



DT FELLOWSHIP  
SIMULATION  
ASSIGNMENT





# **Prompt-Driven Growth Diagnosis for a Food Delivery Startup**



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## SIMULATED FOUNDER INTERVIEW TRANSCRIPT

Business Type: Food Delivery Startup | Founder: Rubhashree We started with a lot of energy – local restaurants loved partnering with us because we were quick, affordable, and personal. Orders shot up fast in the first 6 months. But now... growth has stalled. I feel like we're just running in circles.

I'm managing vendor calls, last-minute delivery issues, refund complaints – sometimes all before 10 a.m. I've hired a few people, but I end up double-checking everything. I know it's not scalable, but one bad review or late order and the restaurant pulls out. That pressure makes it hard to let go.

Everyone says I need to 'build a team' – but honestly, I don't know how to build trust when the stakes feel so high. Plus, we've tried campaigns and discount offers recently, but they didn't really boost repeat orders. Maybe the market is saturated, or maybe people just stick to the big names.

I know I need to think like a founder, not a dispatcher – but constantly fixing broken processes.

Some days I wonder if I'm the reason things aren't moving. But also... who else is going to push this forward the way I will?

# DT GROWTH CONSULTANT SIMULATION

## - RUBHASHREE

Simulated Business: Food Delivery Startup

### PART 1: SIMULATED FOUNDER

#### INTERVIEW

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## **Part 2: Bottleneck Diagnosis Using AI Prompts**

**Prompt 1: Mindset & Leadership Prompt:** Based on this transcript, what beliefs or fears are holding Rubhashree back from delegating control in her food delivery business? Simulate how her thinking might shift if she let go of operational micromanagement.

What this uncovers: Fear of mistakes, personal attachment to quality, identity tied to being the fixer.

Cialdini Principle: Consistency - She wants to stay aligned with her identity as the one who ensures quality and reliability.

Negative Prompt: Avoid labeling her as controlling. Focus only on the emotional and situational cues from the transcript.

Layer: Founder's Mental Model

**Prompt 2: Organizational/Systemic Issues Prompt:** What team or process inefficiencies might be causing daily firefighting in Rubhashree's business? Simulate what would change if there was a clear ownership structure for vendors, delivery, and support.

What this uncovers: Unclear role definitions, reactive workflows, missing accountability.

Cialdini Principle: Authority - Clear systems give confidence; unclear ones create doubt and chaos.

Negative Prompt: Avoid proposing complex org charts. Stay grounded in small-team realities.

Layer: Talent/Process Capability

**Prompt 3: Customer & Market Strategy Prompt:** Given low repeat orders despite discounts, what might be misaligned between Rubhashree's offers and what customers

really value? Simulate what a customer feedback loop could reveal.

What this uncovers: GTM strategy mismatch, customer loyalty blind spots, lack of emotional hook.

Cialdini Principle: Social Proof – Real customer voice often reveals gaps founders overlook.

Negative Prompt: Avoid general advice like 'do surveys.' Stay rooted in the real customer tension described.

Layer: Customer Strategy / Market Fit

### **Part 3: Strategic Summary**

Working through this simulation showed me that growth bottlenecks aren't always about resources – they're often rooted in the founder's own mindset and emotional wiring. As the founder of a food delivery business, I saw how my fear of letting go, my need to protect quality, and my constant firefighting were actually blocking scale.

AI didn't just give me answers – it helped me reflect. By designing prompts around mindset, systems, and strategy, I could see the invisible patterns behind my day-to-day chaos.

The one principle I'll carry forward: 'Systems create space for strategy.' Until I clear the noise, I can't think like a founder.

As a Growth Consultant, I now understand that I must shift between three roles –  
The Analyst who spots patterns   The Coach who challenges limiting beliefs   The  
Operator who simplifies execution

This isn't just about scaling food deliveries. It's about building trust, rhythm, and long-term clarity. And if I can build that for my own business, I can help other MSMEs do the same – one system at a time.

**From Chaos to Clarity: Prompt-Driven Growth Diagnosis for a Food Delivery Startup**