

AI PROMPT PACK FOR ENTRE- PRENEURS

50 PROMPTS TO BUILD, VALIDATE & GROW YOUR STARTUP

"The best founders ask better questions than everyone else."

— Alberto Levy

50

PROMPTS

9

SECTIONS

30+

YEARS EXP

30+

COUNTRIES

TABLE OF CONTENTS

HOW TO USE		3
SECTION 1	Finding Your Idea	4
SECTION 2	Validating Your Idea	5
SECTION 3	Building Your Offer	7
SECTION 4	Building Your Pitch	9
SECTION 5	Finding Your First Customers	11
SECTION 6	Building Your Team	13
SECTION 7	Growing Your Startup	14
SECTION 8	Using AI in Your Business	16
SECTION 9	Mindset & Resilience	17
BONUS	The CRISP Framework	19
ABOUT	Alberto Levy	20

HOW TO USE THIS PACK

Each prompt is ready to paste into ChatGPT, Claude, or any AI tool. Customize the **[bracketed parts]** with your specific details. The more context you give the AI, the better the output.

PRO TIP

Don't just run a prompt once. Ask the AI to challenge its own answer, go deeper, or give you the opposite perspective. The best insights come from the conversation, not the first response.

"The best founders don't just have great ideas — they ask better questions. These prompts are the questions I wish I had when I started my first business at 11 years old."

— Alberto Levy

SECTION 1

FINDING YOUR IDEA

From blank page to something worth building

01

PROMPT 01

Problem Discovery

I want to find a real problem worth solving. Ask me 10 powerful questions – one at a time – that will help me identify problems I'm uniquely positioned to solve, based on my professional background, frustrations, and observations. After each answer, ask a follow-up before moving to the next question.

PROMPT 02

Market Gap Scanner

I'm considering building a solution in the [industry/sector] space. Analyze this market and identify: (1) the top 5 underserved customer segments, (2) problems that existing solutions handle poorly, and (3) emerging trends that create new opportunities. Be specific – avoid generic observations.

PROMPT 03

Personal Unfair Advantage

Help me identify my unfair advantages as a founder. Here is my background: [describe your work experience, skills, networks, and personal history]. Based on this, what startup ideas am I uniquely positioned to build that someone without my background could not?

PROMPT 04

The Opposite Problem

Most people in [industry] complain about [common problem]. But what if the real problem is the opposite? Help me explore unconventional framings of this problem that most entrepreneurs miss. Give me 5 alternative problem statements that flip the conventional wisdom.

PROMPT 05

Trend + Pain Intersection

I want to build at the intersection of an emerging trend and an existing pain point. The trend I'm excited about is [trend]. Help me map the 5 most painful problems this trend will either create or dramatically worsen in the next 3 years – and which of those is most fundable and buildable.

SECTION 2

VALIDATING YOUR IDEA

Before you build, make sure someone actually wants it

02

PROMPT 06

Devil's Advocate

My startup idea is: [describe in 2-3 sentences]. Now argue against it as harshly as possible. What are the top 5 reasons this will fail? Don't be polite. I want the most brutal, realistic critique a skeptical investor would give me in the first 30 seconds.

PROMPT 07

Customer Profile Builder

My product/service is [description]. Help me build a detailed profile of my ideal early adopter – not a broad segment, but a specific type of person. Include: their job title, daily frustrations, what they read, where they spend time online, what they've already tried to solve this problem, and what would make them switch immediately.

PROMPT 08

Customer Interview Questions

I'm about to interview potential customers for my startup idea: [idea]. Write me 12 customer discovery interview questions following the Mom Test methodology – questions that reveal real behavior and pain, not opinions or compliments. Avoid questions that lead the interviewee toward validating my idea.

PROMPT 09

Demand Signal Finder

I want to find evidence that people are actively searching for a solution like [your idea]. Give me 20 specific search queries to look up on Google, Reddit, Quora, and Amazon reviews. Also suggest 5 communities or forums where my target customer is likely complaining about this problem.

PROMPT 10

Riskiest Assumption Test

My startup is based on these core assumptions: [list 3-5 assumptions]. Rank these from most to least risky. For the top 3 riskiest, design the simplest experiment I could run in under 2 weeks – with less than \$500 – to test whether they are true.

PROMPT 11**Willingness to Pay Test**

I want to understand if my target customer will actually pay for [your solution]. Design a 5-step validation sequence – from a landing page to a pre-order – that tests willingness to pay without building the full product. Include what metrics I should track at each step.

PROMPT 12**Competitive Landscape Map**

I'm building [your idea]. Help me map the competitive landscape: direct competitors, indirect competitors (different solution, same problem), and substitutes (what customers currently do instead). Where does my solution fit in this map?

SECTION 3

BUILDING YOUR OFFER

Turning a solution into something people want to buy

03

PROMPT 13

Value Proposition Generator

My product/service is [description]. My target customer is [profile]. Their biggest problem is [problem]. Help me write 5 different value propositions – each taking a different angle (time saving, money saving, risk reduction, status, simplicity). Then recommend which one to test first and why.

PROMPT 14

Pricing Strategy

I'm launching [product/service] targeting [customer segment]. Help me think through pricing strategy. Consider: value-based vs cost-plus pricing, psychological anchoring, what my customer currently spends on this problem, and freemium vs paid from day one. Give me 3 pricing models with pros and cons.

PROMPT 15

MVP Definition

My full vision for [startup] includes [list of features]. I need to define an MVP I can ship in 4-6 weeks. Apply ruthless prioritization: what is the absolute minimum I need to build to test whether customers get real value? What should I cut? What can I fake or do manually at first?

PROMPT 16

Name Generator

I'm naming a startup that [does what] for [target customer]. The brand should feel [3 adjectives]. Generate 20 name ideas: invented words, real words with new meaning, descriptive names, metaphor-based names, and founder names. Flag which are likely available as .com domains.

PROMPT 17

Tagline Workshop

My startup is called [name] and it [what it does]. My target customer is [who]. Write 10 tagline options – each under 8 words. Include benefit-focused, emotion-focused, challenge-focused, and one provocative tagline. Recommend the strongest one for a cold audience.

PROMPT 18**Feature vs Benefit Translator**

Here are the main features of my product: [list features]. For each feature, articulate: (1) the direct benefit, (2) the emotional benefit, and (3) a one-sentence customer story that makes this tangible. Then identify which benefit is most likely to drive purchase decisions.

SECTION 4

BUILDING YOUR PITCH

How to tell your story so people lean in

04

PROMPT 19

One-Sentence Pitch

My startup: [describe what you do, for whom, and the problem you solve]. Help me write a one-sentence pitch – the "we help X do Y by doing Z" format – specific, clear, and interesting enough that a stranger at a conference would ask a follow-up question. Give me 5 versions.

PROMPT 20

Elevator Pitch Builder

Build me a 60-second elevator pitch for [startup name]. Cover: the problem (visceral), our solution (simple), why now (what's changed), our traction (I'll fill in), and a clear ask. Tone: [confident/conversational/urgent]. Write as a script, not bullet points.

PROMPT 21

Investor Pitch Narrative

I'm building a 10-slide investor pitch for [startup]. Help me structure the narrative – not just the slides, but the emotional arc. Walk me through the logic from slide 1 to 10, and for each slide tell me the one thing the investor should feel or believe by the end of it.

PROMPT 22

Objection Inoculation

My startup is [description]. The most common objections I face are: [list 3-5]. For each, help me: (1) reframe it as a signal of opportunity, (2) write a direct confident response, and (3) identify what evidence would neutralize it most effectively.

PROMPT 23

Problem Slide Story

I need to open my pitch with a problem slide that makes the audience feel the pain immediately. Write 3 versions: (1) surprising statistic approach, (2) personal story approach, and (3) "here's what happens today" scenario approach. Each deliverable in under 60 seconds.

PROMPT 24**Demo Script**

I'm demoing [product] to [audience]. The demo is [X] minutes. Write a demo script that: starts with context, shows the most impressive capability first, tells a story through the product (not a feature tour), and ends with a clear emotional high point. Include stage directions.

SECTION 5

FINDING YOUR FIRST CUSTOMERS

Getting from zero to your first 10 paying customers

05

PROMPT 25

First 10 Customers Strategy

My startup sells [product/service] to [target customer]. I have no existing audience, no budget for ads, and no investors. Give me a week-by-week 30-day action plan to find and sign my first 10 paying customers using only personal outreach, communities, and content. Be specific – no generic advice.

PROMPT 26

Cold Outreach Email

Write a cold email to [target] introducing [my product/service]. Write 3 versions: (1) ultra-short (5 lines), (2) story-led (problem to solution to ask), and (3) a referral-style introduction. Each with a subject line. No buzzwords. No "I hope this finds you well."

PROMPT 27

LinkedIn Outreach Sequence

I'm doing LinkedIn outreach to [target type] about [my product/service]. Write a 3-message sequence: (1) connection request note (under 40 words), (2) first message after connecting (not pitching), and (3) follow-up that introduces the offer. Each should feel human, not automated.

PROMPT 28

Partnership Pitch

I want to partner with [type of company] to reach [my target customer]. Help me: (1) identify 5 types of partners who already serve my customer, (2) craft a partnership value proposition, and (3) write a 3-paragraph partnership proposal email.

PROMPT 29

Referral Engine Design

I have [X] early customers who love [my product/service]. Help me design a referral program that: makes it easy and rewarding to refer others, fits my model, doesn't feel cheesy, and I can set up in under a week without engineering resources.

PROMPT 30**Content That Attracts Customers**

My target customer is [describe them]. They struggle with [top 3 problems]. Give me 20 specific content ideas that: (1) genuinely help them, (2) demonstrate my expertise, and (3) naturally lead to interest in [my product/service].

SECTION 6

BUILDING YOUR TEAM

Finding, hiring, and leading the people who'll build it with you

06

PROMPT 31

Co-founder Compatibility Test

I'm considering partnering with [describe potential co-founder]. Help me think through: (1) key questions to ask before committing, (2) red flags to watch for, (3) how to structure equity and roles fairly, and (4) how to test our working relationship before going all-in.

PROMPT 32

First Hire Decision

My startup does [what]. My biggest bottleneck is [bottleneck]. Help me think through: (1) whether to hire or outsource, (2) what role to hire for first, (3) what skills matter most vs nice-to-have, and (4) what questions reveal early-stage startup potential.

PROMPT 33

Job Description Writer

I need to hire a [role] for my early-stage startup. Write a job description that: (1) is honest about the chaos of startup life, (2) attracts builders not passengers, (3) describes what success looks like in 90 days, and (4) feels human, not like HR copy.

PROMPT 34

Culture Credo

My startup is called [name]. Help me write a one-page culture document – not a list of values, but a real narrative – that tells new team members what we actually stand for, how we make decisions, how we handle conflict, and what we will never compromise on.

SECTION 7

GROWING YOUR STARTUP

From first customers to scalable growth

07

PROMPT 35

Growth Strategy Session

My startup currently has [X customers / MRR]. Our main growth has come from [channel]. Help me identify my next 3 growth levers. For each: (1) why it fits my stage and model, (2) how to test it with minimal investment, and (3) what metrics tell me it's working within 30 days.

PROMPT 36

Retention Analysis

My product/service is [description]. Customers typically churn after [time period] because [known reasons]. Help me design a retention strategy that: (1) addresses root causes of churn, (2) creates habit-forming touchpoints in the first 30 days, and (3) identifies the "aha moment" that predicts long-term retention.

PROMPT 37

Pricing Expansion

I currently sell [product] at [price]. I want to grow revenue without acquiring new customers. Help me explore: (1) upsell opportunities, (2) cross-sell opportunities, (3) usage-based pricing, and (4) annual vs monthly pricing psychology. What would you test first?

PROMPT 38

Press & PR Strategy

My startup is [name]. I have no PR budget. Help me: (1) identify the 5 most relevant journalists/publications for my story, (2) craft a compelling media angle that's genuinely newsworthy, and (3) write a 200-word pitch email to a journalist.

PROMPT 39

Investor Update Email

Write a monthly investor update email for my startup. This month: [key metrics], [top win], [top challenge], [what help I need]. Tone: honest, confident, brief. Include an "asks" section. Investors should read it in under 3 minutes.

PROMPT 40**Fundraising Narrative**

I'm raising [amount] for [startup name]. Help me craft a 5-minute fundraising narrative that: tells the market opportunity compellingly, makes our traction feel like proof not luck, and makes the ask feel inevitable rather than hopeful.

SECTION 8

USING AI IN YOUR BUSINESS

Work smarter — let AI do the heavy lifting

08

PROMPT 41

AI Audit of Your Business

My business does [what]. Our main workflows are: [list 5-7 activities]. For each, identify: (1) which parts can be fully automated with AI today, (2) which can be AI-assisted, and (3) which require human judgment. Then prioritize which to tackle first for maximum ROI.

PROMPT 42

SOPs with AI

I need to create a standard operating procedure for [task/process]. Interview me about how this process works by asking questions one at a time. Then synthesize my answers into a clear, step-by-step SOP that a new team member could follow without asking questions.

PROMPT 43

Meeting Summarizer

Here are my notes from a meeting: [paste notes]. Turn these into: (1) a 3-bullet executive summary, (2) decisions made, (3) action items with owners and deadlines, and (4) open questions. Format for direct paste into Slack or email.

PROMPT 44

Competitive Intelligence Report

I need to understand my competitor [name] deeply. Compile: (1) their positioning and messaging, (2) their pricing model, (3) most common customer complaints from reviews, (4) their recent product moves, and (5) their likely strategic priorities for the next 12 months. What's their weakness?

PROMPT 45

Weekly Planning System

Help me design a weekly planning system for a founder. I have [X hours] for deep work per week. My top 3 priorities are [list them]. Design a template that: protects time for highest-leverage activities, batches meetings and admin, includes reflection time, and is realistic for someone who gets interrupted constantly.

SECTION 9

MINDSET & RESILIENCE

The inner game of building something from nothing

09

PROMPT 46

Decision Clarity

I'm facing a difficult decision: [describe it]. Help me think through using three frameworks: (1) a 10/10/10 analysis (how will I feel in 10 minutes, 10 months, 10 years), (2) a pre-mortem, and (3) the "what would I tell a friend" reframe. Then give me your recommendation.

PROMPT 47

Pivot or Persist?

My startup is [description]. We've been at it for [time]. Results: [describe traction]. Help me evaluate using: (1) signals to pivot, (2) signals to persist, (3) what a partial pivot would look like, and (4) the question I'm avoiding asking myself.

PROMPT 48

Founder Letter to Self

I'm going through a hard period in my startup. [Describe briefly.] Write me a letter from my future self, 3 years from now, looking back at this moment. What would that version of me want to say? What did it teach me? What would I be glad I did right now?

PROMPT 49

The Unfair Comparison Trap

I keep comparing myself to [founder/company] and feeling like I'm behind. Help me: (1) identify what I'm actually comparing, (2) reframe their success as a signal not a threat, and (3) design a personal benchmark – comparing me to my past self only.

PROMPT 50

Your Personal Mission

I want to articulate my personal mission as a founder. Interview me by asking these questions one at a time: (1) What made you start this? (2) Who are you doing this for? (3) What would you regret not building? (4) What does success feel like – not look like?

BONUS

The CRISP Framework for Better Prompts

Structure any prompt for sharper, more useful AI outputs.

C	CONTEXT	Tell the AI who you are and your specific situation
R	ROLE	Ask it to act as a specific expert ("Act as a VC reviewing my pitch")
I	INPUT	Give it the specific information it needs to work with
S	STYLE	Specify tone, length, and format of the output
P	PURPOSE	Be clear about what you will do with the output

Three Power Moves

"Challenge your own answer" — Ask the AI to argue against what it just said

"Give me the version for a skeptic" — Gets you more rigorous, stress-tested outputs

"What am I not asking that I should be?" — Surfaces blind spots and hidden assumptions

ABOUT THE AUTHOR

Alberto Levy

INNOVATION EVANGELIST · MBA PROFESSOR · AUTHOR · SPEAKER

Alberto Levy is an Innovation Evangelist recognized by Harvard Business Review and the World Economic Forum. With 30+ years of experience across 30+ countries, he has worked with 300+ clients — from Fortune 500 companies to first-time founders — as a speaker, professor, author, and strategic advisor.

He is the author of **Start Here: A Practical Guide to Entrepreneurship for First-Time Founders**, an MBA professor at IE Business School and Porto Business School, and the creator of the Start Here Podcast.

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