



AI Prompt Starter Pack

10 Prompts That Do 80% of the Work

For Impact Founders Who Want to Move Fast

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INTRODUCTION

Why This Pack Exists

Three years ago, a founder who needed a market research report had two options: hire a consulting firm for \$25,000 and wait six weeks, or guess and hope. A business plan would run another \$15,000–\$50,000. A financial model, \$20,000–\$75,000. A pitch deck, \$10,000–\$30,000.

The total bill for the basic documents every investor expects: \$85,000 to \$365,000. Before you've earned your first dollar.

That barrier is gone. Not reduced—gone. AI has collapsed the cost of first-draft thinking to near zero. But most founders are using AI the wrong way: asking vague questions and getting vague answers, then wondering why the output isn't useful.

That's real money left on the table. Not because the tools don't exist — but because most founders don't know how to use them. Every week you spend guessing at market size or hand-waving your financial model is a week your competitor spends building the investor-ready version.

The difference is the prompt. A weak prompt gets generic output. A well-engineered prompt gets specific, actionable, investor-grade output.

You don't need a \$50,000 consultant. You need the right ten questions.

What Makes This Different

This isn't just a list of prompts. For each one, you get:

- The prompt itself — engineered for impact founders, not generic businesses
- Why it's built this way — so you understand the logic and can adapt it
- What good output looks like — so you know when you have it
- A push-back follow-up — to challenge the AI's first answer and get to the truth
- How to customize — for your specific industry, stage, and audience
- What it chains into — because these prompts work as a sequence, not in isolation

Use these prompts in Claude, ChatGPT, Gemini, or any capable AI model. The sequence is designed so each output feeds the next. Run all ten over a weekend and you'll have the foundation of an investor-ready business plan.

BEFORE YOU START

Open a fresh conversation for each major prompt. Paste in the output from the previous prompt as context at the start of each new session. This keeps the AI grounded in your business rather than drifting to generic examples.

Replace all bracketed placeholders—[INDUSTRY], [BUSINESS], [LOCATION]—with your actual details before submitting.

PROMPT 1

Market Research Deep Dive

COPY THIS PROMPT

Act as a senior market research analyst. Research the [INDUSTRY] market in [LOCATION/REGION]. Structure your response with: (1) TAM, SAM, and SOM with growth rate and source, (2) top 5 players and their positioning, (3) three underserved segments, (4) regulatory landscape summary, (5) key trends for the next 3 years. Be specific. Use real data.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

Starting with "Act as" gives the AI a role and raises output quality immediately. Specifying TAM/SAM/SOM forces market sizing discipline rather than vague descriptions. Asking for underserved segments steers the AI toward opportunity, not just description.

WHAT GOOD OUTPUT LOOKS LIKE

- A specific TAM figure with a growth rate and named source (e.g., IBIS World, Statista, government data)
- Three distinct customer segments with differentiated pain points and willingness-to-pay signals
- A regulatory summary with at least two specific laws, agencies, or compliance requirements named

PUSH-BACK FOLLOW-UP PROMPT

"Your TAM estimate feels broad. Narrow it to the specific segment I'm targeting — [describe your niche] — and recalculate the SAM with that constraint. Cite your methodology."

HOW TO CUSTOMIZE

Replace [LOCATION/REGION] with a tight geography if you're a local business. If your market is global, specify which region you're entering first. Adding "Emphasize impact metrics where available" will surface ESG data useful for impact investors.

Chains to ' Prompt 2: Customer Persona Builder

PROMPT 2

Customer Persona Builder

COPY THIS PROMPT

Based on the market research above, create 3 detailed customer personas for [BUSINESS]. For each: name, age range, job/role, annual income, top 3 daily frustrations related to [PROBLEM], what they've already tried, why it failed, their buying triggers, and their top objection to a new solution. Make them feel like real people.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

Asking for what they've "already tried" and "why it failed" is the most valuable instruction here — it forces the AI to define the gap between current solutions and what your business offers. That gap is your sales argument.

WHAT GOOD OUTPUT LOOKS LIKE

- Three distinct personas with meaningfully different demographics and psychographics — not variations of the same person
- Specific frustrations tied to the problem your business solves, not generic life complaints
- At least one unexpected objection per persona that you hadn't considered before reading it

PUSH-BACK FOLLOW-UP PROMPT

"Make Persona 2 more skeptical. This person has been burned before by solutions that overpromised. Rewrite their section with that lens — what would it take to earn their trust?"

HOW TO CUSTOMIZE

If you already have customers, paste 3–5 real quotes or feedback snippets before the prompt. The AI will ground the personas in actual language rather than assumptions. This dramatically improves accuracy.

Chains to ' Prompt 3: Competitor Analysis Matrix

PROMPT 3

Competitor Analysis Matrix

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Analyze the top 5–7 competitors in [INDUSTRY] targeting [CUSTOMER SEGMENT]. For each: company name, estimated revenue or funding stage, core value proposition, pricing model, top strength, top weakness, and the gap they leave open. Present as a structured analysis. End with the white space where no competitor currently plays.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

"The gap they leave open" and "white space where no competitor currently plays" are the two most important phrases. This forces competitive analysis toward differentiation strategy rather than just description. The structured format makes it easy to turn directly into a pitch deck slide.

WHAT GOOD OUTPUT LOOKS LIKE

- Named competitors with specific positioning language (not just industry labels)
- A clearly identified white space that maps to what your business does — if it doesn't, refine your positioning
- At least one competitor weakness that your business directly addresses

PUSH-BACK FOLLOW-UP PROMPT

"Now add three competitors I probably haven't heard of — smaller players, regional operators, or adjacent-category companies solving the same problem a different way."

HOW TO CUSTOMIZE

After running this prompt, paste the results into your business plan document. The white space section almost always becomes your positioning statement with minor editing.

Chains to ' Prompt 4: Business Model Canvas

PROMPT 4

Business Model Canvas

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Create a Business Model Canvas for [BUSINESS]. Cover all 9 blocks: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. For Value Propositions: be specific about the quantified benefit. For Revenue Streams: include pricing model and unit economics.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

The BMC is a standard framework investors recognize immediately. Specifying "quantified benefit" in the Value Proposition block forces the AI to avoid vague language like "saves time" and produce something like "reduces sourcing time by 60% for buyers processing 200+ SKUs." That specificity is what separates fundable from unfundable.

WHAT GOOD OUTPUT LOOKS LIKE

- A Value Proposition with at least one quantified metric (time saved, cost reduced, revenue increased)
- Revenue Streams that include a pricing model — not just 'subscription' but '\$X/month per user at Y margin'
- A Cost Structure that identifies your biggest variable cost and your path to margin improvement

PUSH-BACK FOLLOW-UP PROMPT

"The Value Proposition is still vague. Give me 3 alternative versions: one emotional, one economic, one social/impact-focused. I'll choose the one that best fits my audience."

HOW TO CUSTOMIZE

For impact businesses, add: "For the Value Proposition block, also include the impact value — what social or environmental outcome does the customer participate in by using this product?" This creates your dual-value narrative.

Chains to ' Prompt 5: Financial Projections

PROMPT 5

Financial Projections (3-Year)

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Build a 3-year financial projection for [BUSINESS] with these inputs: [YOUR KEY ASSUMPTIONS]. Show Year 1 monthly, Years 2–3 quarterly. Include: revenue by stream, COGS, gross margin, operating expenses by category, EBITDA, net income, and ending cash position. Flag your 3 most aggressive assumptions with a sensitivity note.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

Asking the AI to flag its own aggressive assumptions is the most important instruction. Investors will find them anyway — having them already identified signals founder sophistication. It also forces the AI to be honest about where the model is weakest, which helps you stress-test before you're in a room with capital.

WHAT GOOD OUTPUT LOOKS LIKE

- Monthly Year 1 projections with a clear revenue driver (not just a top-line number, but the unit × price × conversion logic)
- Gross margin percentage that's defensible for your industry — the AI should note if your margin is above or below sector average
- Three labeled assumptions marked as aggressive, with a downside scenario for each

PUSH-BACK FOLLOW-UP PROMPT

"Run the pessimistic scenario: cut revenue assumptions by 40% for the first year and extend customer acquisition by 3 months. What does the cash position look like at month 18?"

HOW TO CUSTOMIZE

Paste in your actual pricing, your estimated cost per acquisition, and your anticipated monthly burn before running this prompt. Real inputs produce projections you can actually defend. Fabricated inputs produce fiction.

Chains to ' Prompt 6: Impact Thesis & Measurement Framework

PROMPT 6

Impact Thesis & Measurement Framework

COPY THIS PROMPT

Develop an impact thesis for [BUSINESS]. Include: the core problem being solved, the population affected, the primary impact metric (measurable, specific), 2–3 secondary impact metrics, the measurement methodology (how will you track this?), and the correlation between impact outcomes and business revenue. Frame this for an impact investor audience.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

"The correlation between impact outcomes and business revenue" is where most founders fail. Impact investors need to see that doing more good drives more revenue — not that impact and revenue are parallel but separate tracks. This prompt forces you to articulate the alignment explicitly.

WHAT GOOD OUTPUT LOOKS LIKE

- A primary impact metric that is measurable at the unit level — e.g., per customer, per transaction, per cohort
- A clear methodology section that names the data source, collection method, and reporting frequency
- An explicit statement of how impact scales with revenue — the business model and the impact model moving together

PUSH-BACK FOLLOW-UP PROMPT

"Stress-test the impact thesis: what happens to the impact metrics if the company is acquired by a traditional investor in Year 4 who deprioritizes the mission? What governance structures would protect the thesis?"

HOW TO CUSTOMIZE

Use IRIS+ (Global Impact Investing Network) metric codes if you want to align with institutional standards. Tell the AI: "Reference relevant IRIS+ metrics where applicable" and it will cross-reference its output with that taxonomy.

Chains to ' Prompt 7: Pricing Strategy

PROMPT 7

Pricing Strategy

COPY THIS PROMPT

Design a pricing strategy for [BUSINESS]. Include: competitive positioning (premium/parity/penetration), a value-based pricing analysis for the primary customer persona, three pricing tiers with specific price points, rationale for each tier, and a willingness-to-pay framework based on the customer research above. Flag pricing risks.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

Three tiers is not arbitrary — it's a proven anchoring structure. The middle tier becomes the reference point that makes the top tier look reasonable and the bottom tier look like a bargain. Building it explicitly rather than guessing forces you to think through the psychology of pricing before you're live.

WHAT GOOD OUTPUT LOOKS LIKE

- Specific dollar amounts for each tier — not ranges, but actual prices you could publish tomorrow
- A willingness-to-pay range per customer persona tied to the outcome they receive
- At least two named pricing risks (commoditization, enterprise buyer procurement cycles, etc.)

PUSH-BACK FOLLOW-UP PROMPT

"Now make the case for pricing 30% higher than your middle tier recommendation. What would we need to deliver, signal, or guarantee to justify that price point?"

HOW TO CUSTOMIZE

If you're in B2B, add: "Include a note on procurement cycle length and whether annual vs. monthly billing materially affects conversion." Enterprise pricing strategy is completely different from consumer pricing and the AI needs the constraint to give relevant advice.

Chains to ' Prompt 8: Go-to-Market Plan

PROMPT 8

Go-to-Market Plan

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Create a 12-month go-to-market plan for [BUSINESS] targeting [PRIMARY SEGMENT]. Assume a total marketing budget of \$[AMOUNT] and a team of [SIZE]. Include: channel mix with rationale, month-by-month milestone timeline, budget allocation by channel and quarter, KPIs for each channel, and a decision framework for when to scale vs. pause a channel.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

Including budget and team size constraints is critical. Without them, the AI produces an ideal-world plan that assumes unlimited resources. Constrained inputs produce plans you can actually execute. The "scale vs. pause" decision framework ensures the plan has built-in accountability rather than just aspiration.

WHAT GOOD OUTPUT LOOKS LIKE

- A channel mix with at least one low-cost organic channel alongside any paid strategy
- Month-by-month milestones with specific numbers — not 'build brand awareness' but '500 email subscribers by Month 3'
- A clear decision rule for each channel: e.g., 'If CAC exceeds \$X after 60 days, pause and reassess'

PUSH-BACK FOLLOW-UP PROMPT

"Now give me the version of this plan where we have \$0 for paid acquisition for the first 6 months. What changes? What stays? What's the organic-first sequence?"

HOW TO CUSTOMIZE

For a \$5/day ad budget (which proves the model for your students), specify that constraint explicitly. The AI will build a content-first, community-first strategy that's actually more durable than a paid-heavy approach.

Chains to ' Prompt 9: Pitch Deck Outline

PROMPT 9

Pitch Deck Outline

COPY THIS PROMPT

Write the content for an 11-slide investor pitch deck for [BUSINESS]. Use this structure: (1) Cover, (2) Problem, (3) Solution, (4) Market Size, (5) Impact Thesis, (6) Business Model, (7) Traction, (8) Team, (9) Financials Summary, (10) Use of Funds, (11) Vision. For each slide: headline, 3 supporting bullets, and the single most important thing to communicate.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

The "single most important thing" instruction is the most valuable part of this prompt. Founders routinely put 8 things on a slide hoping one lands. Impact investors need to leave each slide with one clear thought. Building that discipline into the AI output from the start saves hours of editing.

WHAT GOOD OUTPUT LOOKS LIKE

- A Problem slide that names a specific villain — a status quo that harms real people — not an abstract market gap
- An Impact Thesis slide (this is what separates your deck from every other founder in the room)
- A Use of Funds slide with percentages allocated by function — not just 'product development and marketing'

PUSH-BACK FOLLOW-UP PROMPT

"Make the Problem slide feel urgent. Read it back to me as if it's the opening line of a documentary. Then rewrite it so a non-expert immediately understands why this problem matters and why it matters now."

HOW TO CUSTOMIZE

Add your prior outputs as context before running this prompt: paste in the market research, persona summary, and financial projection highlights. The AI will build a cohesive deck where every slide cites the same foundational numbers rather than inventing new ones.

Chains to ' Prompt 10: Investor FAQ

PROMPT 10

Investor FAQ

COPY THIS PROMPT

Generate the 20 most likely questions an impact investor will ask about [BUSINESS] after seeing the pitch deck above. For each question: write the question exactly as an investor would phrase it, the

suggested answer (2–4 sentences), the data point or proof point that makes the answer credible, and the follow-up question the investor is likely to ask next if the answer is weak.

Note: Full extended prompt with all variables in companion digital file.

WHY IT'S BUILT THIS WAY

The "follow-up question if the answer is weak" is what separates preparation from performance. Most founders prep answers. The best founders prep for the follow-ups. This prompt builds that second layer of readiness before you're in the room.

WHAT GOOD OUTPUT LOOKS LIKE

- Questions that feel adversarial — not softballs, but the questions you hope they don't ask
- Suggested answers that are specific and confident, not hedged to the point of meaninglessness
- At least 5 follow-up questions that expose the weakest parts of your current narrative

PUSH-BACK FOLLOW-UP PROMPT

"Now write the 5 questions that would most likely cause a sophisticated investor to pass on this deal. Don't soften them. Then write the best possible answer to each."

HOW TO CUSTOMIZE

Run this prompt twice: once for an institutional impact investor, once for a high-net-worth individual angel. The questions will be materially different. Preparing both sets ensures you can handle any room.

Chains to ' Your investor meeting — you're ready.

WHAT YOU JUST BUILT

The Full Picture

Run all 10 prompts and you have the raw material for an investor-grade business plan. Here's a summary of what each prompt produces and what it would cost to hire someone to produce the equivalent.

PROMPT	WHAT IT PRODUCES	CONSULTING EQUIVALENT
1. Market Research		\$8,000–\$25,000

	TAM/SAM/SOM, competitive landscape, trend analysis	
2. Customer Personas	3 detailed buyer profiles with psychographics and objections	\$3,000–\$8,000
3. Competitor Matrix	Structured competitive analysis + white space identification	\$5,000–\$12,000
4. Business Model Canvas	All 9 BMC blocks with quantified value proposition	\$3,000–\$7,000
5. Financial Projections	3-year model with sensitivity analysis	\$8,000–\$20,000
6. Impact Thesis	IRIS+-aligned impact metrics + revenue correlation	\$5,000–\$15,000
7. Pricing Strategy	3-tier pricing with willingness-to-pay framework	\$4,000–\$10,000
8. Go-to-Market Plan	12-month channel plan with KPIs and decision rules	\$5,000–\$12,000
9. Pitch Deck Outline	11-slide structure with impact thesis slide	\$5,000–\$8,000
10. Investor FAQ	20 hardball questions with prepared answers + follow-ups	\$3,000–\$4,000
Total Value	Complete investor-ready business foundation	\$49,000–\$121,000

The prompts do the analytical scaffolding. You provide the founder insight, the real numbers, and the judgment. That division of labor is what makes this era different.

How to Chain These Together

These prompts are designed as a sequence. Each output becomes context for the next. Here's the weekend workflow used by founders in the Ivystone community:

Friday Evening (2–3 hours)

Prompts 1–3: Market Research, Customer Personas, Competitor Matrix

By the end of Friday night you understand the market, the customer, and the competition. Copy the outputs into a single working document.

Saturday (3–4 hours)

Prompts 4–6: Business Model Canvas, Financial Projections, Impact Thesis

Saturday is strategy day. The BMC clarifies how the business works. The financials stress-test whether it's viable. The impact thesis defines why it matters. Paste your Friday outputs as context before each prompt.

Sunday (3–4 hours)

Prompts 7–10: Pricing, Go-to-Market, Pitch Deck, Investor FAQ

Sunday is investor-readiness day. By Sunday evening you have a pricing model, a channel plan, a pitch deck outline, and a list of the 20 hardest questions you'll face—with answers already drafted.

Monday Morning

You have a fundable foundation. Not a finished business plan—you still need to edit, refine, and pressure-test with real advisors. But you have the raw material that would have taken a consulting firm six weeks to produce.

AI doesn't replace the founder. It replaces the blank page. You still have to supply the vision, the relationships, and the will to execute.

These 10 prompts cover the investor-readiness essentials. But running a business requires more than a pitch — hiring, operations, board decks, fundraising follow-ups, partnership outreach, content strategy, customer research, legal prep. Each of those workflows has its own prompt architecture. We'll show you where to find all 50+ at the end of this guide.

THE NO-BRAINER GUARANTEE

Run these 10 prompts over one weekend. If they don't save you at least 10 hours compared to doing this work manually — email us and we'll refund every penny. You keep the prompts. No questions, no hassle.

YOU ARE HERE: AI-EQUIPPED

You have the 10 core prompts. Now run your entire business with AI.

Remember what I said earlier — investor readiness is just the beginning. Hiring, operations, board decks, fundraising follow-ups, partnership outreach, content strategy, customer research, legal prep. Each workflow has its own prompt architecture.

The AI War Chest is 50+ prompts that run your entire back office — organized by business workflow stage, from pre-revenue through Series A.

What's inside:

- 50+ prompts covering every founder workflow (\$500 consulting value)
- Industry-specific variants — SaaS, e-commerce, real estate, healthcare, climate (\$197 value)
- Stage-specific variants — pre-seed through Series A (\$97 value)

Total value: \$794. Your investment: \$17.

The No-Brainer Guarantee: Pick any 5 prompts from the War Chest. Run them. If they don't save you at least 10 hours, email us for a full refund. You keep every prompt.

Unlock the Full War Chest — \$17

devendavis.com/buy/ai-prompt-library

Share this pack with a founder who's stuck on the blank page.



Disclaimer

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AI-generated outputs are first-draft thinking tools, not finished work product. All financial projections, market estimates, and business assumptions produced using these prompts must be independently verified before being presented to investors, lenders, partners, or any other third party.

The consulting cost equivalents cited are estimates based on industry ranges for similar deliverables and are provided for illustrative purposes only. Actual costs vary significantly by firm, geography, scope, and engagement terms.

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