Market Research for AI Governance & Ethics Program

Your Real-World Challenge

Is there a market for a short, high-impact 'AI Governance & Ethics' program for C-Suite leaders?

STEP 1: Brainstorm with AI Models (Gemini/Claude/GPT)

Goal: Transform a vague idea into specific, actionable research questions.

Part A: Start with an Exploratory Prompt

Choose ONE of these options based on your preference:

Option 1 - Open-Ended Discovery (Best for beginners)

- I need to research the demand for an AI Ethics program for executives.
- Where do I even start? What questions should I be asking?

Option 2 - Structured Framework Request (Best for those wanting guidance)

I'm exploring whether to launch an AI Governance & Ethics program for

C-Suite leaders. Help me create a research framework covering: market demand,

competitive landscape, pricing, and executive pain points.

Option 3 - Direct Question Generation (Best for efficiency)

- Generate 10 specific research questions I should answer to validate market
- demand for a 2-day AI Governance program targeting CFOs, CEOs, and Board Members.
- Focus on questions that are answerable through desk research.

Part B: Review the Model's Response

The AI will likely suggest researching:

- Competitor programs and pricing
- Recent AI regulations (EU AI Act, state laws)
- Executive surveys on AI concerns
- Industry reports on AI adoption barriers
- Skills gaps in AI governance

Part C: Refine Into Specific Research Questions

Now prompt the AI with:

Based on your suggestions, generate 5 specific, answerable research questions

to validate this opportunity. Format each as:

1. [Clear question]
2. [Where to find this data]
3. [Why this matters for our decision]

Example:

[What are the top 3 concerns of CFOs regarding AI adoption?]

[Source: Industry surveys, analyst reports]

[Why: Informs curriculum design]

✅ **SUCCESS CHECKPOINT:** You should now have 5 specific questions like:

- What are the top 3 executive education providers offering AI governance programs, and what do they charge?
- What regulatory deadlines are driving urgency for AI governance training?
- What percentage of Fortune 500 companies have appointed Chief AI Officers?

STEP 2: Deep Research with Gemini Deep Research

Goal: Get comprehensive, sourced answers to your specific questions.

How to Access:

- Go to gemini.google.com
- Look for "Deep Research" mode (may be in a dropdown or separate option)
- **Alternative if unavailable:** Use Perplexity.ai or Claude with web search

1. Craft your research Query

Choose ONE approach:

Option 1 - Single Comprehensive Query (Recommended)

Research the market for executive education programs on AI Governance and Ethics.

Specifically investigate:

1. Top 5 providers offering programs on 'AI Governance' or 'Responsible AI'

 for C-suite executives (include program names, duration, price, and key topics)

2. Recent regulations driving demand (EU AI Act, US state laws, industry-specific rules)
3. Common AI governance concerns expressed by executives in 2024-2025
4. Market size and growth projections for AI executive education
5. Gaps in current offerings (topics not being covered, underserved audiences)

Provide sources for all key findings.

Option 2 - Focused Deep Dive Pick ONE question from Step 1 and go deep:

Identify the top 5 executive education providers currently offering programs

on 'AI Governance' or 'Responsible AI' for senior executives. For each, provide:

- Program name and provider

- Target audience (CFO, CEO, Board, etc.)

- Duration and format

- Price point (if available)

- Core curriculum topics

- Any unique differentiators

- Links to program pages

Then identify 3 clear gaps or underserved niches in these offerings.

2. What to Do :

1. **Paste your query** into Gemini Deep Research
2. **Let it run** (this may take 2-5 minutes)
3. **Download the report** as a PDF when complete
4. **Quick review:** Skim the findings - do they answer your questions?

⚠️ **TROUBLESHOOTING:**

- If results are too broad: Add more specific parameters (e.g., "programs launched since 2023")
- If results are too narrow: Remove constraints or ask for adjacent markets
- If sources are weak: Explicitly request "academic sources" or "industry analyst reports"

STEP 3: Synthesize with NotebookLM

Goal: Transform raw research into an executive summary.

How to Access:

- Go to notebooklm.google.com
- Click "New Notebook"
- Give it a name: "AI Governance Program - Market Research"

1. Upload Your Research

Option 1 - Upload the PDF (from Step 2)

- Click "+ Sources"
- Select "Upload"
- Choose your Gemini Deep Research PDF

Option 2 - Paste Text Directly

- Click "+ Sources"
- Select "Paste text"
- Copy/paste the research findings

Option 3 - Add Multiple Sources (Advanced) If you have additional materials:

- Upload your own competitor analysis documents
- Paste in relevant articles you've found
- Add previous program proposals for context

2. Prompt NotebookLM to Synthesize

Choose the format that matches your audience:

Option 1 - Executive Summary for Dean/Leadership

Based on this research, create a concise 1-page executive summary for

the Dean of Executive Education. Structure it as:

1. Market Opportunity (size, growth, urgency drivers)

2. Competitive Landscape (who's offering what, at what price)

3. Clear Gaps We Could Exploit (underserved niches, missing topics)

4. Risks or Concerns (market saturation, pricing pressure)

5. Recommended Next Step (one specific action)

Use bullet points and include 2-3 key statistics that make the case compelling.

Option 2 - Strategic Brief for Internal Team

Create a strategic brief analyzing whether we should launch this program. Include:

- **Market Validation: Evidence of demand**

- **Competitive Positioning: How we'd differentiate**

- **Financial Viability: Pricing benchmarks**

- **Implementation Considerations: What we'd need to build this**

- **Go/No-Go Recommendation with rationale**

Option 3 - FAQ Document

Based on this research, create a FAQ document that answers the top 10 questions

our leadership team would ask about launching this program, such as:

- **Who would pay for this?**

- **What makes our program different?**

- **What's the revenue potential?**

💡 Pro Tips:

- Use NotebookLM's **"Suggest questions"** feature to see what insights it found
- Try the **Audio Overview** feature to hear a podcast-style discussion of your research
- Use **inline citations** to trace findings back to sources

STEP 4: Draft with Gemini Canvas (or Claude Artifacts/GPT Canvas)

Goal: Transform your summary into a polished, presentable document.

How to Access Canvas Mode:

- **Gemini:** Type your prompt and look for Canvas/document mode
- **Claude:** Create an "Artifact" by asking for a document
- **ChatGPT:** Use "Canvas" mode (available in ChatGPT Plus)

Prepare Your Input

Copy the executive summary from NotebookLM (from Step 3)

Choose Your Output Format

Option 1 - One-Page Proposal (Most Common)

Transform this summary into a structured one-page proposal document with these sections:

Market Opportunity

- What's driving demand for this program right now?

- Market size and growth potential

Competitive Analysis

- Current players and their offerings

- Pricing benchmarks

- What they're missing

Our Proposed Differentiation

- How our program would be unique

- Our competitive advantages

- Target audience and positioning

Financial Projections

- Estimated pricing

- Projected enrollment

- Revenue potential (Year 1)

Next Steps

- Immediate actions required

- Timeline

- Resources needed

Use professional formatting with clear headers, 2-3 bullet points per section,

and bold key statistics.

Option 3 - Detailed Business Case (Multi-Page)

Expand this summary into a comprehensive 3-4 page business case document with:

- Executive Summary (½ page)
- Market Analysis (1 page) - demand drivers, target segments, market sizing
- Competitive Intelligence (1 page) - detailed competitor comparison table
- Program Design & Differentiation (½ page) - our unique approach
- Financial Model (½ page) - pricing strategy, enrollment projections, P&L
- Implementation Plan (½ page) - timeline, resources, risks

- Appendix: Key Research Sources

Use professional business document formatting with section headers,

tables for competitor analysis, and a decision matrix.

Refine in Canvas Mode

Once the document is generated, **interact with it:**

Editing Commands You Can Use:

- "Make the Market Opportunity section more compelling"
- "Add a competitor comparison table"
- "Shorten this to fit on one page"
- "Make the language more executive-friendly (less jargon)"
- "Add a section on risks and mitigation strategies"
- "Reformat as a memo to the Dean"

Formatting Options:

- "Use more white space and better visual hierarchy"
- "Bold all key statistics"
- "Add section dividers"
- "Create a callout box highlighting the main opportunity"

BONUS: Optional Enhancement Steps

5A: Validate with Perplexity or Claude

Review this proposal and identify:

1. Any claims that need stronger evidence
2. Competitors or trends I might have missed
3. Potential objections leadership might raise
4. Suggestions to make the financial case stronger

5B: Create Supporting Materials

Ask your AI tool:

Based on this proposal, create:

1. A 3-question survey to validate executive interest
2. An email template to reach out to potential corporate clients
3. A one-paragraph description for our website
4. 5 LinkedIn post ideas to test market interest

🎯 Learning Objectives Check

By completing this lab, you will have learned to:

✅ **Transform vague ideas into specific research questions** (Step 1)
✅ **Use AI for comprehensive market research** (Step 2)
✅ **Synthesize multiple sources into strategic insights** (Step 3)
✅ **Create polished, professional deliverables** (Step 4)
✅ **Understand when to use which AI tool** (appropriate tool selection throughout)

Time Allocation Guide

- **Step 1:** 10-15 minutes (brainstorming and refining questions)
- **Step 2:** 5-10 minutes (setting up query + waiting for results)
- **Step 3:** 10-15 minutes (uploading and prompting NotebookLM)
- **Step 4:** 10-15 minutes (creating and refining deliverable)

Total Lab Time: 35-55 minutes

Common Issues & Solutions

Problem	Solution
Deep Research takes too long	Use Perplexity.ai instead, or break into smaller queries

NotebookLM summary is too generic	Add more specific prompts: "Focus on pricing" or "Emphasize competitive gaps"
Canvas output is too long	Use: "Condense this to fit on one page while keeping all key points"
Missing key information	Go back to Step 2 and run an additional targeted query
Output feels too AI-generated	Prompt: "Rewrite this in a more natural, conversational executive tone"