**🏷️ 1. Funding**

**Purpose:** To cover startup funding rounds, investors, and related developments.

**Key Questions:**

* What is the amount raised in this funding round?
* Which funding round is this (Seed, Series A, B, etc.)?
* Who are the investors (VCs, angels, firms)?
* Is it equity or debt-based funding?
* What is the startup's current valuation post-funding?
* How will the funds be used (team expansion, R&D, marketing, etc.)?
* Was the round oversubscribed or under the expected size?
* Who led the funding round?
* Any participation from international investors?
* How does this funding fit into your long-term strategy?
* Was it raised stealthily or publicly announced?
* Any strategic investors (beyond capital)?
* How long did it take to close the round?

**Optional Add-ons:**

* Who advised or facilitated the deal (law firms, advisors)?
* Previous funding history and key milestones achieved since.
* Any insights on investor-founders dynamics?

**💰 2. Finance**

**Purpose:** To dive into startup revenue models, monetization, financial health, and performance.

**Key Questions:**

* What are your primary revenue streams?
* What is your current monthly/annual recurring revenue (MRR/ARR)?
* Have you achieved profitability or are you still burning cash?
* What are your biggest operational costs?
* How do you manage cash flow in volatile conditions?
* Do you have a financial roadmap or forecast for the next 12 months?
* Any recent cost-cutting or profitability optimization efforts?
* How has your unit economics changed over time?
* Are you EBITDA positive?
* What’s your customer acquisition cost (CAC) and lifetime value (LTV)?
* How has the funding impacted your runway?
* What financial challenges are you currently facing?

**Optional Add-ons:**

* Metrics like gross margin, churn rate, burn rate.
* Use of fintech tools or ERP for finance management.
* Investor reporting rhythm and transparency.

**📈 3. Market Trends**

**Purpose:** To highlight shifts in industry, competition, user behavior, and tech adoption.

**Key Questions:**

* What recent market trends are influencing your startup the most?
* Are you noticing any shift in customer behavior or demand?
* How are you leveraging AI/web3/sustainability/new tech trends?
* Which sectors or sub-industries are heating up or cooling down?
* What are your thoughts on competitor moves or pivots?
* How do you stay ahead of emerging trends?
* Are regulatory changes affecting your business or market?
* Are international markets influencing domestic strategies?
* What do you predict for the next 6–12 months in your industry?

**Optional Add-ons:**

* Data-driven insights or internal market research findings.
* Ecosystem collaborations or policy advocacy.

**👤 4. Founder Story**

**Purpose:** To bring out human-interest elements, struggles, inspirations, and the origin story.

**Key Questions:**

* What inspired you to start this venture?
* What problem are you solving, and why does it matter to you?
* What was your professional background before this?
* How did you meet your co-founders?
* What was the "aha" moment for your startup idea?
* What were the biggest challenges you faced in the early days?
* How did you secure your first 100 users/customers?
* What habits or mindset practices keep you going?
* What does a typical day look like for you?
* Have you experienced failure before — what did you learn?
* Who are your mentors or inspirations?

**Optional Add-ons:**

* Personal sacrifices made.
* Family or community role in your journey.
* Advice for first-time founders.

**🔍 5. In-Depth / Explainers / Analysis**

**Purpose:** Deep dives into business models, operational decisions, tech stacks, or product strategies.

**Key Questions:**

* How does your core product/service work technically?
* What’s unique about your business model?
* Can you explain your go-to-market (GTM) strategy?
* What tools or platforms power your tech infrastructure?
* How do you handle customer onboarding and retention?
* What is your hiring philosophy and team-building approach?
* How does your product roadmap evolve?
* What challenges did you overcome in scaling operations?
* How do you handle competition in a crowded market?
* What role does data or user feedback play in decision-making?

**Optional Add-ons:**

* Screenshots/diagrams of product journey or workflow.
* Strategic pivots or lessons from product-market fit experiments.

**📰 6. News**

**Purpose:** To capture breaking news, quick updates, and timely announcements.

**Key Questions:**

* What’s the key announcement or update today?
* Why is it relevant or timely now?
* Any immediate next steps after this announcement?
* Who is impacted or involved in this development?
* Is there a quote or reaction from the leadership?
* How does this update tie into the broader strategy?
* Is there a public link, press release, or document available?

**Optional Add-ons:**

* Short statement for a press quote.
* Embedded media or product screenshots (if any).
* Stakeholder/investor/customer reactions (if public).

**🧩 Bonus: Other Situational Angles**

* **Acquisitions:** Who’s acquiring whom? Deal value? Strategic reasons?
* **Layoffs or Restructuring:** Why, how many, future plans, employee support?
* **Product Launches:** What’s launching, what’s new, who’s it for?
* **Partnerships:** Who are you teaming up with, and what’s the synergy?
* **IPO Planning or Exit:** Timeline, underwriters, goals, investor exits?

Would you like a **form template** or a tool to collect this info from startup founders or teams? I can format this into a Google Form/Typeform-style Q&A as well.

Perfect! Here's a **universal prompt** you can place at the **end of your intake form or question list** to generate a well-structured, engaging article based on the user's answers:

**📝 Final Prompt to Generate Article:**

"Using the information provided above, write a well-structured, engaging article under the category of [insert category: Funding / Finance / Market Trends / Founder Story / In-Depth / Daily News].  
Ensure the tone matches [insert tone: journalistic, analytical, conversational, inspiring, etc.], and cover all the important aspects including key facts, quotes, and context. Start with a compelling introduction or hook, and conclude with relevant insights, implications, or future outlook & Give me hooked tittle & summary of 2 lines as well.  
Keep it between [insert word count: 500-800 / 800-1200 words] and make sure it's informative, fact-checked, and ready for publication."

**✨ Optional Add-ons (You can toggle in your form):**

* “Include bullet points or key takeaways at the end.”
* “Add a summary paragraph at the beginning.”
* “Make it SEO-friendly with keywords like [insert keywords].”
* “Write in a first-person/third-person narrative depending on context.”

Would you like this prompt optimized for a CMS backend, Airtable form, Notion doc, or anything else?