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

**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.

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## 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.