

Content Co-Creator Agents

I WHY

To support early-stage founders in creating high-quality startup artifacts through AI-powered content co-creator bots. These bots offer guided, step-by-step support to help users generate, iterate, and reuse structured content aligned with the Foundry startup journey roadmap.

II WHAT

0. [Visual Mockup of Artifacts on Lovable](#)

The AI helps founders turn their ideas into structured, investor-ready materials by guiding them through a Socratic-style conversation and supplementing with web research. It outputs written content and slides designed for pitching, communicating, and refining their venture.

II.I Information Collection

- The AI gathers inputs from three sources:
 - **User Profile:**
 - Venture type (e.g., SaaS, hardware, service)
 - Industry context
 - Team size or founder background
 - Business Idea
 - Country
 - Other Artifacts
 - Conversations/simulations within Foundry
 - Context where user is currently in portal 
 - **User conversation:** One question at a time, based on a structured script defined by the Foundry team
 - **Web search:** Used to supplement missing data (e.g., market size, competitor benchmarks)
- Each section targets a specific topic (e.g., user persona, pricing model, go-to-market).
- As the user responds, the AI:
 - Records and organizes the input
 - Asks follow-up questions to clarify or deepen responses
 - Conducts web searches where needed to support or enrich the output
- **Q: What is persistent vs overwritten**
- **Foundational artifacts:** The first artifact in each module is foundational and needs to be completed in order to move on to the other artifacts within a module.

II.II Output Generation

Once enough information is collected, the AI generates clear, structured content in natural language. Each of these is formatted as a standalone artifact.

II.III Storage and Retrieval

- Memory & Artifact Management
 - Each artifact is saved in the user profile, where it can be viewed and edited.
 - The full conversation history and all generated outputs are also stored in the platform database for persistent access and analysis.

- Drafting & Finalization allows users to: Save drafts, mark as complete, replace or version artifacts - Prompt when changes affect downstream steps
- Storage & Reuse: Store all user-created artifacts (draft and final) - Make artifacts reusable across bots - Let users review, edit, and reuse existing inputs
- Incomplete Artifacts: Identify and label incomplete artifacts - Prompt users to resume or revise before reuse - Optionally archive stale drafts (after X days)
- Multi-Venture Support
 - Support multiple venture contexts per user - Prompt user to select venture on return - Tag artifacts by venture ID
 - Bot Interoperability & Flow
 - Enable one bot to invoke others to gather missing context - Ensure handoff data is stored and reused automatically
- Persistent storage of ideas / pivots to ensure access after further changes

II.IV Slide Deck Creation

- The system automatically generates a (PowerPoint or Gamma API) slide deck from the saved artifacts (one slide per artifact).
- The slide deck is:
 - Editable by the user
 - Downloadable for pitch or review
 - Saved in the user profile (web portal and data base) for easy access
- Ideas: Create a deck with one-click based on Artifact, Gemini API (Gamma API?), template from Foundry

II.V Other ☕

- Trust, Guardrails & Ethics
 - Warn users about hallucination risks in complex tasks (e.g., market sizing) - Let bots flag vague/incomplete input for revision - Clearly communicate IP and privacy handling - Let users ask about how their data is used, with a friendly, human answer
- User Experience
 - Support pause/resume flows - Detect returning users and resume from last state - Allow upload of external content for review or augmentation - Avoid rigid gating; allow users to explore in any order
 - Once the Content Co-Creator Bot (e.g., for Customer Problem) is ready, we would deploy it in place of the current PDF download option (bot replaces the need for pdf download) in the existing roadmap experience.
- Measurement & Feedback
 - Track completion and reuse of artifacts - Capture drop-off points and user feedback - Use Alpha results to prioritize which bots to expand or retire
 - To use LLM as a judge to evaluate the output and suggest improvements – Need for expert level evaluation

III HOW (artifacts needed per module) ☕

1. Problem ☕

1.1 Problem Statement [foundational] ☕

1. AI asks the founder questions (and follow-ups → AI will NOT provide the problem statement right away!) ☕

→ s. Excel Sheet for Questions

2. Create Problem Statement Artifact ☕



1.2 Customer Personas

1. Caveat

Before we begin: Have you already talked to real users or potential customers?

Depending on answer follow-up

Talking to real users is not optional—it's essential.

Building a startup on assumptions is risky. Even the best ideas can miss the mark if they don't reflect real customer pain.

- If you've already conducted interviews: great—we'll use what you've learned.
- If not: don't worry. We'll start by creating a hypothetical persona as a first draft.

But remember: this is only a placeholder. You'll need to revise it as you gather real-world feedback. This persona is a tool to help you ask better questions and spot patterns as you talk to more users.

2. AI asks founder questions to help co-create first persona

Name (Create a memorable label)

- If you had to give this customer a nickname that captures who they are, what would it be? (e.g., "Marketing Mary", "Founder Frank")
- What makes this persona distinct or memorable?

Key Demographic Information

(For B2C)

- What is this customer's age range, gender, location, and income level?
- What do they do for a living?
- What stage of life are they in?

(For B2B)

- What is their job title and role within the organization?
- What industry are they in?
- What's their level of decision-making authority (e.g., budget owner, influencer, end user)?
- What kind of organization do they work for (size, type, geography)?

Key Behavioral Information

- How often do they perform the task you're solving for?
- Where and when do they typically use solutions related to this problem?
- What tools or processes are they currently using to get the job done?
- What do they do before, during, and after the task?

Key Functional Needs

- When completing this task, what do they need the solution to do well?
- What makes a solution feel "good enough" versus "great"?
- Are there features or outcomes they absolutely require?

Key Psychological Needs

- What emotional or identity-based needs are at play? (e.g., control, competence, recognition)
- How do they want to feel when using a solution? Empowered? Smart? Safe?
- Are they motivated by reputation, fear of failure, efficiency, status, or something else?

Existing Solutions Employed

- What products, tools, or services are they currently using to solve this problem?
- Are they using these solutions actively or reluctantly?
- Have they hacked together a workaround?

Perceived Shortcomings of Existing Solutions

- What frustrates them about the tools they're using today?
- Where do these solutions fall short?
- What do they wish was faster, easier, or better?

Constraints Encountered When Considering New Solutions

- What holds them back from trying something new?
- Are there budget, approval, security, training, or time constraints?
- Are they risk-averse or loyal to an existing vendor?

Quotes That Reflect Their Perspective

- Do you recall a line from a real user interview or message that really stuck with you?
- What quote would summarize their unmet needs or goals?
- What's something this persona might actually say about their problem or current tools?

3. Offer user to create another Customer Persona artifact (for a different persona - specifically important for marketplaces) ↗

Note: Think different personas, and decision making committees (@Courteney (Court) Kizer think through design in artifacts page)

4. Create Customer Persona artifact ↗



1.3 Interview Guide / Customer Discovery Questions ↗

1. AI asks the founder some clarifying questions ↗

- Define the Objective
 - What decision will this interview inform? (within needs)
 - What do you need to learn that you don't already know?
 - Who is the right person to give you this insight? (e.g., potential customer, expert, investor)
- Know the Audience
 - Who are you speaking with? What's their background?
 - What role do they play in decision-making (buyer, user, influencer)?

- What assumptions do you have about them that need to be tested?

2. AI uses the founder's answers to create a structured guide with questions - Create Artifact

- Warm-up: Build rapport (e.g., "Tell me about your role...")
- Core Questions: Deep dive into pain points, behaviors, and motivations
- Validation: Test reactions to concepts, prototypes, or pricing
- Wrap-Up: Ask what else they'd want to see or share

3. AI provides additional guidance to Founder

- "Be curious, not convincing — you're listening, not pitching"
- "Your first draft is a hypothesis"
- Remember the three golden rules:
 - a. Talk about your customer's life. Avoid talking about your idea.
 - b. Ask about specific past behaviors. Avoid hypotheticals. Instead of: "How often will you go to the gym next month?" Ask this way: "How often did you go to the gym over the past two weeks?"
 - c. Avoid leading questions. Example: "Wouldn't you agree that your current solution is too complex?"
- "Plan Logistics"
 - Interview format (Zoom, in-person, async)
 - Time required (usually 30–45 minutes)
 - Recording and note-taking setup (e.g., Otter, Notion, manual)
 - After 1–2 interviews, refine your questions based on what's working or unclear

4. Other notes to add to AI prompt

- Use Open-Ended, Non-Leading Questions
 - Focus on "how," "why," and "tell me about..." questions
 - Avoid yes/no questions unless validating something specific
 - Ask about specific past behaviors. Avoid hypotheticals.
 - Instead of: "How often will you go to the gym next month?" Ask this way: "How often did you go to the gym over the past two weeks?"
 - Avoid leading questions. Example: "Wouldn't you agree that your current solution is too complex?"

1.4 Customer Interview simulation

1.4.1: Customer Discovery Interview

1.4.2: Mouse trap Interview simulation (user tests existing solutions from competitors)

AI is fed persona and plays the customer role. Companion AI provides feedback on interview approach. Output from interview is identified unmet customer needs, in addition to providing interviewing practice, so the output should be fed to AI in step 1.5 for analysis. AI could invite changes to persona attributes so interview is repeated with different type of prospects. this will help user identify the right target customer segment.

1.5 Summarize insights from interview notes

1. AI asks founder to upload their interview transcripts or notes. 

2. AI structures the transcripts/notes in the following way and follow-up with founder if anything is missing 

Interview Summary Template 

Interviewee: [Name, Role, Company]

Date: [MM/DD/YYYY]

Interview Type: [e.g., User Discovery / Expert Insight / Investor Feedback]

Conducted by: [Founder Name or Team Member]

Key Takeaways 

- Pain Points:

- [E.g., “Struggles with onboarding new team members to their project management tool.”]

- Current Solutions:

- [E.g., “Uses Notion and Slack but feels overwhelmed by scattered info.”]

- Workarounds/Hacks:

- [E.g., “Created a personal template library to train new hires.”]

- Unmet Needs / Opportunities:

- [E.g., “Wants an AI assistant to summarize and assign tasks from Slack threads.”]

- Emotional Signals:

- [E.g., “Excitement when describing ‘automation’; frustration about ‘wasted hours.’”]

Quotes to Remember 

“If someone could just make sense of our Slack chaos, I’d pay for it tomorrow.”

“I’ve tried Airtable, Asana, ClickUp — they all break down after a few weeks.”

Implications / Next Steps 

- Prioritize solving [key pain point] in MVP
- Consider integrating with [tool they’re already using]
- Validate this pattern with [#] more users in [segment]

3. Create Artifact

4. Ask the user if they would like to go back and edit their persona based on the interview insights, and then send them to the artifacts page to edit persona directly. 

1.6 Market Sizing

1. AI asks the founder the below questions IF not available via user profile from previous artifacts (1.1-1.4).

These uncover the founder’s assumptions, target customer, pricing, and vision. 

Customer & Problem

- Who is your ideal customer? (job title, demographic, industry)
- What specific problem are you solving for them?
- How do they solve this problem today?
- What makes your solution better or different?

Pricing & Business Model

- How much do you expect each customer to pay?
- What’s your pricing model? (e.g., monthly fee, per-seat, usage-based)

- What's the average expected revenue per customer annually?

Market Focus

- Are you targeting a global or regional market?
- Are you focusing on a niche segment or the general market?
- Are you entering an existing category or creating a new one?

Go-to-Market Scope

- Which customer segments can you realistically reach now (first 12–24 months)?
- What distribution channels or partnerships will you use to access them?

Assumptions & Validation

- What assumptions are you making about adoption, pricing, or behavior?
- Have you tested these assumptions with users or early sales?
- What early traction or interest have you seen?

2. Web research: AI uses web search to answer the following questions:

Market Size Data

- What is the estimated size of the target industry (TAM) according to sources like Gartner, Statista, or IBISWorld?
- How many potential customers exist based on public data (e.g., U.S. Census, BLS, World Bank)?
- How many companies match the target customer profile (e.g., mid-sized retail chains in the U.S.) based on Crunchbase, LinkedIn, or similar databases?

Pricing Benchmarks

- What are the typical price points for similar or competing products in this category?
- Are there analyst reports, case studies, or articles estimating what customers spend on comparable solutions?
- What do financial statements of public companies in this space reveal about average revenue per customer or user?

Segmentation Data

- What are the adoption trends of this type of solution by geography or industry (e.g., AI adoption in Southeast Asia)?
- Are there known regulatory, infrastructure, or distribution barriers by region that affect adoption?
- What do online forums, survey results, or user reviews reveal about unmet needs, frustration, or demand patterns in the target space?

3. Calculations

TAM = Total # of potential customers × Annual revenue per customer → Example: 50,000 companies × \$5,000/year = \$250M

We will NOT include SAM & SOM as not appropriate at this stage

[SAM = TAM × % of market that fits current go-to-market (GTM) scope → Example: \$250M TAM × 30% = \$75M

SOM = SAM × % market share achievable in early years → Example: \$75M SAM × 5% = \$3.75M]

4. Generate Artifact