



VALIDATE  
**BUSINESS**  
**IDEAS**

Prompt Pack

# VALIDATE BUSINESS IDEAS PROMPTS

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## Introduction

Welcome to your complete guide for leveraging AI assistance in validating and executing your startup idea. This document is designed to help you navigate the challenging journey of entrepreneurship with the power of AI at your fingertips.

The prompts in this guide are crafted to help you:

1. Conduct thorough market research
2. Validate your assumptions effectively
3. Develop a strategic Minimum Viable Product (MVP)
4. Establish a robust customer feedback loop
5. Navigate the transition from validation to execution

By using these prompts with an AI assistant, you'll be able to gain insights, generate ideas, and develop strategies more efficiently than ever before. Each prompt is designed to be specific, actionable, and directly related to the key concepts from the book.

## Market Research and Customer Understanding

### 1. **Buyer Persona Development**

"Based on the following market research data [insert your initial market research findings], help me create a detailed buyer persona for my startup's target audience. Include demographic information, psychographic details, and potential pain points."

### 2. **Competitor Analysis**

"I've identified the following competitors in my startup's space: [list main competitors]. Can you help me conduct a SWOT analysis for each, focusing on their product offerings, marketing strategies, and customer feedback?"

### 3. **Market Trend Identification**

"Using the latest industry reports and news in the [your industry] sector, what are the top 5 emerging trends that could impact my startup? For each trend, suggest potential opportunities or threats it might present."

### 4. **Customer Pain Point Exploration**

"Based on these customer interviews and survey results [insert summary of findings], what appear to be the top 3 pain points our target audience is experiencing? For each pain point, suggest how our product/service could address it."

### 5. **Market Size Estimation**

"Given the following data points about our target market [insert relevant market statistics], help me estimate the Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM) for our startup."

## Assumption Validation

### 6. Hypothesis Formulation

"I have the following assumption about my startup: [state your assumption]. Help me transform this into a testable hypothesis, including specific metrics that would indicate success or failure."

### 7. Experiment Design

"I need to test this hypothesis: [insert your hypothesis]. Can you suggest 3 different experimental designs that could effectively validate or invalidate this assumption? Include pros and cons for each approach."

### 8. A/B Test Planning

"I want to run an A/B test on my landing page to validate user preferences. The two versions differ in [describe the difference]. Help me plan this test, including sample size calculation, duration, and key metrics to track."

### 9. Survey Question Optimization

"I'm creating a survey to validate [specific assumption]. Here are my draft questions: [list your questions]. Can you review these questions, suggest improvements, and add any additional questions that could provide valuable insights?"

### 10. Qualitative Data Analysis

"I've conducted 10 customer interviews and here are the key points from each: [summarize interview findings]. Can you analyze this qualitative data, identify common themes, and suggest any additional areas we should explore further?"

## Minimum Viable Product (MVP) Development

### 11. MVP Feature Prioritization

"Here's a list of potential features for our MVP: [list features]. Based on our primary goal of [state main objective], help me prioritize these features using the MoSCoW method (Must have, Should have, Could have, Won't have)."

### 12. MVP Type Selection

"Given our product idea of [describe your product idea] and our main assumption to test [state main assumption], which type of MVP (e.g., Concierge, Wizard of Oz, Landing Page) would be most suitable? Please explain the pros and cons of your recommendation."

### 13. Development Roadmap Creation

"We've decided on these core features for our MVP: [list core features]. Can you help me create a high-level development roadmap, including major milestones and estimated timeframes for each phase?"

### 14. User Story Development

"For our MVP's main feature of [describe main feature], can you help me write 5-7 user stories from the perspective of our target user? Follow the format: 'As a [type of user], I want [some goal] so that [some reason].'"

### 15. MVP Success Metric Definition

"Our MVP aims to [state main objective]. Can you suggest 5 key metrics we should track to measure the success of our MVP? For each metric, explain why it's important and how we might measure it."

## Customer Feedback Loop

### 16. Feedback Channel Selection

"We're looking to establish a comprehensive customer feedback system. Given our product type [describe product] and target audience [describe audience], what combination of feedback channels would you recommend? Please explain the benefits of each suggested channel."

### 17. Survey Design

"We need to create a customer satisfaction survey for our MVP. Our main goals are [list main objectives]. Can you draft 10 questions that will help us gather meaningful insights? Include a mix of question types (e.g., Likert scale, open-ended, multiple choice)."

### 18. Feedback Analysis Framework

"We've collected customer feedback from multiple channels [list your channels]. Can you propose a framework for analyzing this diverse feedback, including steps for categorization, prioritization, and action item creation?"

### 19. Negative Feedback Response Strategy

"We've received some negative feedback about [specific aspects of your product/service]. Can you help me draft a response strategy that addresses the concerns, shows we're listening, and outlines potential steps for improvement?"

### 20. Feature Request Evaluation

"We've received these top feature requests from our users: [list feature requests]. Can you help me evaluate each request based on potential impact, alignment with our product vision, and implementation complexity? Suggest which ones we should prioritize and why."

## Scaling and Growth

### 21. **Technology Stack Scaling**

"Our current technology stack includes [list your current technologies]. As we prepare to scale from 1,000 to 100,000 users, what potential bottlenecks should we be aware of? Suggest improvements or alternatives to ensure our infrastructure can handle this growth."

### 22. **Team Scaling Strategy**

"We're currently a team of [current team size and roles]. Based on our growth projections [insert growth projections], help me create a 12-month hiring plan. Include key roles we should prioritize and potential challenges we might face in scaling our team."

### 23. **Customer Acquisition Strategy**

"Our current Customer Acquisition Cost (CAC) is [insert CAC] and our customer Lifetime Value (LTV) is [insert LTV]. Can you suggest 3-5 strategies to improve our CAC:LTV ratio? For each strategy, outline potential implementation steps and expected outcomes."

### 24. **Financial Projection**

"Based on our current metrics [insert key financial metrics] and growth plans [summarize growth plans], can you help me create a 3-year financial projection? Include projected revenue, costs, and key financial ratios we should be monitoring."

### 25. **Investor Pitch Preparation**

"We're preparing for our Series A funding round. Given our startup's current traction [summarize key achievements and metrics], what are the top 5 elements we should focus on in our investor pitch? For each element, suggest key points we

should emphasize."



## Implementation Strategy

To make the most of these prompts and the AI assistance they can provide, follow these guidelines:

- 1. Prepare Your Context:** Before using each prompt, gather relevant data, metrics, and background information. The more context you provide, the more tailored and valuable the AI's response will be.
- 2. Iterate and Refine:** Don't hesitate to follow up on the AI's responses with more specific questions or requests for clarification. Treat the interaction as a dialogue to extract maximum value.
- 3. Combine Human Insight with AI Output:** While AI can provide valuable suggestions and analysis, always filter its output through your own expertise and understanding of your unique situation.
- 4. Regular Check-ins:** Set aside time each week to work through relevant prompts. This consistent engagement will help you stay on track with your validation and execution process.
- 5. Document and Share:** Keep a record of the insights and strategies you develop through these AI interactions. Share relevant findings with your team to ensure everyone is aligned and benefiting from these insights.
- 6. Adapt and Create:** As you become more comfortable using these prompts, don't hesitate to adapt them or create new ones specific to your unique challenges and goals.
- 7. Action-Oriented Approach:** For each AI interaction, identify at least one concrete action you can take based on the insights gained. This will help ensure that your AI assistance

translates into real-world progress.

Remember, the AI is a tool to enhance your decision-making and strategic planning, not to replace it. Your expertise, intuition, and understanding of your unique context are crucial in interpreting and applying the AI's output.

By systematically working through these prompts and thoughtfully applying the insights gained, you'll be well-equipped to validate your startup idea, develop a compelling MVP, understand your customers deeply, and navigate the challenges of scaling your business.

Your journey from idea to successful startup is a marathon, not a sprint. Embrace the process of continuous learning and iteration. With persistence, strategic thinking, and the powerful assistance of AI, you're well on your way to turning your entrepreneurial vision into reality.

Good luck, and may your startup journey be as rewarding as it is challenging!