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THE COMPLETE AI PROMPT LIBRARY

THE AI WAR CHEST

50+ prompts that run your entire back office — from market research to board decks — for less than lunch.

50+

BATTLE-TESTED PROMPTS

8

WORKFLOW STAGES

\$5K+

CONSULTANT VALUE

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INTRODUCTION

Your \$5,000 Consultant — On Demand

A startup advisor charges \$5,000 to do what these prompts do in 20 minutes. Market research. Competitive analysis. Financial projections. Investor decks. Board meeting prep. Customer discovery frameworks.

Here's what doing it without them looks like. You spend 4 hours Googling your TAM and still aren't sure you got the methodology right. You spend a weekend building a competitive landscape from scratch. You pay a freelancer \$800 for a financial model that doesn't match your business type. You write investor emails that sound like every other cold pitch in their inbox. Multiply that across 8 workflow stages and you're looking at 100+ hours and \$3,000-\$5,000 — before you've built anything.

I'm not saying AI replaces human judgment. I'm saying it replaces the grunt work that eats 80% of a consultant's billable hours. The analysis. The formatting. The first draft. The framework selection.

These 50+ prompts are organized by business workflow stage — from ideation to board-level reporting. Each one has been used on real startups through Ivystone Capital. Each one produces output you can use immediately — structured, investor-ready deliverables, not generic AI output.

"AI is the great equalizer. The tool that lets ONE person create value that used to require a team."

GETTING STARTED

How to Use This Library

- Find your stage. Prompts are organized by where you are in your business journey.
- Copy the prompt exactly. These are engineered. Changing wording changes output quality.
- Fill in the [BRACKETS]. Replace bracketed text with your specific information.
- Use the expected output example to know what “good” looks like before you start.
- Works with any AI: ChatGPT, Claude, Gemini, or any major LLM. Prompts are model-agnostic.

The 10X Guarantee:

If these prompts don't save you at least \$170 in consultant fees or 20+ hours of work, we'll refund every cent. You keep everything.

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STAGE ONE

Market Research & Validation

7 prompts that replace weeks of market research with hours of structured analysis.

STAGE 1

Market Research & Validation

PROMPT 1: TAM/SAM/SOM CALCULATOR

Act as a market research analyst. Calculate the Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) for [YOUR PRODUCT/SERVICE] targeting [YOUR TARGET CUSTOMER] in [YOUR GEOGRAPHY]. Use a bottom-up methodology. Cite your reasoning for each assumption. Format as an investor-ready slide with sources.

PROMPT 2: COMPETITIVE LANDSCAPE MAPPER

Analyze the competitive landscape for [YOUR INDUSTRY/NICHE]. Identify the top 10 competitors. For each, provide: name, founding year, funding raised, revenue estimate, key differentiator, primary weakness, and target customer. Then create a 2x2 positioning matrix with axes of [AXIS 1] and [AXIS 2]. Show where each competitor sits and identify the whitespace.

PROMPT 3: CUSTOMER PAIN POINT EXCAVATOR

Act as a customer research consultant. For [YOUR TARGET CUSTOMER], identify the top 10 pain points related to [YOUR PROBLEM SPACE]. For each pain point: rate severity (1-10), frequency (daily/weekly/monthly), current workaround, cost of the workaround, and emotional impact. Rank them by "urgency × willingness to pay."

PROMPT 4: TREND ANALYSIS ENGINE

Analyze 5 macro trends affecting [YOUR INDUSTRY] over the next 3-5 years. For each trend: describe the shift, quantify the impact with data, identify the winners and losers, and explain specifically how [YOUR COMPANY] is positioned to benefit. Format as an investor memo.

PROMPT 5: ICP (IDEAL CUSTOMER PROFILE) BUILDER

Create a detailed Ideal Customer Profile for [YOUR PRODUCT]. Include: demographics, psychographics, buying behavior, decision-making process, budget range, pain triggers, preferred channels, objections to purchase, and the exact moment they realize they need a solution. Write it as a 1-page document I can share with my sales team.

PROMPT 6: MARKET SIZING VALIDATOR

I claim my market is worth \$[AMOUNT]. Challenge this number. Use three different methodologies (top-down, bottom-up, and value-theory) to either validate or refute this claim. Show your math. Be brutally honest. If my number is wrong, give me the right one with sources.

PROMPT 7: INTERVIEW QUESTION GENERATOR

Generate 15 customer discovery interview questions for [YOUR TARGET CUSTOMER] about [YOUR PROBLEM SPACE]. Follow Mom Test principles: no leading questions, no hypotheticals, focus on past behavior and real spending. Organize into: opening (rapport), core (pain discovery), and closing (commitment test).

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STAGE TWO

Strategy & Business Planning

7 prompts that turn scattered thinking into investor-ready strategy documents.

STAGE 2

Strategy & Business Planning

PROMPT 8: ONE-PAGE BUSINESS PLAN

Create a one-page business plan for [YOUR COMPANY] that covers: problem, solution, target market, revenue model, key metrics, competitive advantage, team, funding needs, and 12-month milestones. Format it so it fits on a single page and could be handed to an investor in an elevator.

PROMPT 9: GO-TO-MARKET STRATEGY

Design a go-to-market strategy for [YOUR PRODUCT] launching in [TIMELINE]. Include: target segments (prioritized), channels (ranked by CAC efficiency), messaging framework, launch timeline, first 100 customer acquisition plan, and success metrics for months 1, 3, and 6.

PROMPT 10: PRICING STRATEGY ARCHITECT

Design a pricing strategy for [YOUR PRODUCT]. Analyze 3 pricing models (per-user, usage-based, and tiered) for my market. For each: show expected revenue per customer, projected conversion rates, and competitive positioning. Recommend the optimal model with reasoning. Include a pricing page mockup.

PROMPT 11: MOAT BUILDER

Analyze [YOUR COMPANY]'s defensibility. Score each of Buffett's 5 moat types (network effects, switching costs, brand, cost advantage, intellectual property) from 1-10 for my business. Identify the weakest moat and provide 3 specific actions to strengthen it within 6 months.

PROMPT 12: RISK REGISTER

Create a risk register for [YOUR COMPANY]. Identify 10 risks across categories: market, technology, team, financial, regulatory, and competitive. For each: probability (high/medium/low), impact (high/medium/low), mitigation strategy, and owner. Format as a table an investor would expect in a due diligence data room.

PROMPT 13: UNIT ECONOMICS CALCULATOR

Calculate the unit economics for [YOUR BUSINESS MODEL]. Include: Customer Acquisition Cost (CAC), Lifetime Value (LTV), LTV:CAC ratio, payback period, gross margin, and contribution margin. Use these assumptions: [LIST YOUR ASSUMPTIONS]. Flag any assumptions that are unrealistic.

PROMPT 14: OKR FRAMEWORK

Create quarterly OKRs for [YOUR COMPANY] for the next quarter. Include 3 objectives with 3-4 key results each. Each key result must be measurable, time-bound, and ambitious-but-achievable. Align them to: revenue growth, product development, and team/operations.

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STAGES THREE THROUGH EIGHT

The Full Arsenal

36 more prompts covering fundraising, operations, marketing, finance, investor relations, and board management.

STAGES 3-8

Remaining Prompt Categories

STAGE 3

Fundraising & Investor Relations (7 prompts)

Investor email outreach, pitch deck narrative, data room checklist, term sheet analyzer, investor update template, cap table scenario modeler, and due diligence Q&A prep.

STAGE 4

Product Development & Design (6 prompts)

PRD (Product Requirements Document) generator, user story writer, feature prioritization matrix, sprint planning assistant, UX research synthesizer, and product roadmap builder.

STAGE 5

Marketing & Growth (7 prompts)

Content calendar creator, email sequence writer, social media strategy, landing page copy, SEO keyword strategy, ad copy generator, and referral program designer.

STAGE 6

Sales & Customer Success (5 prompts)

Sales playbook builder, objection handler, proposal template, customer success playbook, and churn analysis framework.

STAGE 7

Finance & Operations (5 prompts)

Financial model builder, cash flow projector, hiring plan creator, operations manual generator, and vendor evaluation framework.

STAGE 8

Board & Governance (6 prompts)

Board deck template, meeting agenda builder, investor update writer, advisory board recruiter, governance framework, and annual report generator.

Full prompts for Stages 3–8

Full prompts for Stages 3–8 are included in the downloadable library. Each prompt follows the same format: exact prompt text, expected output description, and tips for getting the best results.

These prompts handle the deliverables. But deliverables don't raise money by themselves. You still need to know which investors to target, how to sequence your outreach, when to follow up, and what goes in the data room. That's the system behind the prompts — and it's what separates founders who build decks from founders who close rounds.

NEXT STEP

Your Entire Back Office — Automated

These prompts don't just save time. They raise the floor of what a solo founder or small team can produce. What used to take a team of consultants now takes one founder with the right prompts.

Included with Your Purchase: The Implementation Sprint Video (60 min)

Watch Deven walk through 5 prompts on a real business — market research through financial model — start to finish. See exactly how to chain prompts together for maximum output quality. Delivered separately via email after purchase.

Quarterly Prompt Updates

AI tools evolve fast. When new models launch, prompt best practices shift. You'll get updated prompts automatically as the landscape changes — new formats, new capabilities, new techniques. No extra charge.

You Are Here: AI-Equipped

You've got the prompts. You can generate market research, financial models, pitch narratives, board decks, and investor updates in minutes instead of weeks.

But prompts create deliverables. They don't create a fundraising strategy. They don't tell you which investors to target, how to build a data room that survives due diligence, or how to structure follow-up sequences that keep you top of mind. That's the operating system — the complete 10-week build that turns deliverables into a funded company.

\$297 — Becoming Investable: The Operating System

The complete 10-week system that turns invisible founders into the ones investors call back. Deck, data room, financial model, outreach strategy, follow-up sequences — all built and ready.

- Full fundraising system (\$3,000+ if hired out)
- Data room framework (\$500 value)

- Investor outreach playbook (\$300 value)
- 10 weeks of implementation (\$2,000+ coaching equivalent)

Total value: \$5,800+. Your investment: \$297.

The 10X Guarantee: If this system doesn't save you at least \$2,970 in consultant fees or 100+ hours of work, we'll refund every cent. Keep everything.

[Learn About Becoming Investable 'devendavis.com/products/becoming-investable](https://devendavis.com/products/becoming-investable)

Also available separately: The Pitch Vault (\$17, 30+ deck templates) and The Model Factory (\$17, 15-20 financial models) at devendavis.com.

About the Author

Deven Davis is the Co-Founder of Ivystone Capital, an impact venture fund that bridges institutional capital and grassroots innovation. He's built \$500M+ in startup growth revenue, cultivated 400+ family office relationships, and used AI to compress what used to take teams of consultants into tools any founder can use.

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“Every seed, every river, every living thing expands toward its full expression. You are not an exception to that law.”

— Wallace D. Wattles

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