Startup Founder Pack

32 prompts for fundraising, pitch decks, go-to-market strategy, and team building. Copy, customize the `[BRACKETS]`, paste into any AI.

Fundraising & Pitch Decks (8 prompts)

Prompt 1: Cold Investor Email That Gets Opened

```
Write a cold outreach email to a [INVESTOR TYPE, e.g., pre-seed VC / angel / family office] investor. My startup is called [STARTUP NAME]. We are building [ONE-SENTENCE DESCRIPTION] in the [INDUSTRY] space.

Key traction metrics: [2-3 METRICS, e.g., "$12K MRR, 340 active users, 18% week-over-week growth"].

The investor's fund thesis or recent investment that makes them relevant: [THESIS/INVESTMENT, e.g., "they led the seed round for Loom and focus on async productivity tools"].

Requirements:
- Subject line under 8 words that references their specific interest
- Opening line that connects their portfolio to our space (no flattery, just pattern-match)
- Body under 120 words
- One specific, low-commitment ask (not "can we meet?" — something like sharing a one-pager or a 3-minute Loom demo)
- Sign off with founder name and one credential that builds trust: [CREDENTIAL, e.g., "ex-Stripe, YC S22"]
```

Example Output: A 95-word email with subject "Async tools need better onboarding" that references the investor's Loom investment, shares a specific MRR number, and asks if they'd watch a 3-minute product walkthrough.

Prompt 2: 10-Slide Pitch Deck Narrative Arc

```
Create a 10-slide pitch deck outline for [STARTUP NAME]. For each slide, provide: (1) the slide title, (2) the single key message in one sentence, (3) exactly what data/visual to include, and (4) the emotional beat — what the investor should FEEL after this slide.

Company details:
- Problem: [PROBLEM — describe the pain, who has it, and what they do today]
- Solution: [SOLUTION — what you built and why it's different]
- Market size: [TAM/SAM/SOM or describe the market]
- Business model: [HOW YOU MAKE MONEY]
- Traction: [KEY METRICS]
- Team: [FOUNDERS + RELEVANT BACKGROUNDS]
- Ask: [RAISE AMOUNT AND USE OF FUNDS]

Follow the narrative arc: Status Quo is Broken → Here's Why Now → We Built the Fix → It's Working → The Market is Huge → We're the Team to Win → Here's the Plan → Join Us.

Do NOT use generic slide descriptions. Every slide must reference our specific data.
```

Example Output: A 10-slide outline where Slide 1 opens with a specific customer pain quote, Slide 4 shows a traction chart with actual MRR numbers, and Slide 10 closes with a use-of-funds breakdown tied to specific growth milestones.

Prompt 3: Financial Projections Narrative for Investors

```
Build a 3-year financial projection narrative for [STARTUP NAME]. This is NOT a
spreadsheet — it's the story behind the numbers that I'll use in investor meetings and
pitch deck appendix.

Current numbers:
- Monthly revenue: [AMOUNT]
- Monthly burn: [AMOUNT]
- Customer count: [NUMBER]
- Average revenue per customer: [AMOUNT]
- Monthly growth rate: [PERCENTAGE]
- Gross margin: [PERCENTAGE]

For each year (Year 1, 2, 3), provide:
1. Revenue target and the growth assumption behind it (e.g., "We grow from 40 to 200
customers by adding a self-serve tier")
2. Key expense line items and why they increase (hiring plan, infrastructure, marketing
spend)
3. The specific milestone that unlocks the next growth phase
4. Unit economics evolution (CAC, LTV, payback period)

End with a "what has to go right" section — the 3 assumptions this model depends on,
stated honestly. Investors respect founders who know their risks.
```

Example Output: A narrative showing Year 1 reaching $180K ARR through founder-led sales, Year 2 hitting $1.2M by adding self-serve, and Year 3 reaching $4M with a sales team — with honest assumptions like "self-serve conversion rate holds above 3%."

Prompt 4: Investor Objection Battle Card

```
I'm raising a [ROUND TYPE, e.g., pre-seed / seed / Series A] for [STARTUP NAME], which
does [ONE-SENTENCE DESCRIPTION].

Our biggest vulnerabilities that investors will probe:
1. [VULNERABILITY 1, e.g., "No technical co-founder"]
2. [VULNERABILITY 2, e.g., "Competing against well-funded incumbents"]
3. [VULNERABILITY 3, e.g., "Small market perception"]

For each vulnerability, create a battle card with:
- The exact question an investor will ask (word it skeptically, the way a real VC would)
- A 30-second verbal response (conversational, not corporate)
- One supporting data point or analogy that reframes the weakness
- A pivot sentence that transitions back to our strongest selling point

Also generate 5 additional tough questions I haven't thought of, based on my startup
description, and provide the same battle card format for each.
```

Example Output: For "no technical co-founder," the response reframes it as "We've shipped v1 with contract engineers and $8K — that's capital efficiency, not a gap" with a pivot to traction metrics.

Prompt 5: SAFE/Term Sheet Red Flag Analyzer

```
I've received a [SAFE NOTE / TERM SHEET] with the following terms for my [ROUND TYPE]
raise for [STARTUP NAME]:

[PASTE KEY TERMS, e.g., "Valuation cap: $6M, Discount: 20%, Pro-rata rights: yes, MFN: no,
Board seat: 1 investor seat requested"]

Analyze each term and tell me:
1. Is this market-standard for [ROUND TYPE] in [YEAR]? Compare to typical ranges.
2. Red flags — anything that could hurt me in future rounds or give away too much control
3. Missing terms I should ask for (e.g., MFN clause, information rights limits)
4. Negotiation priority — rank the terms from "push back hard" to "accept as-is" with
reasoning

Write this as a briefing I can read in 5 minutes before my next call with this investor.
Be direct — tell me what to fight for and what to let go.
```

Example Output: A briefing flagging that the $6M cap is below market for the traction described, recommending pushing to $8-10M, accepting pro-rata rights as standard, and flagging the missing MFN clause as a must-add.

Prompt 6: Investor Update Email (Monthly)

```
Write a monthly investor update email for [STARTUP NAME] for [MONTH/YEAR].

Metrics this month:
- Revenue: [AMOUNT] (vs. [LAST MONTH AMOUNT])
- Key metric: [METRIC NAME]: [VALUE] (vs. [LAST MONTH VALUE])
- Burn rate: [AMOUNT]
- Runway: [MONTHS REMAINING]
- Cash in bank: [AMOUNT]

Wins: [2-3 BULLET POINTS]
Losses/Challenges: [1-2 BULLET POINTS — be honest]
Key priorities next month: [2-3 BULLET POINTS]
Specific asks from investors: [1-2 THINGS, e.g., "intro to VP Eng candidates" or "feedback on new pricing page"]

Format: dashboard-style metrics at top, then narrative. Keep total length under 400 words.
Tone: transparent, confident, not salesy. Include one honest challenge — investors trust founders who share bad news early.
```

Example Output: A 350-word email showing MRR up 22% to $14.6K, flagging that churn increased to 6% and describing the retention experiment being run, with a specific ask for intros to senior engineers.

Prompt 7: Fundraising CRM Tracker Setup

```
Design a fundraising pipeline tracker for my [ROUND TYPE] raise targeting [RAISE AMOUNT] for [STARTUP NAME].

Create a structured system with:
1. Pipeline stages (customize for startup fundraising, not B2B sales — include stages like "Researched," "Warm intro requested," "First meeting," "Partner meeting," "Due diligence," "Term sheet," "Closed")
2. For each stage, specify: the exit criteria to move to the next stage, average time in stage, and the founder action required
3. A template row with fields I should track per investor: [fund name, partner name, check size range, thesis fit score 1-5, intro source, current stage, next action, date of last contact, notes]
4. Weekly review ritual — 5 questions I should ask myself every Sunday night to keep the pipeline healthy
5. Red flags that mean I should deprioritize an investor (e.g., "3+ weeks in same stage with no response")

Format this as a setup guide I can implement in Notion, Airtable, or a spreadsheet in 30 minutes.
```

Example Output: A 7-stage pipeline with specific exit criteria (e.g., "move to 'Partner Meeting' only after lead partner says they'll champion internally"), tracking template with 12 fields, and a 5-question Sunday review ritual.

Prompt 8: Due Diligence Prep Package

```
I'm entering due diligence for my [ROUND TYPE] with [INVESTOR/FUND NAME] for [STARTUP NAME] (we build [ONE-SENTENCE DESCRIPTION]).

Generate a due diligence preparation checklist organized by category:
1. **Corporate** — entity docs, cap table, previous rounds
2. **Financial** — P&L, bank statements, projections, tax filings
3. **Product/Tech** — architecture overview, IP ownership, security practices
4. **Legal** — contracts, IP assignments, pending litigation, compliance
5. **Team** — org chart, key employee agreements, vesting schedules
6. **Customer** — reference customers, pipeline, contracts, churn data

For each item: specify the document name, who typically prepares it (founder / lawyer / accountant), how long it usually takes to prepare, and flag items that commonly delay closings.

Also include: 3 "diligence landmines" — common findings that kill deals at this stage and how to preempt them.
```

Example Output: A 40+ item checklist with prep time estimates, flagging that missing IP assignment agreements and messy cap tables are the two most common deal-killers, with specific steps to fix each before diligence begins.

Product-Market Fit (8 prompts)

Prompt 9: Customer Discovery Interview Script (Jobs-to-be-Done)

```
Create a 30-minute customer discovery interview script for [STARTUP NAME]. We believe our target customer is [CUSTOMER DESCRIPTION] and they struggle with [PROBLEM].

Use the Jobs-to-be-Done framework. Structure the interview in 4 acts:

**Act 1 — Context (5 min):** Questions about their role, daily workflow, and how [PROBLEM AREA] fits into their work. No leading questions. Start with "Tell me about the last time you..."

**Act 2 — Struggle (10 min):** Dig into the specific moment they felt the pain. Use the "timeline technique" — walk them backward from the last time they tried to solve this. Questions should uncover: what triggered the search, what they tried first, what frustrated them, what "good enough" looks like today.

**Act 3 — Current Solutions (10 min):** Map their current stack/workaround. What do they use? What do they pay? What do they hate about it? What would they never give up? Ask: "If [CURRENT SOLUTION] disappeared tomorrow, what would you do?"

**Act 4 — Value (5 min):** Without pitching, explore willingness to pay. "If something solved [SPECIFIC PAIN] completely, what would that be worth to your [team/workflow/business]?" Close with: "Who else on your team deals with this?"

Include 3 red-flag answers that indicate this person is NOT your target customer, and 3 green-flag answers that signal strong PMF potential.
```

Example Output: A 20-question script where Act 2 includes "Walk me through the last time you had to [problem] — start from the moment you realized you needed to do it" with green flags like "I've already built a spreadsheet/hack to solve this."

Prompt 10: PMF Survey (Sean Ellis Test + Expansion)

```
Design a product-market fit survey for [STARTUP NAME] that goes beyond the basic Sean Ellis test.

Our product: [PRODUCT DESCRIPTION]
Current user base: [SIZE AND TYPE, e.g., "120 beta users, mostly marketing managers at B2B SaaS companies"]

Create a survey with exactly 12 questions:
- Questions 1-2: Sean Ellis core ("How would you feel if you could no longer use [PRODUCT]?" + segment by usage frequency)
- Questions 3-5: Value identification — what specific feature/outcome keeps them coming back, in their own words
- Questions 6-7: Competitive positioning — what they'd switch to, and what we do better
- Questions 8-9: Willingness to pay — current perceived value and price sensitivity
- Questions 10-11: Growth signals — would they recommend it, and have they already told someone
- Question 12: Open-ended — "What's the one thing we could build that would make you mass-upgrade your team?"

For each question, provide: the exact wording, the answer format (scale/multiple choice/open text), and what signal each answer gives (PMF positive, negative, or neutral with thresholds).

Include interpretation guide: "If X% answer Y to question Z, it means [specific insight]."
```

Example Output: A 12-question survey where Question 1 uses the exact Ellis wording, Question 5 asks "Describe the last time [PRODUCT] saved you from a frustrating situation," and the interpretation guide says "If 40%+ say 'very disappointed,' you have PMF — focus on growth, not pivoting."

Prompt 11: Competitive Landscape Teardown

```
Analyze the competitive landscape for [STARTUP NAME] in the [MARKET/CATEGORY] space.

Our product: [PRODUCT DESCRIPTION]
Our positioning: [ONE-SENTENCE POSITIONING]
Known competitors: [LIST 3-5 COMPETITORS]

For each competitor, analyze:
1. **Positioning:** How they describe themselves (pull from their homepage H1 + subhead)
2. **Pricing:** Their model and tiers (or best estimate)
3. **Strengths:** What they genuinely do better than us — be honest
4. **Weaknesses:** Where they fall short based on user reviews and product gaps
5. **Their ideal customer:** Who they're optimized for (and who they're NOT)

Then create:
- A 2x2 positioning map with axes I should use based on the real differentiation in this market (suggest the axes — don't default to "price vs. features")
- Our "wedge" — the specific underserved segment we should own first
- 3 "we win when..." statements: specific scenarios where a buyer should choose us over each competitor
- 3 "we lose when..." statements: deals we should disqualify early because a competitor is genuinely better

Be brutally honest. I need a real competitive picture, not a cheerleading doc.
```

Example Output: A teardown with a positioning map using axes "workflow integration depth" vs. "time-to-value," identifying the wedge as "solo marketers who need results in <1 hour" with honest "we lose when" scenarios like "enterprise buyer needs SSO and audit logs."

Prompt 12: User Persona From Real Data

```
Build a detailed user persona for [STARTUP NAME] based on real behavioral patterns, not demographics.

Here's what I know about our best users:
- How they found us: [ACQUISITION CHANNELS]
- What they use most: [TOP FEATURES/ACTIONS]
- How often they use it: [FREQUENCY]
- Common job titles: [TITLES]
- What they say they love: [DIRECT QUOTES OR THEMES FROM FEEDBACK]
- What they complain about: [COMMON COMPLAINTS]
- Churn pattern: [WHO LEAVES AND WHEN, e.g., "Users who don't complete onboarding in first session churn within 7 days"]

Create a persona that includes:
1. **Behavioral identity** (not "Sarah, 34, lives in Austin" — more like "The Overloaded Operator: runs marketing alone at a 10-person startup, juggles 6 tools, has 45 minutes to solve a problem before the next fire")
2. **Trigger moment** — the specific situation that makes them search for a solution
3. **Decision criteria** — the 3 things they evaluate when choosing a tool (in priority order)
4. **Success metric** — what "this tool is working" looks like in their daily life
5. **Churn risk moment** — the specific experience that makes them leave
6. **Message that resonates** — the one sentence that would make them click an ad

Ground every element in the data I provided. Flag where I have data gaps that weaken the persona.
```

Example Output: A behavioral persona called "The Solo Operator" whose trigger moment is "just got asked to report on last month's metrics and has no system," with a churn risk moment of "first report takes more than 20 minutes to generate."

Prompt 13: Feature Prioritization Framework

```
I need to prioritize our product roadmap for [STARTUP NAME] for the next [TIME PERIOD, e.g., "quarter"].

Here are the features/improvements we're considering:
[LIST 8-12 FEATURES WITH ONE-LINE DESCRIPTIONS]

For each feature, score and analyze using this framework:
1. **PMF Impact (1-10):** Does this help us find/strengthen product-market fit, or is it a nice-to-have?
2. **Revenue Impact (1-10):** Will this directly drive new revenue, reduce churn, or increase expansion?
3. **Effort (1-10, where 10 = massive):** Engineering time, complexity, and risk
4. **User Evidence:** What signal do we have that users want this? (Rate: "users are asking" > "users would probably like" > "we think it's cool")

Then produce:
- A ranked list with a clear "build now / build next / build later / kill" classification
- The "one thing" — if we could only ship ONE feature this [TIME PERIOD], which one and why
- Two features I should kill or deprioritize and why (even if they seem appealing)
- A dependency map — which features unlock other features

Be opinionated. I don't need a balanced view; I need a forcing function.
```

Example Output: A ranked list where "Slack integration" scores highest on PMF impact because 6 of 10 churned users cited "I forget to check it" as their reason, and "dark mode" gets killed because zero users requested it.

Prompt 14: Pricing Page Tear-Down and Redesign

```
Analyze my current pricing approach for [STARTUP NAME] and design an optimized pricing page.

Current details:
- Product: [WHAT IT DOES]
- Current pricing: [CURRENT TIERS AND PRICES, or "haven't set pricing yet"]
- Target customer: [WHO THEY ARE]
- Key value metric: [WHAT USERS GET VALUE FROM, e.g., "number of reports generated," "team members," "API calls"]
- Competitor pricing: [WHAT COMPETITORS CHARGE]
- Goal: [e.g., "maximize conversion from free trial" or "move upmarket" or "reduce churn"]

Provide:
1. **Value metric analysis:** What should I charge based on — seats, usage, features, or outcomes? Justify with reasoning.
2. **Tier design:** Exactly 3 tiers with names, prices, and feature breakdown. For each tier, name the persona it serves.
3. **Anchor pricing:** Which tier is the "intended" choice and how the other two tiers make it look like the obvious pick.
4. **Free tier / trial strategy:** Should I offer free, freemium, free trial, or none? With specific constraints (e.g., "free for 14 days, limit to 3 projects").
5. **Pricing page copy:** Write the H1, subhead, and the 1-line description for each tier.
6. **FAQ section:** 4 pricing FAQs that handle the most common objections.
```

Example Output: A 3-tier structure (Starter at $19/mo, Pro at $49/mo, Team at $99/mo) where Pro is the anchor with a "most popular" badge, free trial is 14 days with full Pro features, and the FAQ addresses "Can I switch plans?" and "What happens when my trial ends?"

Prompt 15: Activation Funnel Diagnosis

```
Diagnose the activation funnel for [STARTUP NAME] and tell me where users are falling off and why.

Our signup-to-activation flow:
[DESCRIBE EACH STEP, e.g., "1. Sign up with email → 2. Onboarding questionnaire (5 questions) → 3. Create first project → 4. Invite team member → 5. Generate first report"]

Current metrics (approximate is fine):
- Signups per week: [NUMBER]
- % completing each step: [STEP 1: X%, STEP 2: X%, etc.]
- Time from signup to "aha moment": [TIME, e.g., "typically 3 days but varies"]
- What we consider "activated": [DEFINITION, e.g., "generated their first report"]

Analyze:
1. Where is the biggest drop-off and what's likely causing it?
2. Which steps should I eliminate, combine, or defer to post-activation?
3. What's the fastest path to the "aha moment" and how do I restructure onboarding around it?
4. Propose 3 specific experiments (not vague ideas — actual testable changes with success criteria) to improve activation rate by at least [TARGET, e.g., "20%"]
5. Design the "perfect first 5 minutes" — what should a new user see, do, and feel in their first session?

Be specific to my product. Don't give me generic "simplify onboarding" advice.
```

Example Output: Diagnosis showing 60% drop-off at Step 3 because "create first project" requires too many fields, with an experiment to pre-populate a demo project so users see value before creating their own.

Prompt 16: Churn Analysis and Win-Back Campaign

```
Analyze churn patterns for [STARTUP NAME] and design a win-back strategy.

What I know about churn:
- Monthly churn rate: [PERCENTAGE]
- When users typically churn: [e.g., "After month 2" or "Within first week"]
- Common reasons (from exit surveys, support tickets, or gut feel): [LIST 3-5 REASONS]
- What churned users switch to: [COMPETITOR OR BEHAVIOR, e.g., "back to spreadsheets"]
- Current retention efforts: [WHAT WE DO NOW, e.g., "nothing" or "one email after 7 days inactive"]

Provide:
1. **Churn segmentation:** Categorize churn into 3-4 types (e.g., "never activated," "used for a project and left," "price-sensitive downgrade") with different strategies for each
2. **Leading indicators:** 3 behavioral signals that predict churn 2-4 weeks before it happens — things I can track in analytics
3. **Prevention playbook:** For each churn segment, a specific intervention at the right moment (not just "send an email")
4. **Win-back email sequence:** 3-email sequence for churned users, spaced over 30 days. Each email: subject line, core message, specific offer or hook, and CTA. No desperate discounting — lead with value.
5. **One structural fix:** The single product/pricing/onboarding change that would reduce churn the most, based on the patterns I described
```

Example Output: Churn segmented into "ghost" (signed up, never activated — 40%), "project churner" (completed one task, didn't return — 35%), and "outgrew" (needs features we don't have — 25%), with a win-back email sequence where Email 1 shares a new feature, Email 2 offers a case study, and Email 3 gives a 30-day free re-trial.

Go-to-Market Strategy (8 prompts)

Prompt 17: Pre-Launch Waitlist Strategy

```
Design a pre-launch waitlist strategy for [STARTUP NAME] that builds anticipation and validates demand before we ship.

Product: [WHAT IT DOES]
Target audience: [WHO IT'S FOR]
Launch timeline: [WHEN, e.g., "6 weeks from now"]
Current audience: [WHAT WE HAVE, e.g., "500 Twitter followers, a personal network, nothing else"]
Budget: [AMOUNT OR "bootstrapped/zero"]

Create:
1. **Landing page blueprint:** Headline, subhead, 3 bullet points, social proof element (even pre-launch), and CTA. What information to collect beyond email (and why each field earns its place on the form).
2. **Referral mechanic:** A waitlist program where early signups get rewarded for sharing. Define the tiers and rewards (must be zero/low cost).
3. **Content drip plan:** 6 emails to send waitlist members over [LAUNCH TIMELINE]. Each email: subject line, core content, and purpose (educate, build anticipation, or activate).
4. **Community seeding:** 5 specific online communities where our target audience hangs out, with a non-spammy engagement strategy for each (what to post, how to add value first).
5. **Launch day playbook:** Hour-by-hour plan for the first 24 hours after launch, including which channels to hit and in what order.
```

Example Output: A waitlist strategy with a referral mechanic offering "skip the line" at 3 referrals and "founding member pricing" at 10, a 6-email drip that opens with "the problem we're solving" and closes with "you're in — here's early access," and a launch day plan starting with a Twitter thread at 9am EST.

Prompt 18: Launch Week Content Calendar

```
Create a detailed launch week content calendar for [STARTUP NAME] launching on [LAUNCH DATE].

Product: [WHAT IT DOES]
Target audience: [WHO IT'S FOR]
Channels we'll use: [LIST, e.g., "Twitter/X, LinkedIn, Product Hunt, Hacker News, Reddit r/[subreddit], email list"]
Assets we have: [e.g., "product demo video, 3 beta user testimonials, founder story"]

For each day (Day -1 through Day 5), provide:
- **Each channel:** Exact post copy (not "post about the launch" — write the actual words), best time to post, and format (text, image, video, thread)
- **Engagement plan:** How to respond to comments, who to tag/mention, which conversations to join
- **Metric to watch:** The one number to check for each channel that day

Include:
- A Product Hunt launch checklist (hunter, timing, first comment, asset list)
- A Hacker News "Show HN" post template
- A Reddit strategy that won't get flagged as self-promotion
- Email to send to personal network asking for support (not a mass blast — a personalized template)

Important: Make the Day 1 content feel like an event, not an announcement. Days 2-5 should sustain momentum with different angles (not just resharing).
```

Example Output: A 7-day calendar where Day -1 is a teaser thread, Day 1 has a Product Hunt launch at 12:01am PST with the first comment pre-written, Day 2 shifts to a "how we built this" technical post for Hacker News, and Day 4 features a customer story.

Prompt 19: Pricing Strategy Decision Framework

```
Help me decide on a pricing strategy for [STARTUP NAME] using first-principles analysis, not competitor copying.

Product: [WHAT IT DOES]
Target customer: [DESCRIPTION WITH COMPANY SIZE AND ROLE]
Value delivered: [SPECIFIC OUTCOME, e.g., "saves 5 hours/week on reporting" or "increases conversion rate by ~15%"]
Cost to serve per customer: [ESTIMATE, e.g., "$3/month in infrastructure"]
Competitor pricing range: [RANGE, e.g., "$29-$149/month"]
Our current stage: [e.g., "pre-launch, 0 customers" or "50 beta users on free plan"]
Goal: [e.g., "maximize learning" or "hit $10K MRR in 6 months" or "land enterprise contracts"]

Walk me through:
1. **Value-based ceiling:** Based on the value we deliver, what's the maximum a rational buyer would pay? Show the math (e.g., "saves 5 hrs/week x $50/hr = $1,000/month value, so 10% capture = $100/month").
2. **Cost-based floor:** Below what price do we lose money or signal "cheap/unserious"?
3. **Positioning price:** Where should we sit relative to competitors, and what does each position signal (premium, mid-market, budget, freemium)?
4. **Recommended model:** Flat rate, per-seat, usage-based, or hybrid? With specific reasoning for our product type and customer.
5. **Launch pricing tactic:** Should we offer founder pricing, early-bird discounts, or launch at full price? With specific terms.
6. **First pricing test:** Design an A/B test or experiment to validate pricing within [TIMEFRAME, e.g., "first 30 days"].

Give me a specific number at the end — not a range. Commit to a recommendation and defend it.
```

Example Output: Analysis showing value ceiling of $200/month based on time savings, recommending $49/month per-seat to position as "premium-but-accessible," with launch pricing of $29/month locked for first 100 customers and an A/B test comparing $39 vs $59 landing pages.

Prompt 20: Channel Prioritization (Bullseye Framework)

```
Apply the Bullseye Framework to identify the best customer acquisition channels for
[STARTUP NAME].

Product: [WHAT IT DOES]
Target customer: [WHO AND WHERE THEY SPEND TIME ONLINE/OFFLINE]
Current stage: [e.g., "pre-launch" or "$5K MRR" or "1,000 users"]
Budget: [MONTHLY MARKETING BUDGET]
Team: [WHO'S DOING MARKETING, e.g., "just me, the founder" or "one marketer"]
What we've tried: [CHANNELS TESTED AND RESULTS, or "nothing yet"]

**Outer ring (brainstorm):** List all 19 traction channels and give a 1-sentence
hypothesis for how each could work for us (or why it won't).

**Middle ring (test):** Select the 6 most promising channels. For each:
- Why it's promising for our specific product and audience
- A minimum viable test I can run in [1 WEEK / 2 WEEKS] with [BUDGET CONSTRAINT]
- The metric that determines if the test passed or failed, with a specific threshold
- Expected CAC range for this channel

**Inner ring (focus):** Based on our stage and constraints, recommend the TOP 2 channels
to go all-in on. Provide a 30-day execution plan for each with weekly milestones.

Constraint: I have [HOURS PER WEEK] available for marketing. Factor this into the
recommendations — don't suggest channels that require full-time attention if I have 5
hours/week.
```

Example Output: Outer ring analysis of all 19 channels, middle ring selecting content marketing, community engagement, and SEO as top 3, with inner ring recommending "community-led content" as the #1 channel with a 30-day plan: Week 1 = join 3 communities and answer 10 questions, Week 2 = publish first how-to post, etc.

Prompt 21: Partnership and Integration Strategy

```
Design a partnership strategy for [STARTUP NAME] that drives distribution through other products and platforms.

Product: [WHAT IT DOES]
Target customer: [WHO THEY ARE]
Products our customers already use: [LIST 3-5 TOOLS/PLATFORMS]
Our current user base: [SIZE]
What we can offer partners: [e.g., "integration, co-marketing, revenue share, data insights"]

Create:
1. **Integration partnerships (3):** Specific products we should integrate with, the use case each integration serves, and a phased plan (Phase 1: build integration, Phase 2: get listed in their marketplace, Phase 3: co-marketing). Include the cold email to each company's partnerships team.
2. **Channel partnerships (2):** Companies or individuals who sell to our target customer and could resell/recommend us. Define the deal structure (referral fee, revenue share, white-label).
3. **Content partnerships (2):** Non-competing brands we could co-create content with. Propose a specific asset (webinar, research report, tool) and how it drives leads for both parties.
4. **Cold outreach template:** A partnership pitch email that leads with what we bring to THEM (not what we want).
5. **Prioritization:** Rank all partnerships by effort vs. distribution impact. What to pursue this quarter vs. next.
```

Example Output: Strategy recommending Slack integration as the #1 priority because "our users live in Slack," with a phased plan to build a notification bot (2 weeks), apply for the Slack App Directory (month 2), and co-promote via Slack's partner newsletter (month 3).

Prompt 22: Content Marketing Engine Setup

```
Design a sustainable content marketing engine for [STARTUP NAME] that I can run with [HOURS PER WEEK] hours per week.

Product: [WHAT IT DOES]
Target customer: [WHO THEY ARE AND WHAT THEY SEARCH FOR]
Our expertise/unique angle: [WHAT WE KNOW THAT COMPETITORS DON'T, e.g., "we have usage data from 500 users" or "our founder has 10 years in the industry"]
Competitor content: [WHAT COMPETITORS PUBLISH AND WHERE]
Current content: [WHAT WE HAVE NOW, e.g., "nothing" or "a blog with 5 posts"]

Provide:
1. **Content pillars (3-4):** Broad themes we own. For each: why we have authority, 5 specific article titles, and the search intent they capture.
2. **Content formats ranked:** Blog posts, videos, podcasts, newsletters, social threads — rank by ROI for our stage and constraint.
3. **Publishing cadence:** Realistic schedule given [HOURS PER WEEK] available. Include a batch-production workflow (e.g., "spend 3 hours Monday writing 2 posts, schedule for Wednesday and Friday").
4. **SEO quick wins:** 5 long-tail keywords we could realistically rank for within 3 months, with monthly search volume estimates and content angle for each.
5. **Distribution plan:** Where each piece of content gets repurposed and shared (not just "post on social" — specific subreddits, communities, newsletters to pitch).
6. **Measurement:** The 3 metrics to track monthly and the tool to track them (free options only).
```

Example Output: A 3-pillar strategy with Pillar 1 "workflow automation for solo marketers" containing articles like "I Automated My Client Reporting in 20 Minutes (Here's How)," a cadence of 1 blog post + 2 Twitter threads per week, and 5 long-tail keywords like "how to automate marketing reports" (880 searches/mo, low difficulty).

Prompt 23: Launch Retrospective Template

```
We launched [STARTUP NAME] [TIME AGO, e.g., "2 weeks ago"]. Help me run a structured launch retrospective.

Launch results:
- Signups: [NUMBER]
- Activations (users who [ACTIVATION EVENT]): [NUMBER]
- Revenue (if applicable): [AMOUNT]
- Traffic sources: [BREAKDOWN, e.g., "Product Hunt: 400, Twitter: 200, Direct: 150"]
- Best-performing content: [WHAT WORKED, e.g., "Twitter thread got 50K views"]
- Worst-performing effort: [WHAT FLOPPED]
- Surprising finding: [ANYTHING UNEXPECTED]
- Customer feedback themes: [TOP 3 THINGS PEOPLE SAID]

Analyze:
1. **Conversion funnel:** Calculate conversion rates at each stage (visitor → signup → activation → paid). How do these compare to typical SaaS benchmarks? Where's the biggest leak?
2. **Channel ROI:** Rank channels by cost-per-acquisition (include time cost at $[HOURLY RATE]/hour). Which channel should I double down on?
3. **What worked and why:** Not just "Twitter worked" — why did that specific thread resonate? What's the repeatable insight?
4. **What failed and why:** Honest post-mortem. Was it the channel, the message, the timing, or the targeting?
5. **Next 30 days:** Based on launch data, the 3 highest-leverage actions for the next month. Be specific — "grow Twitter" is not an action; "publish 2 threads per week using the [framework] that worked in launch week" is.
6. **Revised ICP:** Based on who actually signed up (not who we expected), should we adjust our target customer?
```

Example Output: A retrospective showing 12% visitor-to-signup conversion (above benchmark), but only 25% signup-to-activation (below benchmark), concluding that "onboarding is the bottleneck, not awareness" and recommending 3 specific activation experiments.

Prompt 24: Competitive Positioning Statement

```
Craft a competitive positioning statement for [STARTUP NAME] using the April Dunford
positioning framework.

Product: [WHAT IT DOES]
Competitive alternatives (what customers use today if we don't exist): [LIST 3-5]
Unique capabilities (what we do that alternatives can't): [LIST 3-5 SPECIFIC CAPABILITIES]
Value those capabilities enable: [THE OUTCOMES CUSTOMERS GET]
Target customer characteristics: [WHO CARES MOST ABOUT THOSE OUTCOMES]
Market category: [THE CATEGORY WE WANT TO OWN OR CREATE]

Generate:
1. **Positioning statement** using the format: "For [target customer] who [need/pain],
[PRODUCT] is the [category] that [key benefit] unlike [alternatives] because [unique
differentiator]."
2. **3 variations** — one for the homepage hero, one for a sales email, and one for a
conference bio.
3. **Positioning test:** 5 questions to ask customers to validate whether this positioning
resonates. Include what "good" and "bad" answers sound like.
4. **Messaging hierarchy:** Primary message → 3 supporting messages → proof point for
each.
5. **What we're NOT:** 3 things we should explicitly NOT claim to be, to avoid confusing
our positioning.

Be ruthlessly specific. "Easy to use" and "all-in-one" are banned — those mean nothing.
```

Example Output: A positioning statement "For solo marketers at B2B startups who waste 5+ hours/week on reporting, [Product] is the automated insights tool that delivers client-ready reports in 3 clicks, unlike Looker or Google Analytics which require a data team to operate."

Hiring & Culture (8 prompts)

Prompt 25: Job Post That Attracts Builders (Not Resume Stuffers)

```
Write a job post for a [ROLE TITLE] at [STARTUP NAME]. This should attract scrappy, high-agency builders — not people looking for a brand-name employer.

About us:
- What we do: [ONE-SENTENCE DESCRIPTION]
- Stage: [e.g., "5-person team, $20K MRR, pre-Series A"]
- What's exciting right now: [THE MEATY PROBLEM THIS PERSON WILL WORK ON]
- Tech stack (if engineering): [STACK]
- Compensation: [RANGE AND EQUITY, e.g., "$120-150K + 0.5-1.0% equity"]
- Location: [REMOTE/HYBRID/ONSITE + TIMEZONE CONSTRAINTS]

Requirements:
1. Open with the PROBLEM this person will solve, not a company description. First paragraph should make a builder think "I want to work on that."
2. List 3-5 "you'll thrive here if..." statements instead of traditional requirements (e.g., "You've built a feature end-to-end and shipped it to real users who complained about it" not "5+ years experience in React")
3. List 3 "this role is NOT for you if..." anti-requirements to filter out bad fits
4. Include a "first 90 days" section: what this person will accomplish in month 1, month 2, and month 3
5. Replace the standard "benefits" section with "what it's actually like here" — honest, specific, no ping-pong tables
6. End with an application CTA that's a small filter: ask them to include one specific thing (not a cover letter — something that shows how they think)

Tone: direct, honest, slightly irreverent. No corporate jargon. No "fast-paced environment" or "wear many hats."
```

Example Output: A job post opening with "Our users generate 2,000 reports/week and our export pipeline breaks every time we cross 500 concurrent jobs. We need someone to fix that — and then build the infrastructure so it never happens again." Application CTA: "Send your resume and a link to something you built that you're proud of — side project, open source, doesn't matter."

Prompt 26: Startup Culture Document (That's Actually Useful)

```
Write a culture document for [STARTUP NAME] that new hires will actually read and
reference — not a poster of corporate values.

Company details:
- What we do: [ONE-SENTENCE DESCRIPTION]
- Team size: [NUMBER]
- How we work: [REMOTE/HYBRID/ONSITE, ASYNC VS. SYNC CULTURE]
- Founder's working style: [DESCRIBE HONESTLY, e.g., "I'm direct to the point of blunt, I
make decisions fast, I expect people to push back if they disagree"]
- What's gone wrong before: [1-2 CULTURAL MISFITS OR CONFLICTS, e.g., "hired someone who
waited for instructions instead of taking initiative"]
- What we value: [3-5 RAW VALUES, e.g., "ship fast, talk straight, customers > ego"]

Structure the document as:
1. **How we actually work** (not aspirational — describe a real Tuesday): meeting cadence,
communication tools, decision-making process, how disagreements get resolved
2. **What we value (with teeth):** For each value, provide: a one-sentence definition, a
real example of what it looks like in practice, and a "this violates the value" counter-
example. Values without counter-examples are meaningless.
3. **What we DON'T do:** 5 things that are normal at other companies but not here (e.g.,
"we don't do status update meetings — post async in Slack")
4. **How to succeed here:** The unwritten rules. What gets someone promoted? What gets
someone managed out?
5. **How to disagree with the founder:** An explicit process, because at a small startup
this is the #1 cultural risk

Keep it under 1,500 words. If it's longer, nobody will read it.
```

Example Output: A 1,200-word culture doc where the value "ship fast" includes the example "We launched our Slack integration with a known bug in edge cases because 90% of users needed it now" and the violation "Spending 2 weeks perfecting a feature that 3 users requested."

Prompt 27: Interview Scorecard for Startup Hires

```
Create a structured interview scorecard for hiring a [ROLE TITLE] at [STARTUP NAME] (a [STAGE, e.g., "pre-seed, 4-person"] startup).

The top 3 things that matter for this role:
1. [MUST-HAVE SKILL/TRAIT, e.g., "Can ship production code independently without detailed specs"]
2. [MUST-HAVE SKILL/TRAIT, e.g., "Has worked directly with customers and can translate feedback into product decisions"]
3. [MUST-HAVE SKILL/TRAIT, e.g., "Comfortable with ambiguity — doesn't freeze when requirements are unclear"]

Create a 4-round interview process:
**Round 1 — Screen (30 min):** 5 questions to quickly assess baseline fit. Include 2 "instant no" signals.
**Round 2 — Skills deep dive (60 min):** A practical exercise or case study specific to the role (NOT a whiteboard algorithm — something that mirrors actual work). Define what good, great, and poor performance looks like.
**Round 3 — Working session (60 min):** A collaborative work session on a real problem we're facing. Define what to observe (not just output quality — how they communicate, ask questions, handle constraints).
**Round 4 — Values/culture (45 min):** Behavioral questions tied to our startup values: [LIST 3 VALUES]. Use the "tell me about a time when" format but make them specific enough that a rehearsed answer won't work.

For each round: interview questions, what to listen for, scoring rubric (1-4 scale with anchored descriptions), and red flags.

Include a final decision framework: how to weigh rounds, when to "strong hire" vs. "lean hire" vs. "pass."
```

Example Output: A 4-round scorecard where Round 2 for an engineer is "Here's a real bug report from our users — walk me through how you'd investigate and fix it using our actual codebase" with scoring rubric where 4/4 = "identified root cause within 15 minutes and proposed a fix with tradeoff analysis."

Prompt 28: Founder's Operating Manual

```
Help me write my personal operating manual as the founder/CEO of [STARTUP NAME]. This is a document I share with my team so they know how to work with me effectively.

My honest self-assessment:
- Communication style: [e.g., "blunt, fast, written > verbal"]
- Decision-making: [e.g., "I decide fast, sometimes too fast. I change my mind when shown data"]
- Strengths: [LIST 2-3]
- Known weaknesses: [LIST 2-3, be honest]
- What frustrates me: [LIST 2-3 TRIGGERS]
- What I do when stressed: [DESCRIBE BEHAVIOR]
- Working hours: [e.g., "8am-6pm ET, but I send messages at night — no expectation to respond until morning"]

Create an operating manual with:
1. **How to communicate with me:** Best channel for different types of messages (quick question, decision needed, bad news, idea). Response time expectations.
2. **How I make decisions:** What I delegate fully vs. what I want to be consulted on. How to present options to me (what format works, what wastes time).
3. **How to give me feedback:** Explicit permission and preferred method. What I need to hear even when I won't like it.
4. **How to know if I'm unhappy with your work:** The signals I send (since I might not say it directly).
5. **My quirks, acknowledged:** Things I do that might be confusing or annoying, with context so the team doesn't misread them.
6. **What I'm working on improving:** My active self-improvement areas so the team can hold me accountable.

Tone: honest, self-aware, slightly vulnerable. This document should build trust, not project authority.
```

Example Output: An operating manual that says "When I go quiet in a discussion, it usually means I disagree but I'm processing — ask me directly: 'What's your concern?' and I'll articulate it" and "I have a habit of throwing out ideas that sound like directives. If I say 'what if we...' it's an idea, not a decision. Push back freely."

Prompt 29: Equity and Compensation Philosophy

```
Help me design a compensation and equity philosophy for [STARTUP NAME] at the [STAGE]
stage.

Current situation:
- Team size: [NUMBER]
- Funding: [BOOTSTRAPPED / RAISED $X]
- Revenue: [AMOUNT OR PRE-REVENUE]
- Current equity pool: [e.g., "10% option pool"]
- Roles to hire next: [LIST 2-3 ROLES]
- Location/market: [e.g., "remote US" or "SF-based"]

Create:
1. **Compensation bands:** For each current and planned role, salary range and equity
range. Show how these compare to market (75th, 50th, 25th percentile) and where we're
positioned and why.
2. **Equity framework:** How to determine equity grants by role level and stage of
joining. Include a simple formula or table (e.g., "Employee #1-5: X%, #6-15: Y%, #16-30:
Z%").
3. **Vesting terms:** Standard vs. any modifications we should consider (1-year cliff, 4-
year vest, acceleration on acquisition — pros and cons of each).
4. **The conversation guide:** How to explain our comp philosophy to a candidate who has a
higher-paying offer from a BigCo. The specific talking points that make equity real (not
hypothetical).
5. **Cash-equity tradeoff:** If a candidate wants more cash and less equity (or vice
versa), define the exchange rate and boundaries.
6. **Review cadence:** When and how to revisit compensation as the company grows.

Be practical. I'm not Google — I need a system that's fair, defensible, and doesn't
require an HR team to administer.
```

Example Output: A framework where Employee #1-5 gets 0.5-2.0% equity on a 4-year vest with 1-year cliff, salary at 75th percentile of startup market (not BigCo market), with a conversation guide that says "At our current trajectory, 0.5% could be worth $X-$Y in a $50M exit — here's the math."

Prompt 30: One-on-One Meeting Framework

```
Design a 1:1 meeting framework for [STARTUP NAME] that works at the [TEAM SIZE]-person
stage.

My current challenges as a manager:
- [CHALLENGE 1, e.g., "1:1s become status updates instead of coaching conversations"]
- [CHALLENGE 2, e.g., "I don't know what my reports are actually struggling with"]
- [CHALLENGE 3, e.g., "Performance issues build up because I avoid hard conversations"]

Create:
1. **Cadence and format:** How often, how long, and the structure (including what % of
time should be theirs vs. mine vs. shared).
2. **Question bank (20 questions)** organized by purpose:
   - Connection (5): Build trust and understand their state of mind
   - Growth (5): Career development and skill building
   - Feedback (5): Two-way — giving and receiving honest feedback
   - Alignment (5): Ensure they understand priorities and strategy
   For each question: the question itself, what it actually reveals, and a follow-up
probe.
3. **The "hard conversation" framework:** A step-by-step approach for addressing
performance issues or giving tough feedback during a 1:1. Include the exact opening
sentence.
4. **Async check-in template:** A 3-question async form that team members fill out before
each 1:1 so the meeting starts with context.
5. **Quarterly review format:** A lightweight quarterly review that rolls up from 1:1s
(not a separate bureaucratic process). What to document and what to skip.
```

Example Output: A framework with 30-minute weekly 1:1s split 10/15/5 (their agenda/coaching/alignment), a question bank including "What's the thing you're most avoiding right now?" (reveals blockers and stress), and a hard conversation opener: "I want to share something I've noticed, and I want to work on it together — not just assign blame."

Prompt 31: Team Offsite Agenda Design

```
Design a [DURATION, e.g., "2-day"] team offsite agenda for [STARTUP NAME] ([TEAM SIZE] people).

Context:
- Stage: [e.g., "just raised seed, planning next 6 months"]
- Key tension or decision: [THE BIG THING TO RESOLVE, e.g., "should we go upmarket or stay SMB?" or "team is burning out and we need to talk about pace"]
- Team dynamic: [e.g., "mostly remote, some people haven't met in person"]
- Budget: [PER-PERSON BUDGET]
- Location: [TYPE, e.g., "Airbnb near the city" or "conference room"]

Requirements:
1. **Agenda by time block:** Every session with purpose, format (presentation, workshop, discussion, activity), duration, and facilitator notes. Don't over-schedule — leave breathing room.
2. **Strategic sessions:** Design 2-3 working sessions that produce tangible outputs (decisions, plans, frameworks) — not just discussions.
3. **Team bonding:** 2-3 activities that build genuine connection without being cringey (no trust falls). Account for introverts.
4. **Decision-making session:** A structured process for resolving [KEY TENSION]. Include pre-read materials, the framework for discussion, and how we'll make the final call.
5. **Outputs doc:** What should exist at the end of the offsite? List the 5 artifacts/decisions, and assign owners.
6. **Pre-offsite homework:** What each person should prepare (keep it under 30 minutes of prep).
```

Example Output: A 2-day agenda where Day 1 morning is "Strategy Stack" (vision → strategy → goals → quarterly plan, working top-down), Day 1 afternoon is the big decision session using a structured debate format, Day 1 evening is dinner and a "demo your hidden talent" show, Day 2 morning is team retrospective, and Day 2 afternoon is OKR setting.

Prompt 32: Firing Conversation Preparation

```
Help me prepare for a difficult separation conversation with a team member at [STARTUP NAME].

Context (confidential):
- Role: [ROLE TITLE]
- Reason: [PRIMARY REASON, e.g., "performance hasn't improved after 2 months of coaching" or "role is being eliminated" or "culture misfit"]
- Documentation: [WHAT ALREADY EXISTS, e.g., "2 written performance conversations, 1 PIP"]
- Tenure: [HOW LONG THEY'VE BEEN HERE]
- Severance plan: [WHAT YOU'RE OFFERING]
- Relationship: [e.g., "friendly — this will be a surprise" or "they probably see it coming"]

Provide:
1. **Pre-conversation checklist:** Legal/logistical items to handle BEFORE the meeting (access revocation timing, final paycheck, benefits, reference policy, equipment return)
2. **Script:** The opening 3 sentences — clear, direct, compassionate. No buildup, no sandwiching. Then 5-6 key talking points with exact language for common reactions (anger, tears, bargaining, silence).
3. **What NOT to say:** 5 phrases that create legal risk or unnecessary pain, with alternatives.
4. **Logistics to communicate:** What happens to their access, when is their last day, how severance works, reference policy — deliver these clearly so they don't have to ask.
5. **Team communication:** What to say to the rest of the team (within 24 hours), what NOT to say, and how to handle the gap in coverage.
6. **Self-care for the founder:** This is hard. 3 specific practices for processing the emotional weight, because founders rarely get support for this part of the job.

This should be humane, legally sound, and respectful. The goal is a clean separation where both parties maintain dignity.
```

Example Output: A preparation guide with the opening: "I want to be direct with you — I've made the decision to end your employment at [Company]. This isn't a discussion about whether; I want to use this time to make the transition as smooth as possible for you." Includes a "don't say" list with items like "This is harder for me than it is for you" (it isn't, and it's dismissive).
