**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**

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 |
|  | Open and review the file and the key insights from the matrix. |  |

**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**

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

**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.

**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}} |

**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**.