterprise"]
- Average revenue per customer: [AMOUNT]
- Key retention metric: [e.g., "70% annual retention overall"]

Build segments using a 3-layer model:
1. **Firmographic segments** (industry, size, stage) — which look like our best customers on paper?
2. **Behavioral segments** (usage patterns, feature adoption, engagement) — which actually get the most value?
3. **Value segments** (revenue, expansion rate, referral activity, retention) — which are most profitable?

For each segment identified:
- Name it something memorable (not "Segment A" — e.g., "Power Agencies")
- Profile: who they are, what they care about, how they buy
- Metrics: retention rate, expansion rate, CAC, LTV, NPS if available
- Product usage: which features they use heavily, which they ignore
- Risk factors: what causes churn in this segment

Identify: **Best-fit segment** (highest LTV, lowest CAC, best retention) and **Worst-fit segment** (high churn, low expansion, support-heavy). For the best-fit segment, build a one-paragraph ICP definition that sales and marketing can use immediately.

Do NOT create more than 5 segments. More than that is unusable. Force rank them.
```

Example Output: Five segments identified, with "Power Agencies" (15-40 person creative agencies, $180/mo avg, 92% retention, 40% annual expansion via seat growth) as the best-fit — and "Non-Profit Explorers" (high support tickets, 45% annual churn, low expansion, price-sensitive) as the worst-fit. ICP statement: "We serve creative agencies with 15-40 employees who manage 10+ concurrent client projects and need a tool their entire team — designers, PMs, and account managers — will actually use daily."

Prompt 14: Pricing Research & Willingness-to-Pay Analysis

```
Act as a pricing researcher. Design a willingness-to-pay research plan for [YOUR PRODUCT, e.g., "a SaaS tool that automates social media scheduling and analytics for SMBs"].

Current pricing: [CURRENT PRICES or "not yet priced"]
Competitors' pricing: [COMPETITOR PRICES, e.g., "Buffer $6-120/mo, Hootsuite $99-739/mo, Later $25-80/mo"]

Create:
1. **Van Westendorp Price Sensitivity survey** — write the exact 4 questions, customized for my product (not the generic versions). Include:
   - The precise wording
   - How to present the product description before asking (what features to highlight)
   - Sample size needed for statistical validity
   - How to analyze the results (intersection points and what they mean)

2. **Gabor-Granger demand curve approach** — as an alternative methodology:
   - The exact price points to test (suggest 5-7 based on the competitive landscape)
   - How to structure the "would you buy at $X?" sequence
   - How to calculate the revenue-maximizing price from the data

3. **Qualitative pricing interview guide** (5 questions):
   - Questions that reveal how they think about the value (not what they'd pay — what outcome they're buying)
   - Questions that uncover their reference prices (what are they comparing this to?)
   - Questions about purchase authority and budget cycles

4. **Feature-value mapping exercise:**
   - How to determine which features justify premium pricing
   - A template for testing "would you pay $X more for [feature]?"

5. **Recommendation framework:** How to synthesize all this data into a pricing decision, including the specific metrics to optimize for at our stage (revenue, adoption, or market share).

Do NOT simply recommend "price between competitors." Price should be based on value delivered, not competitive anchoring.
```

Example Output: Van Westendorp questions customized as: "At what monthly price would you consider [Product] to be so expensive that you wouldn't even consider it, no matter how good the social media automation was?" (not generic "this product"). Gabor-Granger testing $15, $25, $39, $59, $79, $99 based on competitive gaps. Feature-value mapping revealing that analytics (not scheduling) is the premium differentiator — customers anchor scheduling to "free" (Buffer's free tier) but value analytics against hiring a marketing analyst ($4K+/mo).

Prompt 15: Market Timing & "Why Now" Analysis

```
Act as a venture strategist. Build a rigorous "Why Now" analysis for [YOUR
PRODUCT/COMPANY, e.g., "an AI-powered legal document review tool for mid-market law
firms"].

Answer these three questions with specific evidence:

**1. What has changed in the last 2-3 years that makes this possible now?**
Analyze across four dimensions:
- Technology shifts (what's newly possible or affordable?)
- Market behavior shifts (what are buyers doing differently?)
- Regulatory or policy changes (what new requirements create demand?)
- Economic shifts (what macro conditions favor this?)
For each shift: cite specific data points, dates, or events — not vague trend statements.

**2. Why hasn't this been solved already?**
- List 2-3 previous attempts to solve this problem (if any) and why they failed or stalled
- Identify the specific barrier that existed before that no longer exists
- If someone tried this 3 years ago, explain why they would have failed

**3. What's the window?**
- How long until this opportunity becomes obvious to well-funded competitors?
- Is there a first-mover advantage, or does the market favor fast followers?
- What milestone must you hit before the window closes?

Deliver a **"Why Now" slide** — the one-paragraph version of this analysis that you'd put
on Slide 2 of a pitch deck. It should make an investor feel urgency without hyperbole.

Do NOT use "the market is ready" without decomposing what specifically changed. Avoid
phrases like "growing demand" — show the demand with numbers.
```

Example Output: Technology shift: GPT-4-class models hit 94% accuracy on contract clause extraction in 2024 (up from 71% in 2022, per Stanford HELM benchmarks) — crossing the threshold where lawyers trust AI output enough to use it in production. Previous attempt: Kira Systems raised $65M but required 6-month implementations and $100K+ contracts — the barrier was deployment complexity, now solved by cloud-native LLMs. Window: 18-24 months before major legal tech incumbents (Clio, Thomson Reuters) ship native AI review features.

Prompt 16: Buyer Persona Development

```
Act as a B2B buyer psychology researcher. Build a detailed buyer persona for [YOUR PRODUCT, e.g., "a spend management platform for growing startups with 50-200 employees"].

Target buyer: [ROLE, e.g., "VP of Finance / Head of Finance"]

Create a persona that goes beyond demographics into decision-making psychology:

**Identity:**
- Title variations (what this role is called at different company sizes)
- Reporting structure (who they report to, who reports to them)
- Career trajectory (where they came from, where they want to go)
- How they measure their own success (their personal KPIs, not the company's)

**Buying behavior:**
- How they discover new tools (specific channels — not just "online research")
- Who influences their decision (the real influencers, not the org chart)
- Their evaluation process step-by-step (from "I have a problem" to "I've signed a contract")
- Average timeline from first awareness to purchase
- Budget authority and approval process

**Pain points (ranked by intensity):**
- Top 5 problems they face, ranked by how much time/stress each causes
- For each: what they're currently doing about it (the workaround)
- The trigger event that makes them finally seek a solution

**Messaging implications:**
- 3 messages that would resonate (and why)
- 3 messages that would fall flat (and why)
- The one word that describes what they're really buying (e.g., "control," "visibility," "time")
- Their biggest fear about buying a new tool (not price — what makes them hesitate?)

**Evidence sources:** For each claim about this persona, suggest where to validate it (specific communities, forums, LinkedIn groups, surveys, or publications where this persona is active).

Do NOT create a fictional "Meet Sarah" narrative. Build a research-backed archetype with testable hypotheses.
```

Example Output: Buying behavior revealing that VP Finance types discover tools through CFO peer communities (Pavilion, private Slack groups) more than Google searches, their real influencer is the accounting team lead who'll use the tool daily (not the CEO who signs off), and their biggest hesitation isn't price — it's migration risk: "What if we switch and lose 3 months of financial data continuity during close?"

SWOT & Frameworks (7 prompts)

Prompt 17: SWOT Analysis with Action Plans

```
Act as a strategic planning facilitator. Conduct a SWOT analysis for [YOUR COMPANY, e.g., "NoteSync — a collaborative note-taking app for remote teams, 2 years old, $400K ARR, 12 employees"].

Context:
- Industry: [INDUSTRY]
- Stage: [STAGE, e.g., "post-seed, pre-Series A"]
- Key metrics: [3-5 METRICS, e.g., "$400K ARR, 35% annual growth, 85% retention, 2,100 active teams"]
- Current challenges: [2-3 CHALLENGES, e.g., "struggling to move upmarket, losing deals to Notion, limited engineering bandwidth"]

For each SWOT quadrant, provide 5-7 items. But go beyond listing — for every item:

**Strengths:** Rate each as "leveraged" (we're already capitalizing on it) or "underleveraged" (we have it but aren't using it). For underleveraged strengths, provide one specific action to activate it.

**Weaknesses:** Rate each as "fixable" (within 6 months with current resources) or "structural" (requires significant investment or strategic shift). For fixable weaknesses, name the specific first step.

**Opportunities:** Rate each by effort (low/medium/high) and potential impact (low/medium/high). Prioritize the top 2 that are high-impact, low-effort.

**Threats:** Rate each by probability (low/medium/high) and severity (low/medium/high). For the top 2 most dangerous threats (high probability AND high severity), provide a mitigation plan.

Then build a **TOWS Matrix** — crossing the quadrants:
- SO strategies (use strengths to capture opportunities) — 2 strategies
- WO strategies (address weaknesses to capture opportunities) — 2 strategies
- ST strategies (use strengths to defend against threats) — 2 strategies
- WT strategies (minimize weaknesses and avoid threats) — 1 strategy

End with: **"The one thing"** — if you could only execute one strategic move in the next 90 days based on this analysis, what would it be and why?

Do NOT list generic SWOT items like "strong team" or "competitive market." Every item must be specific to this company.
```

Example Output: Underleveraged strength: "Our API is more extensible than Notion's (42 endpoints vs. 18), but we have zero developer documentation or community." Action: Ship a public API docs site and seed 5 integration tutorials in the next 6 weeks. Top threat: "Notion shipping AI features in Q2 2024" (high probability, high severity). Mitigation: Don't compete on AI features — double down on real-time collaboration speed where we're 3x faster.

Prompt 18: Porter's Five Forces Industry Analysis

```
Act as an industry analyst. Conduct a Porter's Five Forces analysis for [INDUSTRY, e.g., "the project management software market"] as it affects [YOUR COMPANY, e.g., "a new entrant targeting creative agencies"].

For each force, provide:
1. **Rating:** Weak, Moderate, or Strong pressure
2. **Evidence:** 3-4 specific data points or examples supporting the rating (not theoretical arguments — real market evidence)
3. **Trend:** Is this force getting stronger, weaker, or stable? What's driving the change?
4. **Implication for us:** One specific strategic decision this force should influence

**Force 1: Threat of New Entrants**
- What are the barriers to entry? (Capital, technology, network effects, brand, regulation)
- How easy is it for someone to build a competing product today? (Be honest about no-code, AI, and open source)
- Recent new entrants and how they fared

**Force 2: Bargaining Power of Buyers**
- How much choice do buyers have?
- What are switching costs (real, not theoretical)?
- Price sensitivity and willingness to commoditize

**Force 3: Bargaining Power of Suppliers**
- Key dependencies (cloud providers, APIs, AI models, talent)
- How concentrated are these suppliers?
- Risk of supplier forward-integration

**Force 4: Threat of Substitutes**
- What do people use INSTEAD of products in this category? (Include "do nothing" and manual processes)
- How good are the substitutes? Where do they fall short?

**Force 5: Competitive Rivalry**
- Number and relative size of competitors
- Differentiation level (are products converging or diverging?)
- Growth rate vs. rivalry intensity

Synthesize into: **"Where to compete"** — based on this five forces analysis, what positioning gives [YOUR COMPANY] the best structural advantage? Where should we absolutely NOT compete?
```

Example Output: Threat of new entrants rated "Strong" with evidence: 14 new project management tools launched in 2024 alone (Product Hunt data), Cursor + AI can scaffold a basic PM tool in days,

but the mitigating factor is that distribution (not product) is the real barrier — leading to the strategic implication: "Invest in community and content distribution before adding features."

Prompt 19: Business Model Canvas Workshop

```
Act as a startup strategist. Complete a Business Model Canvas for [YOUR COMPANY, e.g., "TaskMate — an AI assistant that automates repetitive tasks for executive assistants at mid-market companies"].

For each of the 9 blocks, provide the content AND a stress-test question that challenges our assumptions:

1. **Customer Segments:** Who are we serving? Be specific about the segment, not just the industry. Stress-test: Are we targeting the people with the problem or the people with the budget?

2. **Value Propositions:** What specific outcome do we deliver? Frame as before/after, not features. Stress-test: Would a customer describe our value prop the same way we do?

3. **Channels:** How do customers discover and purchase? List specific channels with estimated customer acquisition cost for each. Stress-test: Are we choosing channels because they're effective or because they're familiar?

4. **Customer Relationships:** How do we acquire, retain, and grow accounts? Stress-test: What happens if we lose our top 3 customers tomorrow?

5. **Revenue Streams:** How do we make money? Include pricing model, average deal size, and payment terms. Stress-test: Does our pricing align with how customers measure the value we deliver?

6. **Key Resources:** What do we need that's hard to replicate? Stress-test: Which of these resources would a well-funded competitor struggle to copy?

7. **Key Activities:** What must we do exceptionally well? Limit to 3. Stress-test: Are we spreading across 10 activities when we should be exceptional at 3?

8. **Key Partnerships:** Who do we need to work with? Stress-test: Is any single partner a single point of failure?

9. **Cost Structure:** Major cost categories with approximate percentages. Stress-test: What's our cost structure at 10x our current scale — does the model still work?

End with a **"Riskiest Assumption" test:** Identify the single assumption in this canvas that, if wrong, breaks the entire model. Design a 2-week experiment to test it.

Do NOT fill blocks with generic platitudes. If a block is weak or uncertain, say so — that's more valuable than a confident-sounding guess.
```

Example Output: Customer Segments identifying "executive assistants at companies with 100-500 employees who support C-suite" (not just "executive assistants") with the stress-test revealing that

EAs have the problem but Chiefs of Staff have the budget — requiring a dual-persona sales approach. Riskiest assumption: "EAs will trust an AI tool enough to delegate tasks without manual review within the first month." Two-week test: Give 10 EAs the tool free, measure what percentage of AI-completed tasks they review vs. auto-approve by day 14.

Prompt 20: Value Chain Analysis

```
Act as a strategic operations analyst. Map the value chain for [YOUR COMPANY, e.g., "a DTC skincare brand selling through Shopify and Amazon"] and identify where you're creating value, where you're leaking margin, and where you should focus investment.

Map both primary and support activities:

**Primary Activities:**
1. **Inbound logistics:** How do raw materials/inputs arrive? Supplier relationships, costs, lead times, quality control
2. **Operations:** How is the product/service created? Key processes, bottlenecks, quality metrics
3. **Outbound logistics:** How does the product reach customers? Fulfillment, shipping, delivery experience
4. **Marketing & Sales:** Customer acquisition process, channels, costs, conversion rates at each stage
5. **Service:** Post-purchase experience, support, returns, retention mechanisms

**Support Activities:**
6. **Technology/Infrastructure:** What systems and tools power each primary activity?
7. **Human Resources:** Where is talent most critical and hardest to find?
8. **Procurement:** Key supplier relationships and dependencies

For each activity:
- Current cost as a percentage of revenue (estimate if exact numbers aren't available)
- Value creation score (1-5): How much does this activity contribute to why customers choose us?
- Efficiency score (1-5): How well are we executing this activity?
- Competitive comparison: Are we better, worse, or equal to our main competitor at this activity?

Identify:
- **Value creation hotspots:** Activities where we create disproportionate value (invest more here)
- **Margin leaks:** Activities where we're spending more than the value created (fix or outsource)
- **Competitive advantages:** Activities where we're measurably better than competitors (protect and amplify)

End with 3 specific recommendations for reallocating resources from margin leaks to value hotspots.

Do NOT provide a textbook value chain explanation. Apply it directly to my business with specific, actionable findings.
```

Example Output: Marketing & Sales consuming 42% of revenue (primarily paid social at $38 CAC) while Service activity at 4% of revenue drives 60% of repeat purchases through personalized follow-ups — recommending shifting $2K/mo from Facebook ads into a post-purchase SMS sequence that's shown 4.2x ROI in the skincare category, and outsourcing fulfillment (currently 18% of revenue, below-average efficiency score of 2/5) to a 3PL to drop it to 12%.

Prompt 21: Strategic Planning OKR Framework

```
Act as a strategic planning facilitator. Build a complete OKR (Objectives and Key Results) framework for [YOUR COMPANY, e.g., "a 15-person B2B SaaS company at $600K ARR targeting $2M ARR by end of next year"].

Context:
- Current stage: [STAGE]
- Team size: [SIZE]
- Key metrics: [3-5 CURRENT METRICS]
- Top strategic priority: [PRIORITY, e.g., "move upmarket from SMB to mid-market"]
- Planning period: [QUARTER or YEAR]

Create:
1. **Company-level OKRs (3 objectives, 3-4 KRs each):**
   - Each objective must be aspirational but not delusional
   - Each key result must be measurable with a specific number
   - Include the current baseline for each KR so progress is trackable
   - Rate each KR as "committed" (must-hit) or "aspirational" (stretch goal)

2. **Team-level OKRs** for each functional area ([LIST TEAMS, e.g., "Product, Sales, Marketing"]):
   - 2 objectives per team, each mapping to a company objective
   - 3 KRs per objective
   - Show the explicit link: "This team KR drives Company KR #X"

3. **Leading indicators:** For each company-level KR, identify 1-2 leading metrics that predict whether you'll hit the KR (e.g., if the KR is "increase ARR to $1.5M," the leading indicator might be "qualified pipeline generated per month")

4. **Anti-goals:** 3 things that would be reasonable goals but that you're explicitly NOT pursuing this period, and why. This is as important as the goals themselves.

5. **Check-in cadence:** A specific rhythm for reviewing OKRs — what to review weekly vs. monthly vs. quarterly, and what decisions each cadence should drive.

Do NOT write aspirational fluff. Every objective should connect to a specific strategic bet, and every KR should be a number someone can check on a dashboard.
```

Example Output: Company Objective 1: "Win in mid-market by proving we can serve 200+ employee companies." KR 1: Close 5 mid-market deals (100+ seats) at $2K+/mo ACV (current: 0). KR 2: Achieve 90% feature parity on the top 10 mid-market requirements from lost deal analysis (current: 60%). Leading indicator: "Number of mid-market qualified demos per month (target: 15)." Anti-goal: "We are NOT pursuing enterprise (1000+ employees) this year — the sales cycle is 6+ months and we don't have the team to support it."

Prompt 22: Scenario Planning & Contingency Design

```
Act as a strategic scenario planner. Build a scenario planning framework for [YOUR COMPANY, e.g., "a fintech startup offering small business lending, currently at $1.2M ARR"] over the next [TIME HORIZON, e.g., "18 months"].

Key uncertainties we face:
- [UNCERTAINTY 1, e.g., "Interest rate direction — will rates stay high or drop?"]
- [UNCERTAINTY 2, e.g., "Regulatory changes — will new lending regulations affect our model?"]

Build four scenarios using the two highest-impact uncertainties as axes:

**For each scenario:**
1. **Name it** something memorable (e.g., "The Squeeze" not "Scenario A")
2. **Narrative (3-4 sentences):** What does this world look like? Paint a vivid picture.
3. **Impact on our business:** Revenue, customer acquisition, competitive dynamics, unit economics — what changes specifically?
4. **Probability estimate** (low/medium/high) with reasoning
5. **Early warning signals:** 2-3 observable indicators that we're entering this scenario (things we can monitor monthly)
6. **Strategic moves:** The 2-3 things we should do if this scenario materializes. Be specific — "pivot to X" not "adapt our strategy"

Then identify:
- **No-regret moves:** 3 actions that are smart regardless of which scenario plays out (do these now)
- **Option-creating moves:** 2 investments that give us flexibility to pivot (worth doing even if the scenario never materializes)
- **Tripwires:** Specific thresholds that should trigger an immediate strategy review (e.g., "If customer acquisition cost exceeds $X for 2 consecutive months")

Do NOT create scenarios that are simply "good" and "bad." All four should be plausible and strategically distinct. The point is preparation, not prediction.
```

Example Output: Four scenarios — "The Squeeze" (high rates + tight regulation): revenue growth stalls as small businesses stop borrowing, pivot to refinancing existing loans. "Wild West" (low rates + loose regulation): land grab opportunity but margin compression from new entrants, invest in

brand and speed. No-regret move: "Build a compliance infrastructure that exceeds current requirements — this protects us in the regulated scenarios and becomes a competitive moat marketing point in the deregulated ones."

Prompt 23: Decision Matrix for Strategic Choices

```
Act as a decision science facilitator. Help me make a structured decision about [STRATEGIC CHOICE, e.g., "whether to build our own AI model vs. use OpenAI's API vs. use an open-source model for our product's core feature"].

Options being considered:
- [OPTION A, e.g., "Build proprietary model"]
- [OPTION B, e.g., "Use OpenAI API"]
- [OPTION C, e.g., "Deploy open-source model (Llama/Mistral)"]

Build a decision matrix:
1. **Criteria identification:** Suggest 8-10 evaluation criteria relevant to this specific decision (not generic criteria). For each:
   - Why this criterion matters for THIS decision
   - Suggested weight (1-5) based on our context: [CONTEXT, e.g., "early-stage startup, limited capital, need to ship in 3 months"]

2. **Score each option** on each criterion (1-10) with a one-sentence justification for every score. No hand-waving — defend the number.

3. **Weighted total** and ranking.

4. **Sensitivity analysis:** Which criteria weights, if changed, would flip the recommendation? (This reveals where disagreements will come from.)

5. **Second-order effects:** For the top-ranked option, list 3 consequences that aren't captured in the criteria (e.g., "choosing OpenAI creates a dependency that affects our exit valuation").

6. **Reversal cost:** For each option, how expensive is it to switch to a different option in 12 months? (1 = trivial, 10 = rebuild everything)

7. **Pre-mortem:** Assume we chose the top-ranked option and it failed spectacularly. What went wrong? Identify the top 3 failure modes.

End with a **clear recommendation** in one paragraph — not "it depends." Commit to an answer and defend it.

Do NOT present a balanced "on the other hand" analysis. The purpose of a decision matrix is to DECIDE. Make the call.
```

Example Output: OpenAI API scores highest (7.2 weighted) narrowly beating open-source (6.9), but sensitivity analysis shows that if "vendor dependency risk" weight increases from 3 to 4, open-source wins — and the pre-mortem reveals: "OpenAI raised prices 3x in 18 months, our margins went negative, and we couldn't switch because we'd fine-tuned on their format." Final recommendation: "Start with OpenAI to ship in 90 days, but architect an abstraction layer now and begin testing Llama as a fallback. Reversal cost drops from 8 to 3 if we build the abstraction layer upfront."

Pitch Decks (7 prompts)

Prompt 24: 10-Slide Pitch Deck Narrative

```
Act as a pitch deck strategist who has reviewed 1,000+ investor decks. Create a 10-slide pitch deck narrative for [YOUR COMPANY, e.g., "PetTrack — a health monitoring platform for pet owners, raising a $1.5M seed round"].

Company details:
- Problem: [WHAT PAIN YOU SOLVE AND FOR WHOM]
- Solution: [WHAT YOU BUILT AND WHY IT'S DIFFERENT]
- Market: [SIZE AND KEY DATA POINTS]
- Business model: [HOW YOU MAKE MONEY]
- Traction: [KEY METRICS — revenue, users, growth rate, retention]
- Team: [FOUNDERS + RELEVANT BACKGROUNDS]
- Ask: [AMOUNT RAISING AND USE OF FUNDS]

For each of the 10 slides, provide:
1. **Slide title** (under 8 words — the headline an investor remembers)
2. **Key message** (one sentence — the single takeaway)
3. **Content:** Exactly what goes on the slide (bullet points, data, or visual description)
4. **Emotional beat:** What the investor should FEEL after this slide (curiosity, urgency, confidence, excitement)
5. **Presenter note:** The 2-3 sentences you say out loud that aren't on the slide

Slide structure:
Slide 1: Hook — make them put down their phone
Slide 2: Problem — make them feel the pain
Slide 3: Solution — "aha" moment
Slide 4: Market — this is big enough to matter
Slide 5: Product — show, don't tell (screenshot/demo moment)
Slide 6: Business model — how money flows
Slide 7: Traction — proof it's working
Slide 8: Competition — why we win
Slide 9: Team — why THIS team
Slide 10: The ask — what we need and what we'll do with it

Do NOT use filler headlines like "Our Solution" or "Market Opportunity." Every headline must be a specific claim. Do NOT list features — show outcomes.
```

Example Output: Slide 1: "Pet owners spend $136B/year but fly blind on health." Slide 7 headline: "1,200 pets tracked, 94% owner retention" with presenter note: "Our retention is higher than Netflix. Once a pet owner sees their dog's health trend line, they never leave." Slide 10 breaks the $1.5M into

specific allocations: "$600K engineering (ship vet integration), $500K growth (hit 10K pets), $400K runway."

Prompt 25: Investor Q&A Preparation

```
Act as a seasoned venture capital partner. I'm preparing for investor Q&A after presenting my pitch deck for [YOUR COMPANY, e.g., "DataPipe — a real-time data integration platform for mid-market companies, raising Series A at $8M"].

Company context:
- Stage: [STAGE]
- Revenue: [CURRENT REVENUE]
- Growth: [GROWTH RATE]
- Team: [SIZE AND KEY HIRES]
- Known weaknesses: [2-3 THINGS YOU KNOW INVESTORS WILL PROBE, e.g., "no enterprise logos yet, founder-led sales only, burn rate is high"]

Generate the 20 hardest questions an investor will ask, organized by category:

**Market & Timing (5 questions):**
- Questions that challenge whether the market is real and big enough
- For each: the skeptical framing an investor would use, a strong 30-second response, and a supporting data point

**Product & Technology (4 questions):**
- Questions about defensibility, differentiation, and technical risk
- Include at least one question about AI commoditization if relevant

**Business & Unit Economics (4 questions):**
- Questions about revenue quality, margins, CAC/LTV, and scalability
- Include the "walk me through your unit economics" question with a structured response template

**Team (3 questions):**
- Questions about gaps, founder-market fit, and hiring plan
- Include the dreaded "what happens if [key person] leaves?"

**Competition (2 questions):**
- "What if [Big Company] builds this?" and "Why haven't the incumbents solved this?"

**The Hard Ones (2 questions):**
- The two most uncomfortable questions specific to YOUR company's vulnerabilities

For every question: provide the answer in conversational language (not corporate speak), one memorable sound bite, and the bridge sentence that pivots back to your strongest point.

Do NOT provide defensive answers. The best investor responses acknowledge the concern and reframe it as an advantage.
```

Example Output: Hard question: "You're burning $180K/mo with $2M ARR — why is burn so high?" Response: "We're deliberately front-loading engineering. Our burn is 80% R&D. We could cut to breakeven tomorrow by freezing the roadmap, but we'd lose the 12-month window before [Competitor] ships their version. The $8M gives us 24 months to hit $8M ARR, at which point we're profitable on current margins." Sound bite: "We're buying speed, not surviving."

Prompt 26: Pitch Deck for Non-VC Audiences

```
Act as a business communication strategist. Adapt [YOUR COMPANY]'s investor pitch into presentations for two non-VC audiences:

Company: [YOUR COMPANY, e.g., "SupplyFlow — a supply chain visibility platform"]
Core value proposition: [ONE SENTENCE]
Key metrics: [3-5 METRICS]

**Audience 1: [AUDIENCE TYPE, e.g., "Enterprise prospects (Fortune 500 supply chain VPs)"]**

Create a 7-slide sales deck structure:
1. For each slide: title, key message, content, and how it differs from the investor version
2. Replace investor-oriented content (TAM, fundraising) with buyer-oriented content (ROI, implementation, risk reduction)
3. Include: the specific objections this audience has (different from investor objections) and how the deck preemptively addresses them
4. The CTA on the final slide (what action you want them to take — NOT "invest")

**Audience 2: [AUDIENCE TYPE, e.g., "Strategic partners (logistics companies considering integration)"]**

Create a 5-slide partnership deck structure:
1. For each slide: title, key message, content
2. Focus on: mutual benefit, integration mechanics, shared customer base, revenue opportunity for the partner
3. Include: what the partner needs to hear to say yes (it's not the same as what investors or customers need)

For both decks:
- Translate the same core story into language each audience cares about
- Specify what data/proof points change between audiences
- Note the emotional driver for each audience (investors want returns, customers want results, partners want growth)

Do NOT simply remove the "ask" slide from the investor deck. Each audience needs a fundamentally reframed narrative — same company, different story.
```

Example Output: Investor deck Slide 4 ("$12B TAM in supply chain visibility") becomes enterprise prospect Slide 2 ("Companies using supply chain visibility tools reduce stockouts by 34% — here's what that means for your $50M inventory"). Partner deck reframes the same data as "Our 200 mid-market customers need logistics integrations — your platform is the one they request most."

Prompt 27: Financial Model Narrative for Pitch Decks

```
Act as a startup CFO who has helped raise $200M+ across 30 rounds. Build the financial narrative for [YOUR COMPANY]'s pitch deck — the story behind the numbers that makes investors believe the model, not just see it.

Current financials:
- Monthly revenue: [AMOUNT, e.g., "$45K MRR"]
- Monthly burn: [AMOUNT, e.g., "$95K"]
- Runway: [MONTHS, e.g., "8 months"]
- Customer count: [NUMBER]
- Average contract value: [AMOUNT]
- Gross margin: [PERCENTAGE]
- Month-over-month growth: [PERCENTAGE]

Create:
1. **Revenue bridge (3-year projection):**
   - Year 1, 2, and 3 revenue targets
   - For each year: the specific growth lever that gets you there (not "more customers" — which channel, what conversion improvement, what new product line)
   - The assumption behind each lever and how you'd test it

2. **Unit economics story:**
   - Current CAC, LTV, LTV:CAC ratio, payback period
   - Where each metric needs to be in 18 months and what gets it there
   - The specific point where unit economics become "venture-attractive" (LTV:CAC > 3x, payback < 12 months)

3. **Use of funds breakdown:**
   - Allocate [RAISE AMOUNT] across 4-5 categories
   - For each: the specific milestone this investment unlocks and the timeline
   - Include the milestone that de-risks the next round

4. **The "path to X" narrative:**
   - The fundraising story: how this round gets you to the metrics needed for the next round
   - Be specific: "This $2M gets us to $1.5M ARR and 50 enterprise customers, which is Series A territory"

5. **Honest risks section:**
   - The 2 financial assumptions most likely to be wrong
   - What happens if each is wrong (scenario analysis)
   - Your mitigation plan

Do NOT present a hockey stick without decomposing it. Investors fund plans, not projections. Every number must be tied to a specific action.
```

Example Output: Revenue bridge showing Year 1 to $800K ARR via expanding ACV from $500 to $1,200/mo through a new enterprise tier (tested with 3 pilot customers), Year 2 to $2.5M by adding a sales team of 3 reps at $70K pipeline per rep per quarter (benchmarked against industry), Year 3 to $6M through channel partnerships. Honest risk: "Our biggest financial risk is that mid-market sales cycles are 90 days, not 45 — which delays revenue recognition and means we hit $600K instead of $800K in Year 1. Mitigation: we've built 3 months of buffer into the runway."

Prompt 28: One-Pager / Executive Summary

```
Act as an investor relations specialist. Create a one-page executive summary for [YOUR COMPANY, e.g., "MedTrack — a patient engagement platform for specialty clinics, raising $3M Series A"].

Company details:
- Problem: [THE PAIN]
- Solution: [WHAT YOU BUILT]
- Market: [SIZE]
- Traction: [KEY METRICS]
- Business model: [HOW YOU MAKE MONEY]
- Team: [KEY PEOPLE]
- Ask: [AMOUNT AND USE]
- Notable investors/advisors: [IF ANY]

The one-pager must fit on a single 8.5x11 page and include:

1. **Header:** Company name, one-line description (under 12 words), logo placeholder, and contact info
2. **The Hook (2 sentences):** The opening that makes someone keep reading — a specific, surprising fact or metric
3. **Problem → Solution (3-4 sentences):** Describe the pain and the fix. Use a specific customer example if possible.
4. **Market (2 sentences + 1 number):** TAM with source, and why this market is growing
5. **Traction (4-6 bullet points):** Metrics that prove momentum — revenue, growth rate, retention, logos, pipeline
6. **Business Model (2 sentences):** How money flows. Include ACV and unit economics if strong.
7. **Team (3-4 bullet points):** Founders with one credential each that's directly relevant (not a full bio)
8. **The Ask (2 sentences):** What you're raising, what you'll do with it, and the milestone it unlocks

Formatting rules:
- Use bullet points, not paragraphs
- Every sentence must earn its space — if it doesn't advance the narrative, cut it
- Bold the 5 most important numbers on the page (an investor scanning for 10 seconds should catch them)
- End with one line of contact info

Do NOT write a mini-essay. This is a document designed to be read in 60 seconds and forwarded to a partner with "worth a look." Optimize for skimmability.
```

Example Output: Hook: "Specialty clinics lose $47,000/year per provider in no-shows and missed follow-ups. MedTrack cuts that loss by 62%." Traction section with bolded metrics: **$520K ARR**, **140% net revenue retention**, **34 clinics**, **18% month-over-month growth**, pipeline of **$1.2M in**

signed LOIs. Team: "Dr. Sarah Chen, CEO — 10 years running a dermatology practice (built this to solve her own problem)."

Prompt 29: Pitch Deck Teardown & Improvement

```
Act as a pitch deck coach who reviews decks for a top-tier accelerator. Review and improve [YOUR COMPANY]'s pitch deck.

Current deck structure and content (describe each slide):
- Slide 1: [TITLE AND CONTENT]
- Slide 2: [TITLE AND CONTENT]
[Continue for all slides, e.g., 8-12 slides]

Company context: [YOUR COMPANY, STAGE, WHAT YOU'RE RAISING]

For each slide, provide:
1. **Grade (A/B/C/D):** How effective is this slide at its job?
2. **What's working:** The strongest element (keep this)
3. **What's broken:** The biggest problem and why it hurts the narrative
4. **Rewrite:** The improved version — new headline, revised content, and what data/visual to include
5. **Presenter note:** What to SAY on this slide that shouldn't be written on it

Then assess the **overall narrative arc:**
- Does the deck build momentum or lose energy?
- Where does the investor's attention drop?
- Is there a clear "aha moment" and where does it fall?
- Does the ask feel justified by what came before it?

Identify:
- **The slide you should cut** (yes, pick one)
- **The slide you should add** (what's missing from the story?)
- **The rearrangement** that would improve flow (if any slides are in the wrong order)

End with: **3 things to fix before your next pitch meeting** — prioritized by impact on investor conversion.

Do NOT give polite feedback. Be direct — founders need honesty before they walk into a room with investors who won't spare feelings either.
```

Example Output: Slide 3 graded D: "Your solution slide lists 6 features. Investors don't care about features — they care about the outcome. Rewrite: Replace the feature list with a before/after comparison. Before: '3 hours manually reconciling invoices.' After: 'Invoices reconciled in 4 minutes.' One visual. One number. One slide." Cut recommendation: "Your 'Our Values' slide. No investor has ever funded a company because of a values slide. Move this to your website."

Prompt 30: Demo Day / 3-Minute Pitch Script

```
Act as a pitch coach for [ACCELERATOR/CONTEXT, e.g., "Y Combinator Demo Day"]. Write a 3-minute pitch script for [YOUR COMPANY, e.g., "FormFlow — an AI form builder that converts 3x better than Typeform, raising $2M seed"].

Company details:
- Problem: [THE PAIN]
- Solution: [WHAT YOU BUILT]
- Key metric: [THE ONE NUMBER THAT PROVES IT]
- Market: [SIZE]
- Traction: [TOP 3 METRICS]
- Ask: [WHAT YOU'RE RAISING]

Requirements:
1. **Total speaking time:** 3 minutes (approximately 450 words). Time-stamp each section.
2. **Structure:**
   - [0:00-0:20] Hook — a specific story, statistic, or demo moment that grabs attention in the first sentence. NOT "Hi, I'm [Name] and I'm building..."
   - [0:20-0:50] Problem — make the audience feel the pain. Use a concrete example, not abstract industry stats.
   - [0:50-1:20] Solution — show what you built. Describe a live demo moment or walkthrough in vivid terms. The audience should be able to picture the product.
   - [1:20-1:45] Traction — the 3 numbers that prove this works. Deliver them with context (not just "1,000 users" but "1,000 users with zero paid marketing in 8 weeks").
   - [1:45-2:10] Market — why this is big. One compelling framing, not three weak ones.
   - [2:10-2:30] Business model — how you make money. One sentence.
   - [2:30-2:45] Team — why you specifically will win (one sentence per founder, max 2 founders mentioned)
   - [2:45-3:00] Ask and close — what you're raising and the one thing you want the audience to remember.

3. **Delivery notes:** Mark where to pause, where to speed up, and the one line to deliver slowly for maximum impact.
4. **The "cocktail hour" line:** After demo day, investors will describe your company to partners in one sentence. Write that sentence — it should be so clear that anyone can repeat it.

Do NOT write a script that reads like a blog post. This is a performance. Short sentences. Active verbs. Specific numbers. Zero jargon.

Banned phrases: "We're disrupting," "Our platform leverages," "In today's world," "We're passionate about," "Think of us as Uber for X."
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Example Output: Hook: "[PAUSE] Last Tuesday, a marketing agency spent 11 hours building a signup form. It converted at 2.1%. Our AI built a better one in 90 seconds. It converted at 6.4%. [PAUSE]

That's FormFlow." Cocktail hour line: "They're an AI form builder — you describe what you want, it builds a form that converts 3x better than anything you'd design manually, and they have 1,200 paying customers."
