**DAY 1**

**INTRODUCTION – “Found a Company in Two Hours”**

Welcome to **Found-in-Two**, a sprint that shows how a small team armed with today’s generative-AI tools can do—in a single workshop—what once took weeks: scout a market, design a differentiated offer, create a full media kit, and launch a live, interactive, AI-powered website.

You will work in teams of 6-8. Every choice you make will feed a later step, so clarity and consistency matter. Before we open any AI window, you must discover the venture’s identity. Draw from a hat!

Once assigned, spend 5 minutes to fill in/decide on these values that will inform your prompts and decisions later on. Some of these answers have been provided already, some you will need to decide on and fill in.

**Kick-off (5 minutes, offline)**

| **​Decision Box 🗳️** | **Write each choice down** |
| --- | --- |
| **Company name {{COMPANY\_NAME}}** | A short, memorable brand (e.g., *BrightBlocks*). |
| **Sector / Product domain {{SECTOR}}** | The slice of the market you will attack (e.g., *STEM toys for ages 4-8* **or** *AI-guided home fitness*). |
| **Core benefit keyword {{BENEFIT\_KEYWORD}}** | The human outcome your offer will improve (e.g., *play-driven learning*, *stress-free cooking*). |
| **Target region {{TARGET\_REGION}}** | Primary geography (e.g., *North America*, *MENA*). |
| **Brand colors {{BRAND\_COLORS}}** | Two hex codes you like (e.g., #FFB347 & #004B8D). |

When the five items are locked, move straight to Phase 1.

**PHASE 1 – Market & Competitor Research: GEMINI DEEP-RESEARCH:**

**“Mapping the Battlefield”**

*12 min online ✚ 5 min offline discussion while the model runs*

**Why we’re doing this**  
Before we design anything we need a panoramic, data-backed view of the market: how big it is, who already dominates, where customers still feel pain, and which macro forces may shift demand. Google’s Gemini—Deep Research mode—will be our virtual McKinsey analyst.

**Step-by-Step Flow**

| **#** | **Action** | **Tips & Time** |
| --- | --- | --- |
| 1 | Open **Gemini (https://gemini.google.com)→** in a fresh browser tab and in the chat box select the “Deep Research” option.  A screenshot of a phone  AI-generated content may be incorrect. | 10 sec |
| 2 | Copy the **Phase 1 Prompt** (below) into Gemini. Fill in the missing elements and **make any changes or adjustments to the prompt that you want**. This is your market research, make sure you’re getting what ***you*** want from it. | 1 min |
| 3 | **Submit**. It will take Gemini a few seconds to develop a plan of attack for your request. It will then show it to you. You have the ability to edit this, but for now press “Start Research.”  Gemini will now begin searching, analyzing, and syntheziing information to answer your request. This will from 4-9 minutes. You will now do the exact same thing as a group. | Model run time |
| 4 | **While Gemini works you need to do your own exploratory analysis**:  Where do you suspect opportunity lies? Which competitor scares you most?. What are the biggest rivals etc? You can use the internet (e.g. Google, Crunchbase, etc) to answer the questions, but not AI. Do your own research and fill in all aspects of the form. You will have to be faster than you would like. Do the best you can. | 10 min |
| 5 | When Gemini finishes the report, click “Create” and then select Infographic. Let it get to work. Review the report. This will be far too much information for you to go over in detail at this time, but spend at least 5 minutes as a team going through it and as soon as the infographic is created, go through that carefully. Analyze what you both came up with and what is in Gemini’s report. Get a good overview of the Market situation. Click | 5 min |
| 6 | Open the Report in Google Drive by clicking “Export” and then “Export to Docs,” rename the file “Market\_Competitors” and download it as a PDF. | 30 sec |

Total ≈ 20 min.

**Phase 1 “Consultant-grade” Prompt**

*(Copy everything inside the box, then fill in the gaps and adjust as you wish. Make sure to keep at least the four numbered sections, which will be used in future phases)*

**\*\*ROLE\*\***

You are a senior market-intelligence analyst at a global consulting firm.

**\*\*CONTEXT\*\***

We are evaluating the {{SECTOR}} market in {{TARGET\_REGION}} for a new entrant called {{COMPANY\_NAME}}.

**\*\*TASK\*\***

Produce a structured report with five numbered sections:

**1. \*\*Market Sizing & Growth\*\***

\* Current‐year (e.g., Projected 2025) TAM and SAM in USD.

\* Recent or Projected Market CAGR (specify timeframe, e.g., 2023-2028).

\* Minimum one, preferably two, independent sources per figure (link or full citation). Prioritize reputable sources (market research firms, government data, industry associations).

\* Briefly outline key factors or common methodologies used to estimate potential SOM in this sector (a specific sourced SOM figure is not required).

**2. \*\*Top 5 Competitors\*\***

\* Identify the Top 5 competitors based on perceived market influence or relevance to {{COMPANY\_NAME}}'s likely offering.

\* Table: Brand | Core Offer | One-sentence USP | Market Positioning/Tier (e.g., Leader, Major Player, Niche) | Evidence of Scale (e.g., Revenue/funding if public, employee range) | Key Strengths (1-2 bullets)

\* Mention any significant funding, patent, or M&A event involving these competitors in the last 18-24 months.

**3. \*\*Potential Unmet Needs\*\***

\* Minimum three potential unmet needs within the market, supported by cited evidence.

\* ≤ 30 words each. Include a parent quote, data point, \*or reference to analysis from a reputable source\* illustrating customer pain or market gap.

\* Briefly note the potential implication of addressing this need for {{COMPANY\_NAME}}.

**4. \*\*Macro & Regulatory Trends\*\***

\* Three trends (e.g., Technological, Regulatory, Economic, Social) most likely to significantly reshape this category within the next 3 years.

\* Pair each with a referenced statistic or forecast.

\* For each trend, briefly state its \*\*potential impact (opportunity or threat) on {{COMPANY\_NAME}}\*\*.

**5. \*\*Key Assumptions and Limitations\*\***

\* Briefly outline key assumptions made during the analysis and any significant limitations encountered (e.g., data availability, reliance on public sources).

**\*\*FORMAT\*\***

Return the content in GitHub-flavored Markdown with clear H2 headers for the numbered sections.

Structure the output cleanly (especially tables and lists) to allow for easy copying and pasting into a final document (e.g., Word or PowerPoint) for executive presentation.

Finish with a consolidated APA reference list for all cited sources.

**Expected Output & What Happens Next**

* **File created:** Market\_Competitors.pdf
* **Why it matters:** Many future projects will pull data directly from this report. This will be our base truth.

When you’ve come up with your own answers, spent a little time with the report & infographic, and your PDF is saved you are ready to proceed to **Phase 2 – Competitor Matrix Construction**.

**Phase 2 –Competitor Matrix Construction: ChatGPT**

*(Estimated elapsed time ≈ 10-12 minutes total — 8 min online work, up to 2 min productive offline discussion while the model runs)*

**Why We’re Doing This**

Your Gemini report is a rich narrative, and probably about 20 pages long. However it is often helpful for decision making to have concise, quantitative snapshots.  
In Phase 2 you’ll transform that long PDF into an **CSV/Excel matrix** that scores each major rival on a 1-to-5 “threat scale,” exposing exactly where you must out-maneuver and where gaps invite innovation. This spreadsheet will feed directly into the concept-generation logic in Phase 4 and could also be used in places like an investor deck.

**Resources You Need**

| **Item** | **Where it comes from** |
| --- | --- |
| Market\_Competitors.pdf | The PDF you downloaded at the end of Phase 1 |
| ChatGPT with **GPT Plus account** | Open a new chat and switch the model toggle |

**Decision Box (before typing the prompt)**

**Phase 2 Decision Box 🗳️: Define Your Competitive Analysis Focus (REFINE WORDING AS NEEDED)**

Before your team writes the Phase 2 prompt for ChatGPT, you need to make two key decisions. These choices will shape the AI's research and analysis. Record your final choices to easily insert them into the prompt.

1. **Define Your Company's Market Ambition:**
   * **Your Task:** Write a single, clear sentence stating your company’s specific goal and target market. Think about what you want to achieve and who you want to serve.
   * **Why This Matters:** A precise ambition helps the AI focus its analysis on the competitors and market segments that are most relevant to your potential new company.
   * **Example:** {{COMPANY\_NAME}}\_AMBITION = "Targeting mid-market B2B SaaS customers in North America with a focus on ease-of-use and integration."
2. **Set Your Threat-Scoring Weights:**
   * **Your Task:** Decide how important each of the following four factors is when evaluating how much of a threat a competitor poses in your specific market:
     + Market Share
     + Innovation
     + Channel Power (i.e., their sales and distribution strength)
     + Brand (i.e., their reputation and customer loyalty) Assign a numerical weight to each factor.
   * **How to Think About Weights:**
     + These weights reflect relative importance. A higher number means that factor will have a bigger influence on a competitor's overall "Threat Score."
     + Ask yourselves: In our chosen market, what makes a competitor particularly challenging for a new entrant like us? Is it their existing customer base (Market Share), their cutting-edge technology (Innovation), their sales reach (Channel Power), or their strong name (Brand)?
     + **Default Suggestion:** You can start with equal weights (e.g., assign 0.25 to each, or simply 1 to each – the AI will use these as relative values).
     + **Custom Example:** If you believe strong sales channels are twice as critical as brand recognition in your market, you might assign weights like: Market Share: 3, Innovation: 2.5, Channel Power: 3, Brand: 1.5. (Or, using decimals that sum to 1: Market Share: 0.30, Innovation: 0.25, Channel Power: 0.30, Brand: 0.15). The key is the ratio between the numbers.
   * **Why This Matters:** The AI will use these weights to calculate a "Weighted Threat Score" for each competitor, helping you identify who to watch out for and where opportunities might lie. (Note: The sum of your weights doesn't strictly have to be 1; the AI performs a simple weighted average regardless).

**➡️ Action:** Once decided, write down:

* Your final {{COMPANY\_NAME}}\_AMBITION statement.
* Your chosen {{WEIGHTS}} for Market Share, Innovation, Channel Power, and Brand (e.g., Market Share: 0.3, Innovation: 0.3, Channel Power: 0.2, Brand: 0.2).

**Step-by-Step Flow**

| **#** | **Action** | **Time** |
| --- | --- | --- |
| 1 | Open a fresh ChatGPT chat → select **GPT o3**. | 15 s |
| 2 | Click **Upload** → attach Market\_Competitors.pdf. | 30 s |
| 3 | Copy the full **Phase 2 Prompt** (below); replace placeholders with your weighting percentages and data gap rule. Press Enter. | 1 min |
| 4 | **While ChatGPT crunches** (≈1–2 min): the rest of the team reviews Gemini’s Macro Trends section and marks the one trend they believe will have *least* impact—this dissent note may spark later debate. | 1–2 min offline |
| 5 | When ChatGPT returns, skim the markdown table. Spot-check at least one competitor’s numbers for plausibility. | 1 min |
| 6 | Click the paper-clip icon in ChatGPT’s reply → download **competitor\_matrix.csv** to your project folder. | 15 s |

**7. Team Review & Key Insights from the Matrix**

**Action:** As a team, open the downloaded competitor\_matrix.csv file.

**Identify Your "Boss Rival":** Look at the Weighted Threat Score column. Which competitor has the highest score? This is likely your "Boss Rival." Discuss briefly as a team if this makes sense and why they are the primary competitor to benchmark against.

**Scan Strategic Data:** Quickly review the Core USP (Unique Selling Proposition), Notable Strength, and Key Vulnerability columns for all the competitors listed. Do these points align with your earlier discussions or the findings from your Phase 1 market research?

**Check Plausibility & Surprises:** Do the individual scores (Market Share, Innovation, etc.) for each competitor seem generally reasonable based on what you know or what the AI reported in Phase 1? Are there any surprising scores or vulnerabilities highlighted that could be particularly interesting?

**First Strategic Thoughts:** What initial ideas does this matrix spark? Considering the vulnerabilities of strong competitors or the USPs of weaker ones, where might there be an opening for your new company?

**Goal:** The aim is for everyone to have a shared understanding of the competitive landscape as quantified in the matrix. These insights are crucial as they will directly inform your product ideation in Phase 4.

**Phase 2 “Quant Matrix” Prompt (replace all “e.g….” examples with your actual choices)**

**\*\*ROLE\*\***

You are a strategy associate preparing board materials for {{COMPANY\_NAME}}.

**\*\*INPUT\*\***

\* Uploaded PDF: `Market\_Competitors.pdf`

\* Company Context: {{COMPANY\_NAME}}\_AMBITION

\* Threat-scoring Weights: {{WEIGHTS}} e.g. Market Share:0.4 / Innovation:0.3 / Channel Power:0.15 / Brand:0.15

\* Data-gap rule: Estimate from closest proxy and flag with ‘~’

**\*\*TASK\*\***

1. Based on the PDF and `{{COMPANY\_NAME}}\_AMBITION`, identify the \*\*five competitors\*\* most directly relevant.

2. \*\*Define and state clearly\*\* a 1-5 scoring rubric for \*each\* weighted factor (Market Share, Innovation, Channel Power, Brand), interpreting information from the PDF (e.g., Market Share: 5=Leader >30%, 4=Major Player 15-30%...; Brand: 5=Strong Recognition/Loyalty, 1=Unknown/Negative Sentiment...).

3. Extract or estimate (per `DATA\_GAP\_RULE`) the metrics and qualitative information needed for the table below. Acknowledge that scoring qualitative factors like Innovation or Brand involves judgment based on the narrative.

4. Build a dataframe with these columns:

\* `**Competitor**`

\* `**Price Point**` (e.g., Budget, Mid-Range, Premium - relative to the market described in the PDF)

\* `**Core USP**` (≤ 12 words)

\* `**Prime Sales Channel**`

\* `**Notable Strength**` (≤ 12 words)

\* `**Key Vulnerability**` (≤ 12 words)

\* `**Market Share Score** (1-5)` (Based on rubric defined in step 2)

\* `**Innovation Score** (1-5)` (Based on rubric defined in step 2)

\* `**Channel Power Score** (1-5)` (Based on rubric defined in step 2)

\* `**Brand Score** (1-5)` (Based on rubric defined in step 2)

\* **\*\*`Weighted Threat Score (1-5)`\*\*** (Calculated using `{{WEIGHTS}}` applied to the four preceding score columns, make this column be presented in bold)

5. Insert a hidden column in the CSV output (not necessarily displayed in Markdown) showing the component scores and the weighting calculation for auditability. (e.g., "Scores(Mkt:X, Innov:Y, Chan:Z, Brand:W) | Weights(Wm, Wi, Wc, Wb) | Calc:(X\*Wm + Y\*Wi + Z\*Wc + W\*Wb)") \*Note: Sum of weights might not be 1, scoring assumes simple weighted average.\*

6. After the table, provide a numbered list of one-sentence rationales (≤ 20 words each) explaining the \*key driver(s)\* for each competitor's final `Weighted Threat Score`.

**\*\*OUTPUT\*\***

A. Display the table (excluding the hidden calculation column) in GitHub-Markdown for quick reading. Include the defined rubrics before the table.

B. Save the full table to a CSV file openable in excel as `competitor\_matrix.csv`, including the hidden calculation column, and attach the file.

**Expected Output & What Happens Next**

* **Artifact created:** competitor\_matrix.csv ready for upload in Phase 4.
* **Immediate insight:** One row will likely show a Threat Score clearly higher than the rest—this “Boss Rival” becomes your benchmark for advantage statements.

Once competitor\_matrix.csv is saved and spot-checked, celebrate your significant progress! Starting with just the core identity of your company (like its name, sector, and benefit keyword) and defining its strategic market ambition, you've **conducted in-depth market research** to understand the competitive landscape, **uncover customer needs**, and **identify key trends**. Now, you’ve skillfully transformed that extensive intelligence from your **detailed market report** into a **concise, actionable** matrix that quantifies your key competitors and even pinpoints your 'Boss Rival'. This gives you a powerful, data-driven view of your strategic path.

Next stop → Phase 3: Background Research, where you’ll arm your brand with science-backed credibility.

**Phase 3 – Background Research: OpenAI Deep-Research**

*(Estimated elapsed time ≈ 5 min)*

**Why We’re Doing This**

Compelling strategy needs credible proof. Investors & customers will ask *“Why should customers believe your claim?”*  
In this phase you’ll commission OpenAI’s Deep-Research engine to compile a tightly-sourced dossier of peer-reviewed findings that validate your **core benefit** (e.g., *play-driven learning*, *AI-assisted wellness*). The resulting PDF will:

* Fuel the authority of your marketing copy, podcast, and voice agent
* Supply headline statistics and inform the creation of other communications assets
* Provide citations savvy stakeholders can audit

**Resources You Need**

| **Item** | **Where to get it** |
| --- | --- |
| ChatGPT Enterprise with **Deep-Research** feature enabled | Open new chat, click tools in the chat and then toggle on “Run Deep Research.” A screenshot of a chat  AI-generated content may be incorrect. |
| Record | Especially {{BENEFIT\_KEYWORD}}, {{SECTOR}}, {{TARGET\_REGION}} |

**Decision Box 🗳️ – Pre-prompt Choices**

1. **Evidence horizon** – How recent must studies be?  
   *Default*: last 10 years. (You may tighten to 5 years for fast-moving tech sectors.)
2. **Tone for pull-quotes** – Choose either *academic gravitas* or *relatable practitioner.*
3. **Preferred statistic style** – Percentages vs. absolute gains (helps later headline selection).

Write your three choices; you will paste them into the prompt.

**Step-by-Step Flow**

| **#** | **Action** | **Time** |
| --- | --- | --- |
| 1 | Open ChatGPT → within “Tools” select **Run Deep Research**. | 15 s |
| 2 | Customize and adapt the Phase 3 Prompt (below) for your company. Replace placeholders with your horizon, tone, stat style; insert variables. | 1 min |
| 3 | **Submit**. Deep-Research will consider your request for a few seconds. As a team determine your answers to these questions and submit them and then Deep Research get started. typical run ≈ 7–8 min. | Model run |
| 4 | **Now that the research is running you can move on to Phase 4.** Once it is done, press the share icon and then **download it as a pdf**, then change the name to *Science\_Evidence.pdf.* | 5 min |
| ~~5~~ | ~~When output appears, skim Key Findings and Marketing Stats for clarity.~~ | 1 min |
| ~~6~~ | ~~Click~~**~~Export → PDF~~**~~. Save as~~**~~Science\_Evidence.pdf~~**~~.~~ | 30 s |
| ~~7~~ | ~~Highlight in the PDF the one statistic you feel is most jaw-dropping—star it for later media use.~~ | 1 min |

Total ≈ 5 minutes.

**Phase 3 Prompt**

**\*\*ROLE\*\***

You are an expert research librarian curating peer-reviewed evidence for venture pitch decks, leveraging advanced research capabilities.

**\*\*CONTEXT\*\***

We are launching {{COMPANY\_NAME}}, operating in {{SECTOR}} within {{TARGET\_REGION}}.

Our core benefit promise is \*\*“{{BENEFIT\_KEYWORD}}.”\*\*

**\*\*EVIDENCE HORIZON\*\***

Only cite studies published in the last {{EVIDENCE\_HORIZON}} (e.g., 10) years. Prioritize high-quality research sources (e.g., reputable journals, systematic reviews, highly-cited studies).

**\*\*TASK\*\***

Compile an evidence dossier validating the efficacy, mechanism, or established need related to \*\*“{{BENEFIT\_KEYWORD}}”\*\*, with four clearly headed sections:

**A. \*\*Key Findings\*\***

\* Five numbered findings \*\*demonstrating key aspects (e.g., efficacy, mechanism, need)\*\* related to `{{BENEFIT\_KEYWORD}}` (≤ 60 words each).

\* Each must cite at least one peer-reviewed source (APA in-line).

\* Where readily identifiable, briefly note the study type (e.g., meta-analysis, RCT, survey) alongside the citation.

**B. \*\*Marketing-Ready Statistics\*\***

\* Three statistics \*\*quantifying the impact or relevance\*\* of `{{BENEFIT\_KEYWORD}}`, ideal for consumer-facing copy.

\* Use {{STAT\_STYLE}} format (e.g., percentages).

\* Include sample size, study source, \*\*and study type if available\*\*.

\* \*\*Preferably draw from or cite peer-reviewed research\*\*; clearly state source type if non-peer-reviewed but highly credible (e.g., major governmental report).

**C. \*\*Expert Pull-quotes\*\***

\* Two quotes (≤ 25 words) reflecting the `{{QUOTE\_TONE}}` tone, \*\*discussing the value or potential\*\* of `{{BENEFIT\_KEYWORD}}`.

\* From recognized researchers \*\*or leading practitioners (if sourcing for practitioner tone)\*\*.

\* Provide full attribution (name, institution, year). \*\*Prioritize experts whose work appears in or cites peer-reviewed literature.\*\*

**D. \*\*Reference List\*\***

\* Full APA citations for all sources mentioned, alphabetized.

**\*\*FORMAT\*\***

Return as GitHub-flavored .docx file with H2 section headers.

**Expected Output & How You Will Use It**

| **Section** | **Future Use** |
| --- | --- |
| **Key Findings** | Anchor “Science” section on website; bolster investor FAQ answers. |
| **Marketing Stats** | Feed directly into hero image captions, explainer video storyboard, and tag-lines you drafted. |
| **Pull-quotes** | Perfect for social-proof blurb or LinkedIn thought-leadership posts. |
| **References** | Provide auditors and regulators with transparent sourcing; will be embedded as footnotes in Notebook LM and will be the basis of knowledge for future chatbots, etc. |

Now that you have Science\_Evidence.pdf you’re ready to turn your research into creativity and development in **Phase 4: Hero Offer Ideation**.

*NOTE: We need something for them to do once this is running. Can they shoot straight to phase 4?? Yes.*

**Phase 4 –Design & Select the Hero Offer: ChatGPT Ideation:**

*(Estimated elapsed time ≈ 15 minutes — 11 min online creation, 4 min offline team refinement)*

**Why We’re Doing This**

Up to now, you’ve diagnosed the market **(Phase 1)**, quantified the competition **(Phase 2)**, and armed yourself with science based evidence **(Phase 3)**. Phase 4 is where insight becomes invention: you will generate three concrete product or service concepts, score them across business criteria, and crown a single “hero offer” that your company will take to market.  
The chosen concept—its code-name, feature set, and cost assumptions—feeds every downstream media-creation step, so precision here saves pain later.

**Resources You Need**

| **Item** | **Source** | | **Purpose** | |
| --- | --- | --- | --- | --- |
| competitor\_matrix.csv | Downloaded in Phase 2 | | Supplies Threat Scores, USPs, vulnerabilities. | |
| “Unmet Needs” bullets | Unmet needs Section of Market\_Competitors.pdf | | Defines the customer pains you’ll solve. | |
| Company name, sector, benefit keyword, etc. | |  | |

**Phase 4 PART 1 Decision Box 🗳️ – Choices Before Running Phase 4 Part 1 Prompt**

**1. Select and Prepare Your Top 3 Unmet Needs:**

1. **Your Goal:** From your Phase 1 Market\_Competitors.pdf, pinpoint three specific customer frustrations, market gaps, or unfulfilled desires that your new company, {{COMPANY\_NAME}}, could realistically address with an innovative product.
2. **Look in Your Phase 1 Report “Unmet Needs” Section.**
3. **How to Choose Your Top 3 Unmet Needs:**
   * As a team, review the identified gaps, frustrations, or needs.
   * Discuss and select the three that offer the **most strategic opportunity** for your company. Consider:
     1. **Alignment:** Which needs best match your company's desired Kor Benefit/Value Add (your {{BENEFIT\_KEYWORD}}) and overall vision?
     2. **Impact:** Which needs, if solved, would provide significant value to your target audience?
     3. **Innovation Space:** Which needs allow for a truly differentiated and innovative solution from your company?
4. **Action: Prepare the Unmet Needs Text for the Prompt:**
   * The Phase 4 prompt will require you to paste in your three chosen unmet needs as concise points. You can copy, summarize, or adapt from your report.
     1. **For example:**

UNMET\_NEEDS

\* Parental Confidence Gap with Tech Toys

\* Concerns about "STEM-washing" / Desire for Authentic Learning

* + 1. \* High Cost vs. Play Longevity/Value  
         
       OR

UNMET\_NEEDS

\* Parents struggle with complex tech toys and need simpler, more supportive solutions.

\* Desire for toys that genuinely deliver on educational promises without "STEM-washing."

\* Need for durable toys that offer long-lasting play value relative to their cost.

* + **Have the exact text for your three chosen unmet needs (preferably as bullet points) ready to paste into the {{UNMET\_NEEDS}} section of the Phase 4 prompt.**

**Set Your Concept Scoring Weights:**

* **Your Goal:** To decide how the AI should prioritize three critical factors when it evaluates the new product/service concepts it generates. These factors are:
  + **Feasibility:** How easy or complex will it be to realistically develop and launch this concept? (Considers technology, resources, supply chain.)
  + **Differentiation:** How unique or distinct is this concept compared to what's already on the market? Does it offer a clear, novel advantage?
  + **Margin Potential:** How strong is the potential for this concept to be profitable? (Considers perceived value, pricing, and estimated cost of goods.)
* **Your Task:** Decide on a percentage weight for each of these three factors. **The three percentages must add up to 100%.**
  + **Deciding Your Weights – Key Questions:** What's your venture's top priority right now?
  + Quickly launching a viable product? (Consider higher % for **Feasibility**)
  + Standing out with a truly novel offering? (Consider higher % for **Differentiation**)
  + Ensuring strong profitability early on? (Consider higher % for **Margin Potential**)
* **How AI Uses These Weights:** The AI will calculate a weighted score for each concept based on your percentages, helping you pick the most strategically aligned idea.
* **Action:** Record your team's chosen percentages for {{F%}} (Feasibility), {{D%}} (Differentiation), and {{M%}} (Margin Potential) for the Phase 4 prompt. (remember, they should equal 100%).

1. **Choose Brand Adjectives:**
   * Select **three (3)** adjectives that best capture the desired **tone and feel** for the new product/service concepts. These will help guide creative aspects like code-names and value propositions.
   * *Examples:* Curious, Lively, Trustworthy; Bold, Simple, Efficient; Playful, Educational, Safe; Premium, Discreet, Effective.
   * *(Action: Choose the three specific adjectives you want to use for {{ADJ1}}, {{ADJ2}}, and {{ADJ3}} in the prompt.)*
2. **Prepare for Prompt:**
   * Gather your selected **Unmet Needs text**, the decided **Scoring Weight percentages**, and your chosen **Brand Adjectives**. You will insert these directly into the corresponding {{PLACEHOLDERS}} in the Phase 4 prompt template before submitting it to the AI.

**Step-by-Step Flow**

| **#** | **Action** | **Time** |
| --- | --- | --- |
| 1 | Open a new ChatGPT chat (standard GPT-4o will work fine). | 15 s |
| 2 | Click **Upload** (+)→ attach competitor\_matrix.csv. | 15 s |
| 3 | Copy the three circled unmet-needs bullets. Paste them at the very top of the chat. | 30 s |
| 4 | Copy the **Phase 4 Prompt** (next section) and replace placeholders: unmet-need shortlist, scoring weights, brand adjectives, price tier (“Mid 20-50 USD retail”), etc. Then send. | 1 min |
| 5 | **Offline while ChatGPT thinks (~3 min)**: the team sketches logo doodles or packaging ideas inspired by the brand adjectives—these visuals help later when selecting DALL-E prompts. | 3 min |
| 6 | When ChatGPT returns, review the information. Check BOM estimates for plausibility. | 2 min |
| 7 | Debate the recommendation paragraph; if you disagree, adjust scoring weights and ask ChatGPT to recalc. | 3 min |
| 8 | Copy the winning concept block (code-name, spec, scores) into a new text file concept.txt. Save to project folder. | 30 s |

Total ≈ 11 min online + 4 min productive offline discussion.

**Phase 4 Prompt 1**

**\*\*ROLE\*\***

You are the lead innovation architect for {{COMPANY\_NAME}}, tasked with designing a breakout offering.

**\*\*INPUT FILES\*\***

\* CSV/Excel: `competitor\_matrix.csv`

\* Text block: UNMET\_NEEDS

**UNMET\_NEEDS**

{{Paste the 3 circled unmet-need bullets here}}

**\*\*SCORING WEIGHTS\*\***

Feasibility {{F%}}, Differentiation {{D%}}, Margin Potential {{M%}} (total 100%).

**\*\*CONSTRAINTS\*\***

\* Price Tier: Mid (20–50 USD retail).

\* Must undercut or neutralize the key vulnerability of the \*\*highest-scoring threat competitor(s)\*\* identified in the Excel/CSV matrix.

\* Align concepts with these brand adjectives: \*\*{{ADJ1}}, {{ADJ2}}, {{ADJ3}}\*\*. (This should influence code-names, value proposition language, and feature descriptions where applicable).

\* Acceptable BOM cost ≤ 50 % of retail price (i.e., ≤ $10 - $25 based on target retail).

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**\*\*TASK\*\***

**1. \*\*Need Selection\*\***

\* From the three `UNMET\_NEEDS` provided, pick \*one\* that offers the highest strategic upside for {{COMPANY\_NAME}}. Explain the choice in ≤ 50 words, citing relevant competitor matrix data and one key macro trend (from Phase 1 context).

**2. \*\*Generate Three Concepts\*\***

\* \*\*Based on the need selected above, generate three distinct concepts.\*\* For \*each\* concept, output in a table:

\* Code-name (≤ 4 words, all caps)

\* One-sentence value prop (start with a power verb)

\* Key Features / Attributes (≤ 25 words)

\* Primary materials/components

\* Estimated BOM cost (USD, round to nearest dollar, respecting constraint)

\* Competitive Advantage vs. highest-threat competitor(s) (≤ 15 words)

**3. \*\*Define Scoring Rubrics\*\***

\* Define and state clearly a 1-5 scoring rubric for Feasibility, Differentiation, and Margin Potential. Base definitions on standard business considerations and the context provided (e.g., Feasibility: 5=Uses existing tech/easy supply chain, 1=Requires new R&D/complex sourcing; Differentiation: 5=Highly unique/protected, 1=Me-too/easily copied; Margin Potential: 5=High perceived value/low BOM relative to price, 1=Price sensitive/high BOM relative to price).

**4. \*\*Score & Visualize\*\***

\* Using the rubrics above, score each concept (1-5) on Feasibility, Differentiation, and Margin Potential.

\* Apply the `SCORING WEIGHTS` to calculate a final weighted score for each concept.

\* Present results in two parts: a) **Summary Rankings** - List concepts in order by weighted score with brief rationale b) **Detailed Scoring Matrix** - Full breakdown table showing all scores and calculations.\*

**5. \*\*Recommendation\*\***

\* Recommend ONE concept to advance based on the scoring and strategic fit. Justify in ≤ 60 words.

\* List three on-brand hashtags for the winning concept.

\* End with a blank line, then output the winning concept's row from the table in Step 2 again for easy copy/paste.

---

## OUTPUT FORMAT

Document (.docx) in this order:

1️⃣ Need Selection paragraph → 2️⃣ Table of three concepts → 3️⃣ Scoring Rubrics paragraph → 4️⃣ \*\*Rankings & Scoring\*\* → 5️⃣ Recommendation paragraph

Also give me the entire output as a downloadable .docx file titled: “Phase\_4\_Offer\_Concepts.docx”

**Expected Output & Downstream Use**

* **concept.txt** — contains code-name, value prop, features, BOM, hashtags.
* **Why it matters:**
  + The code-name becomes the file prefix for all media assets ({{CODE}}\_hero.png, etc.).
  + Value prop & features feed directly into your storyboard text and website copy.
  + BOM and Mid-tier price anchor future investor and FAQ answers.
* **Quality check:** Ensure BOM ≤ 50 % of retail tier; adjust if ChatGPT overshoots.

With the hero concept locked, color palette set, and adjectives defined, you’re primed to **create visuals, audio, and video** in Phase 5’s Media Factory.

**Phase 4: Part 2 - Finalizing Your Hero Concept & AI-Assisted Brief Generation**

You have now received the AI's initial output as a downloadable file named Phase\_4\_Offer\_Concepts.docx. This file contains three potential product concepts. Your next steps are to:

1. Review this file and select your team's "Hero Concept."
2. Define a few key strategic inputs related to your chosen concept.
3. Instruct ChatGPT to read Phase\_4\_Offer\_Concepts.docx, plus your other foundational documents (Market\_Competitors.pdf, competitor\_matrix.csv ), and use your strategic inputs to create a comprehensive 'Hero Concept Detailed Brief'.

**Step 1: Save Initial AI Output & Choose Your Hero Concept (Allocate 7-10 minutes)**

* **Locate and Open:** the Phase\_4\_Offer\_Concepts.docx file that was generated by the AI in the first part of Phase 4.
* **Review & Decide on Your Hero Concept:**
  + As a team, thoroughly review the three concepts detailed in your saved Phase\_4\_Offer\_Concepts.docx.
  + Discuss the AI's recommendation, individual concept details, and how each aligns with your company's goals and brand.
  + **Crucial Decision 1:** Select **ONE** concept to be your "Hero Concept." Note its exact **Code-Name** precisely as it appears in Phase\_4\_Offer\_Concepts.docx. This is the most important decision for this step.

**Step 2: Define Your Key Strategic Inputs (Allocate 3-5 minutes)**

For the Hero Concept your team just selected in Step 1, you now need to define and explicitly state the following key inputs. These are your team's strategic decisions that the AI will use to refine the brief:

1. **Your Chosen Hero Concept Code-Name ({{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}):**
   * Write down the exact code-name for the concept you selected in Step 1.
2. **The Primary Unmet Need it Addresses ({{CHOSEN\_CONCEPT\_UNMET\_NEED\_BY\_TEAM}}):**
   * Refer to your team's original list of three unmet needs (from before the first Phase 4 prompt) and the AI's "Need Selection" rationale in Phase\_4\_Offer\_Concepts.docx.
   * **Decide and write down the specific unmet need statement** that your chosen Hero Concept(s) most effectively solves.
3. **Specific Target Audience Description ({{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}):**
   * Write a brief 1-2 sentence description of the **specific target audience** for *your chosen Hero Concept*. This should be more targeted than your general company sector defined in Market\_Competitors.pdf. (Make it so specific you could easily cast them in a movie. For instance: "Parents of children aged 4-6 who prioritize screen-free, collaborative play and are looking to build their child's creative problem-solving skills.")
4. **Your Brand Adjectives ({{BRAND\_ADJECTIVES\_LIST\_BY\_TEAM}}):**
   * List your team's three chosen brand adjectives (e.g., "Engaging, Intuitive, Trustworthy").
5. **Price Tier for this Concept ({{CONCEPT\_PRICE\_TIER\_BY\_TEAM}}):**
   * State the price tier for this concept (e.g., "Mid-priced tier: (20–50 USD retail)").

**Step 3: Generate Your Hero Concept Detailed Brief (Allocate 2 minutes for setup + AI Run Time)**

* Open a new chat in ChatGPT. Select the o3 model to use (this will likely take 1-2 minutes to generate).
* **Upload the following three documents** to the chat:
  1. Phase\_4\_Offer\_Concepts.docx (the file you saved in Step 1 of these instructions)
  2. Market\_Competitors.pdf (your market research report from Phase 1)
  3. competitor\_matrix.csv (your competitor analysis from Phase 2 – for general context if needed)
* Once the files are uploaded, copy the entire **"Phase 4 - Second Prompt (AI-Powered Brief with Document Extraction)"** (provided below).
* Carefully replace the **five** {{TEAM\_DECISION\_PLACEHOLDERS}} in that prompt with the specific information your team finalized in Step 2 above.
* Submit the completed prompt to ChatGPT.
* **Review and Save:** When ChatGPT generates the "Hero Concept Detailed Brief," review it carefully to ensure the AI correctly extracted and used the information for your chosen concept. Then copy the output into a document and save as: Hero\_Concept\_Detailed\_Brief.docx.

**Phase 4 - Second Prompt (AI-Powered Brief with Document Extraction)**

(This is the prompt your team will copy, fill in your **five key decisions**, and then paste into ChatGPT after uploading the three specified documents):

Our team has analyzed the initial product concepts (detailed in the uploaded Phase\_4\_Offer\_Concepts.docx) and has made the critical decision on which Hero Offer to advance. To ensure strategic alignment and gather all necessary context, we have also uploaded Market\_Competitors.pdf (our foundational market research which includes our Company Name and Sector) and competitor\_matrix.csv (our competitor analysis overview for background context).

**Your Role & Mission: Lead Product & Marketing Strategist**

We need you to step into the role of our **Lead Product & Marketing Strategist.** Your mission is to synthesize our team's core strategic decisions for our chosen Hero Concept with information from the provided documents to create a comprehensive and highly actionable **'Hero Concept Detailed Brief'.**

**The Critical Importance of This Brief:**

This brief is not just a summary; it's a foundational blueprint. The insights, messaging, and creative starters you generate will directly fuel and shape all our subsequent development and marketing efforts, including:

* **Phase 5:** Creative asset production (hero images, audio jingles, website copy, narration scripts).
* **Phase 6:** Content for our knowledge hub and shareable media like podcasts.
* **Phase 7:** Scripting and knowledge for our interactive voice agent.
* **Phase 8:** All core website copy, product positioning, and go-to-market messaging.

Therefore, we are relying on your expertise to make this brief exceptionally insightful, strategically aligned with our brand, and packed with practical, concrete ideas and content starters that will be immediately usable by our team. Every section of your output should be crafted with these critical downstream applications in mind, maximizing its utility and impact.

**Our Team's Key Strategic Decisions for the Chosen Hero Concept:** *(This is where the team will paste their 5 key decisions, as previously outlined)*

1. **Our Chosen Hero Concept Code-Name is:** {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}
2. **The Primary Unmet Need this Concept Addresses is:** {{CHOSEN\_CONCEPT\_UNMET\_NEED\_BY\_TEAM}}
3. **Our Specific Target Audience for this Concept is:** {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}
4. **Our Company's Brand Adjectives are:** {{BRAND\_ADJECTIVES\_LIST\_BY\_TEAM}}
5. **The Price Tier for this Concept is:** {{CONCEPT\_PRICE\_TIER\_BY\_TEAM}}

**Your Detailed Task:** Now, using our team's decisions above as primary inputs:

* Identify our **Company Name** and **Company Sector** by reading the uploaded Market\_Competitors.pdf.
* Carefully locate our {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} within the uploaded Phase\_4\_Offer\_Concepts.docx.
* From Phase\_4\_Offer\_Concepts.docx, extract the following details **specifically for the {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} concept**:
  + Value Proposition
  + Key Features / Attributes
  + Primary Materials / Components (if listed by the AI, otherwise state "Not Specified")
  + Estimated BOM (USD) (if listed by the AI, otherwise state "Not Specified")
  + Competitive Advantage statement (if listed by the AI, otherwise state "Not Specified")

Then, using the extracted information and our team's strategic inputs, construct the 'Hero Concept Detailed Brief' Document with the following clearly headed sections:

**1. Hero Concept Deep Dive (for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}):** \* **Code-name:** (Confirm as {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}) \* **Value Proposition:** (Extracted from Phase\_4\_Offer\_Concepts.docx) \* **Detailed Description:** Based on the extracted 'Key Features / Attributes' (and materials/BOM if relevant and extracted), expand this into a compelling paragraph (approx. 75-100 words). Describe the concept, how it works/is experienced, and primary user benefits for the {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}. \* **Key Materials/Components (if extracted, otherwise "Not Specified"):** (Extracted from Phase\_4\_Offer\_Concepts.docx) \* **Estimated BOM/Unit Cost (if extracted, otherwise "Not Specified"):** (Extracted from Phase\_4\_Offer\_Concepts.docx) \* **Competitive Advantage Statement (if extracted, otherwise "Not Specified"):** (Extracted from Phase\_4\_Offer\_Concepts.docx) \* **Unique Selling Proposition (USP) Statement:** Based on the extracted details for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}, formulate a concise USP statement (1-2 sentences).

**2. Problem-Solution Fit & Target Impact:** \* **Our Company:** (Extracted Company Name from Market\_Competitors.pdf) \* **Our Market Focus (Sector):** (Extracted Company Sector from Market\_Competitors.pdf) \* **Unmet Need Addressed:** (Use team input: {{CHOSEN\_CONCEPT\_UNMET\_NEED\_BY\_TEAM}}) \* **Our Solution Explained:** In 2-3 sentences, articulate how {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} (using its extracted features) effectively solves the {{CHOSEN\_CONCEPT\_UNMET\_NEED\_BY\_TEAM}} for the {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}. \* **Intended User Impact:** What key positive change will {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} bring to its users?

**3. Brand Identity & Desired User Perception:** \* **Embodying Our Brand ({{BRAND\_ADJECTIVES\_LIST\_BY\_TEAM}}):**Explain (1-2 sentences) how {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} reflects our brand adjectives. \* **Core Customer Feeling/Takeaway:** What single most important feeling or key takeaway should the {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}} have from {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}?

**4. Creative Inspiration for Media Production (Phase 5):** \* **Visual Identity Keywords & Concepts:** Suggest 3-5 keywords and 1-2 core visual concepts for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} aligning with {{BRAND\_ADJECTIVES\_LIST\_BY\_TEAM}} and the {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}. \* **Audio/Music Mood & Style:** Describe an ideal mood and 1-2 musical styles for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}, reflecting {{BRAND\_ADJECTIVES\_LIST\_BY\_TEAM}}. \* **Key Message for a Brief Explainer:** What is the core message for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} for a short explainer, using its extracted value proposition and benefits?

**5. Core Content Elements for Website & Marketing (Phase 8):** \* **Compelling Product/Service Page Headline:** Propose a headline for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}. \* **Engaging Elevator Pitch (2-3 sentences):** Craft a pitch for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} based on its extracted value proposition. \* **Benefit-Driven Feature List (3-5 Bullets):** Using the extracted features of {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}, articulate the primary benefits for the {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}. \* **Suggested SEO Keyword Clusters (3-5 clusters):** Provide keyword clusters for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}} (using Company Sector context from Market\_Competitors.pdf). \* **Diverse Call to Action (CTA) Options:** Suggest 2-3 CTAs for {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}.

**6. Anticipated Customer Questions & Talking Points (for Phases 7 & 8):** \* Based on {{CHOSEN\_CONCEPT\_CODE\_NAME\_BY\_TEAM}}, {{CHOSEN\_CONCEPT\_UNMET\_NEED\_BY\_TEAM}}, {{CONCEPT\_TARGET\_AUDIENCE\_BY\_TEAM}}, and {{CONCEPT\_PRICE\_TIER\_BY\_TEAM}}, generate 3-4 insightful FAQs. \* For each FAQ, provide key talking points or a concise answer (1-2 sentences) aligned with {{BRAND\_ADJECTIVES\_LIST\_BY\_TEAM}}.

**Day 2**

**Creation & Marketing**

**Phase 5 – Media Factory: Media Generation (Image, Video, Music, Narration)**

*(Estimated elapsed time ≈ 20 minutes — 18 min online creation running in parallel, ~2 min coordination)*

**Why We’re Doing This**

Your hero concept is only as convincing as the sensory experience around it. In this phase you’ll manufacture a **mini media kit**—hero image, brand jingle, and narrated voice-over—that will power your explainer video, website, investor teaser, and social posts. By running the three generation tracks in parallel you can operate like an in-house creative agency, compressing days of design into minutes.

**Resources You Need**

| **Track** | **Tool(s)** | **Inputs** |
| --- | --- | --- |
| **5A Hero Image** | Sora | Concept data from concept.txt + brand colors |
| **5B Music Bed** | Suno.ai | Brand adjectives & vibe |
| **5C Narration & Voice** | ChatGPT (script) → ElevenLabs (voice) | statistic & pull-quote from Science\_Evidence.pdf, concept value prop |

Multiple team laptops should be logged into the respective services; different groups of teammates can “own” each track.

**Decision Box 🗳️ – Creative Choices (5 shared decisions)**

1. **Visual style** – e.g. Photoreal vs. stylized illustration.
2. **Perspective** – e.g. Close-up product glamour shot vs. interaction scene.
3. **Music genre** – Whatever you want
4. **Voice persona** – e.g. Friendly parent, energetic coach, or trusted expert.
5. **Stat to feature** – Select one jaw-dropping statistic from Section B of Science\_Evidence.pdf.

Agree on these before splitting tracks.

**Step-by-Step Flow**

**Tip:** Assign one teammate to each track (A, B, C) so the three outputs finish roughly together.

**5A Hero Image (Sora) – ≈ 3 min online**

| **Step** | **Action** |
| --- | --- |
| 1 | Open Sora, select image, → you prompt.(select what aspect ratio you want and do 4v (that’s 4 versions at once).  A screenshot of a phone  AI-generated content may be incorrect. |
| 2 | Prompt for a hero image of your top product or service. Send it a few time for lots of options, change and refine your prompt until you get what you want. |
| 3 | Generate many variations → pick best, download. |
| 4 | Change the name to hero.png to project folder. |
| 5 | Bonus: Switch the video and prompt videos you might want to use somewhere in your website. Sora’s videos are better right now for conceptual video and less for pure realism. |

**5B Music Bed (Suno.ai) – ≈ 4 min online**

| **Step** | **Action** |
| --- | --- |
| 1 | Open Suno → “Create” in the side bar. If you click “Simple” you can just describe the style you want it in and what you want it to be about. Experiment a bit (you don’t have unlimited tries for free). Try for 10 different prompts. You can also click “custom” and have it make a song to your own lyrics which you can write or have a different AI write for you, etc. |
| 2 | Make a **Music Prompt that matches your company’s brand** |
| 3 | Generate (≈ 2 min). |
| 4 | Choose best version → download and rename as jingle.mp3. |

**5C Narration Script & Voice (Claude → ElevenLabs) – ≈ 6 min online** (\*Revising)

| **Sub-step** | **Action** |
| --- | --- |
| **Script** | Open Claude. Prompt it to give you a script for a website voice overview (see example **Script Prompt** below) with stat & pull-quote. Copy output text. |
| **Voice** | ElevenLabs → “Go to App” (top right) → “Instant Speech” → Select your voice. Explore around a bit in the voice library, then paste script. Generate Speech → download and rename to voiceover.mp3. |

*Script Prompt Example (adjust however you want)*

**PURPOSE:** Create an engaging 60-second voiceover script that introduces our company's solution in a way that builds trust, demonstrates value, and motivates action. This script should work as background narration on our website, over promotional videos, or as standalone audio content.

**SCRIPT REQUIREMENTS:**

Write a 60-second narration introducing \*\*{{CONCEPT\_CODE}}\*\*, our new {{SECTOR}} solution.

• Hook potential customers in the first line using this statistic: "{{SELECTED\_STATISTIC}}".

• Weave in this expert pull-quote for credibility: "{{PULL\_QUOTE}}".

• Describe one key interactive feature and expected benefit in ≤ 25 words.

• End with a rousing call to action (<15 words).

Tone: {{VOICE\_PERSONA}} (warm, encouraging, trustworthy).

Output plain text only.

**5d Website Copy (Claude ) – ≈ 6 min online**

|  | **Action** |
| --- | --- |
| **Plan website copy and prompt** | **Team:** Briefly discuss your main goals for the website copy. Think about: Who is your precise target audience (from your Hero\_Concept\_Detailed\_Brief.docx)? What's the #1 thing they should learn or feel? What action do you want them to take? Start outlining your prompt for Claude based on this. |
| Create Prompt | Write a detailed prompt for Claude. Instruct it clearly to:  • **Act as an expert copywriter** specializing in [Your Company's Sector] with the goal of engaging [Your Specific Target Audience from brief].  • **Use the uploaded documents as its sole source of truth:** Hero\_Concept\_Detailed\_Brief.docx for all product/service details, benefits, brand voice (your Adjectives), and target audience; and Science\_Evidence.pdf to incorporate relevant statistics or findings for credibility.  • **Generate specific labled copy elements:** e.g., "Main Headline," "Engaging Sub-headline," "Introductory Body Copy (2-3 paragraphs solving the user's need with your Hero Concept)," "3-5 Benefit-Oriented Bullet Points (linking features to user gains, using evidence where possible)," and a "Persuasive Call to Action."  • **Match your brand's tone:** e.g., "The tone should be [Your Brand Adjective 1], [Your Brand Adjective 2], and [Your Brand Adjective 3]." |
| Generate in Claude | Open **Claude** → Upload your Hero\_Concept\_Detailed\_Brief.docx AND Science\_Evidence.pdf files → Paste your team's carefully crafted prompt into Claude → Hit Generate. |

**5e Downloadable Podcast – NotebookLM – ≈ 6 min online**

|  |  |
| --- | --- |
| **Sub-step** | **Action** |
| **1. Setup Notebook** | Open **notebooklm.google.com** → Click **+ New Notebook**. Rename it. |
| **2. Add Key Sources** | Click **+ Sources** → Upload your Science\_Evidence.pdf file. If you have other relevant text documents (like an explainer video script), upload those too. Let NotebookLM process them. |
| **3. Generate Podcast Script & Audio** | Click “Audio Overview.” This will take a couple of minutes to complete and be available. |
| **4. Download Audio** | When the audio generation is complete, find the **Download** option in NotebookLM for the audio file → Download it. → Rename the file to podcast.mp3 and save it in your project folder. |
|  |  |
|  |  |

**Completion Checklist: You now have**

| **Asset** | **File name** |
| --- | --- |
| Hero Image | hero.png |
| Brand Jingle | jingle.mp3 |
| Narration Audio | voiceover.mp3 |
| Website Copy Draft | copy.txt |
| Podcast | Podcast.mpe |

These assets feed directly into **Phase 6 – Explainer Video** and later into the website.

**How We’ll Use These**

* hero.png – hero section of website & video first frame.
* voiceover.mp3 – narration track for Runway storyboard.
* jingle.mp3 – background layer in video, plus “Play Jingle” button on site.
* Copy.txt – the main source for the website copy when building the website

**Success criteria:** each file exists, matches brand adjectives & colors

**Phase 5 – ElevenLabs Call-Agent: Give Your Brand an expert to talk to.**

*(Estimated elapsed time ≈ 9)*

**Why We’re Doing This**

Websites and videos inform, but a live voice interaction builds *trust*.  
In this phase you’ll launch a phone concierge powered by **ElevenLabs’ Call-API** that can answer parents’ questions using only the vetted sources stored in your Notebook LM evidence hub. Within minutes you could dial a real number (or in this case talk over the website) and ask “Is this toy safe for five-year-olds?” and hear an on-brand, fact-backed reply.  
Generative AI and low-latency voice synthesis can extend customer service without adding headcount—yet remain controllable and source-grounded.

**Resources You Need**

| **Item** | **File / Data** | **Source** |
| --- | --- | --- |
| The Science Report | Science\_Evidence.pdf | Provides verified knowledge base |
| Hero\_Concept\_Detailed\_Brief.docx |  | Can be offered as a “want to learn more?” option |
| ElevenLabs account with **Calling & Agent** feature | Pre-created by facilitator | Generates phone number |

**Instructions: Crafting Your Optimal ElevenLabs Voice Agent Prompt**

**Goal:** Your aim is to configure the ElevenLabs Conversational AI via its prompt to act as a trustworthy, helpful, and on-brand voice concierge for {{COMPANY\_NAME}}. It must accurately answer user questions about {{CONCEPT\_CODE}} based only on your vetted evidence hub (Notebook LM), demonstrating controlled, source-grounded AI assistance.

**Approach:** Focus on defining the core elements within the **text prompt** you provide to ElevenLabs. While many settings exist, getting these prompt components right has the most significant impact on performance and alignment. Use defaults for other settings (like voice stability, similarity, timeouts - unless testing reveals a specific need to adjust them). Leverage work from previous phases (Concept Code-name, Brand Adjectives, Notebook LM sources).

**Key Prompt Components to Define:**

1. **Define the AI's Persona & Role:**
   * **Be Specific:** Clearly state who the AI is, its name (optional but recommended, e.g., "Alex"), its function, and its key characteristics relevant to the interaction. Connect traits to the role.
   * **Example Prompt Text:** "You are 'Alex', a friendly, knowledgeable, and patient product concierge for {{COMPANY\_NAME}}. Your specialty is providing clear information about our new {{CONCEPT\_CODE}}offering."
2. **Set the Environment & Context:**
   * **Inform the AI:** Briefly tell the AI about the communication channel and the likely user context. This helps it adjust style and empathy.
   * **Example Prompt Text:** "You are interacting with users **over the phone or on the website**. The user is typically a parent interested in {{CONCEPT\_CODE}}. They may be curious, potentially cautious, or sometimes multitasking. Adapt your responses to be clear, concise, and reassuring in this context."
3. **Establish the Conversational Style & Tone:**
   * **Use Brand Adjectives:** Explicitly incorporate the {{ADJ1}}, {{ADJ2}}, {{ADJ3}} adjectives to define the core personality.
   * **Add Naturalness (Optional but Recommended):** Instruct the AI to use subtle conversational elements to sound less robotic.
   * **Example Prompt Text:** "Your tone must always be **{{ADJ1}}, {{ADJ2}}, and {{ADJ3}}** (e.g., 'Curious, Lively, and Trustworthy'). To sound natural and engaging, occasionally use brief, appropriate affirmations like 'Okay,' 'Got it,' or 'I understand'. Use natural pauses for clarity, especially when explaining steps if necessary. Speak clearly and avoid overly technical jargon."
4. **State the Core Goal & Objective:**
   * **Define the Primary Task:** Clearly outline what the AI should achieve, framing it around helping the user.
   * **Example Prompt Text:** "Your primary goal is to **help users by accurately and concisely answering their questions** about {{CONCEPT\_CODE}}'s features, benefits, usage, and safety, based primarily on the provided information sources, ensuring they feel informed and confident."
5. **Define Knowledge Source Handling (CRITICAL CHOICE):**
   * This determines how strictly the AI uses only your Notebook LM data versus its general knowledge. Choose the option that fits your control needs and user experience goals:
   * **Option A: Strict Control (Maximum Message Consistency & Safety)**
     + Best for: Ensuring only approved information is shared, preventing speculation, high-stakes accuracy needs.
     + Trade-off: AI cannot answer questions outside the provided sources, potentially frustrating users seeking broader info.
     + ➡️ If you choose this, use phrasing like this in your prompt to ElevenLabs:

"**You MUST base all your answers strictly and solely on the information provided in the connected knowledge base (from Notebook LM).** Do not use any external websites, general knowledge, or make assumptions beyond the provided text. If the answer to a user's question is not found in the provided knowledge base, clearly state that you do not have that specific information available and cannot answer."

* + **Option B: Prioritized Flexibility (Broader Helpfulness with Guardrails)**
    - Best for: Allowing the AI to answer a wider range of questions when vetted info is unavailable, potentially improving user satisfaction.
    - Trade-off: Requires trusting the AI's judgment; necessitates clear instruction on how to use external knowledge and when to declare it. Less message control.
    - ➡️ If you choose this, use phrasing like this in your prompt to ElevenLabs:

"**Strongly prioritize using ONLY the information within the connected knowledge base (from Notebook LM) for your answers.** If, and only if, the provided knowledge base does not contain the information needed to answer a direct user question about {{CONCEPT\_CODE}} or closely related context, you may carefully supplement with your broader knowledge. When doing so, you **must explicitly state you are using general information** (e.g., 'Based on general knowledge outside the provided documents...'). Always strive for factual accuracy, remain truthful, stay focused on {{CONCEPT\_CODE}}, and never speculate or invent details."

1. **Establish Boundaries & Rules (Safety Net):**
   * **Define "Don'ts":** Clearly list prohibited actions to reinforce constraints. Tailor slightly based on your choice in Step 5.
   * **Example Prompt Text:** "Regardless of knowledge source handling: Never speculate or invent answers or details not present in your sources. Do not provide medical, legal, financial, or any other form of professional advice. Avoid discussing competitors or topics unrelated to {{COMPANY\_NAME}} and {{CONCEPT\_CODE}}. If a question is outside your scope or knowledge base (per your rules in Step 5), politely state you cannot help with that specific query."
2. **Conciseness & Testing:**
   * **Keep it Clear:** While detailed, ensure the overall prompt flows logically and is unambiguous.
   * **Iterate:** Test the voice agent with key anticipated questions (like the safety example: "Is {{CONCEPT\_CODE}}safe for five-year-olds?") and listen carefully to the responses. Refine the prompt text based on performance, adjusting wording in the sections above until the agent behaves as desired.

**Create the Voice Agent**

| **Step** | **Action** |
| --- | --- |
| 1 | In ElevenLabs go to “Conversational AI” and select “New Agent.” Pick an agent name and Select Blank Template. |
| 2 | Fill in the blanks that are most important, namely, First Message and System Prompt. |
| 3 | Near the bottom there is a place to upload your two documents as the “Knowledge Base.” |
| 4 | Test the AI agent (this is fun). See what it does and if you want to make any changes to it. |
| 5 | At the top click “Widget” and copy the ***embed code*** somewhere handy. |

**You’re ready to build the website!**

**Phase 7 – Replit AI Builder: Launch a Live, Fully-Loaded Website**

**Phase 8 Instructions: Launch Your Website with Replit AI**

**Goal:** Consolidate all your project assets (research, media, voice agent) into a single, public-facing website for {{COMPANY\_NAME}}, built rapidly using Replit's AI Website Builder. This site will serve as the central hub for investors and early customers.

**Your Steps:**

1. **Gather Your Assets:** Before heading to Replit, make sure you have these key items ready:
   * **Hero Image:** The main visual for your concept (e.g., {{CODE\_NAME}}\_hero.png).
   * **Website Copy**
   * **Audio:** Background music/jingle, narrative voice over, and the Podcast episode audio file.
   * **Voice Agent Info:** The embed code or link needed to integrate your ElevenLabs concierge.
   * **Key Text:** Your winning concept's Value Proposition and Key Features/Attributes (from Phase 4).
   * **Brand Identity:** Your 3 Brand Adjectives (from Phase 4).
2. **Navigate to Replit AI Website Builder:** Open the Replit AI Website Builder tool.
3. **Provide Assets & Brief to Replit AI:**
   * Follow Replit's instructions to upload your Hero Image, Video, and Audio file(s).
   * Provide the necessary embed code/link for the Voice Agent when prompted.
   * Now, give Replit AI its instructions (the prompt/brief):
     + **Be Flexible!** You don't need lengthy, complex instructions unless you want to be very specific about layout.
     + **Option 1 (Detailed):** Briefly describe the desired sections (e.g., "Hero section with image and value prop, podcast player section, section to embed voice agent, simple footer, etc").
     + **Option 2 (Vibey):** Describe the feeling and purpose using your brand adjectives and core message. (e.g., "Create a {{ADJ1}}, {{ADJ2}}, {{ADJ3}} website for {{COMPANY\_NAME}} introducing {{CONCEPT\_CODE}}. Feature the hero image prominently, include podcast audio… etc etc and the voice agent. Focus on [core value proposition key theme, e.g., 'safety and learning through play']").
     + Trust the AI to interpret your brief and use the uploaded assets creatively.
     + Attach all assets and have it start working.
4. **Initiate Build & Use the Wait Time:**
   * Start the website generation process in Replit.
   * **Heads Up:** This typically takes around **10 minutes**. Don't just wait! Use this time effectively:
   * **Meaningful Tasks While Replit Builds:** Choose ONE of these:
     + **A) Draft Launch Announcement:** Open a simple text editor. Write a short (3-4 sentence) social media post (e.g., for LinkedIn or Twitter/X) announcing the launch of the {{COMPANY\_NAME}} website, highlighting the core benefit of {{CONCEPT\_CODE}} and mentioning one key feature (like the video or voice agent).
     + **B) Outline Key FAQs:** List the top 3-5 questions you anticipate visitors asking about {{CONCEPT\_CODE}} (consider safety, usage, price, etc.). Draft concise, factual answers based on your previous research and concept details.
     + **C) Refine Your Elevator Pitch:** Review your value proposition (Phase 4) and key evidence (Phase 3). Condense the core message for {{CONCEPT\_CODE}} into a compelling 15-20 second verbal pitch summary. Practice saying it aloud once or twice.
5. **Review & Iterate:**
   * Once Replit presents the first draft of your site, take a look.
   * **Check:** Does the hero image look good? Does the video play? Does the audio player work? Is the voice agent embedded correctly? Does the overall feel match your brand adjectives?
   * **Refine:** Use Replit's editing tools or provide clarifying feedback to the AI to make adjustments. You'll likely have a few rounds of iteration to get it just right.
   * **Deploy!** Share the website

**Outcome:** A live, responsive website for your company, showcasing your concept and media assets, ready for internal review, investor pitches, or initial customer feedback!