PRD: AI-Powered Brand Strategy Builder (Working Title: GotBrand)

1. Objective

Build a web-based tool for brand founders to generate, iterate, and structure their brand strategy using guided AI and proven brand frameworks—without design fluff or expensive agency work.

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2. Target Users

- Indie brand founders (e.g. D2C skincare, supplements, lifestyle brands, food & beverage)

- CPG startup teams

- Creators building personal brands

- Amazon sellers launching private labels

- Marketing consultants building brands for clients

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3. Core Value Proposition

> "Build a world-class brand strategy in days, not months—guided by AI, backed by brand frameworks used by Red Bull, Tesla, and Vitamin Well."

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4. Key Features (MVP Scope)

🧩 Strategy Modules (7 total)

Each module is a step in the process, guiding input + AI-generated output:

Module	Inputs (User)	Output (AI)
1. Brand Foundation	Brand name, category, product, vision	Purpose, Mission, Values

2. Target Customer	Demographics, lifestyle, pains, desires, passions	Ideal Persona, Jobs To Be Done
3. Positioning	Category, competitors, benefit	Positioning Statement (à la "XYZ for ABC that DEF")
4. Differentiation	Your USP, features, brand tone	RTBs, Emotional Hooks, Competitive Angle
5. Brand Voice	Tone inputs, references,	Brand Personality Traits, Voice Principles, What we are, What we are not
6. Messaging	Top brand and product benefits	Messaging Pyramid: Headline, Subheadline, Value Bullets
7. Strategy Summary	Auto-built from previous steps	Final exportable strategy deck

5. UX/UI Approach

Flow:

1. Welcome screen (choose "Start from Scratch" or "Continue")

2. Left sidebar navigation (like PitchKit)

3. Main screen: prompt + input fields + AI result with feedback

4. Score or clarity meter per module

5. Export strategy as text / Notion doc (for now)

Design Direction:

- Clean, minimal, dark mode default

- Modular blocks (like PitchKit)

- Progress tracker on top or left

6. Tech Stack

Layer	Tool	Why

Frontend	Next.js (via Cursor)	Full control, scalable
Backend/API	Claude via Anthropic API	Better reasoning for brand strategy
DB / State	Local (MVP) or JSON storage	No user DB needed initially
Hosting	Vercel	Quick deploy
Auth (later)	Clerk / Auth0	Optional if offering saved states

7. Non-Goals for MVP

- No logo/visual generation

- No user accounts

- No analytics

- No integrations with Shopify etc.

- No multi-brand workspaces

8. Success Criteria

- Able to generate a full strategy deck in <30 minutes

- Feels like a guided workshop—not just ChatGPT with prompts

- First users say "This is clearer than hiring a brand strategist"