

Name _____

Entrepreneur's Idea Builder

You'll act like a **startup founder** - someone who takes a spark of an idea and builds it into something practical and exciting. This worksheet guides you step by step through crafting an AI prompt that helps you generate, refine, or pitch new business ideas. By the end, you'll have a prompt that can produce a startup concept that's clear, realistic, and worth exploring.



Step 1 - Define the Role - Tell the AI who it should act as. Giving the AI a professional "role" sets the right tone for brainstorming and problem-solving.

Examples: A startup founder brainstorming eco-friendly business ideas. A business consultant helping refine new product concepts. A mentor preparing a startup pitch for investors. A marketing strategist finding profitable niches for students.

Your Turn: You are a _____ focused on _____.

Add Depth: What personality or expertise should this person have? (creative, analytical, experienced, data-driven, persuasive, etc.)

Step 2 - Define the Task - What exactly do you want the AI to do?
Are you brainstorming from scratch, improving an idea, or preparing a pitch?

Examples: Generate five new small-business ideas related to sustainability. Refine an idea for a tutoring app into a detailed business plan. Create a short elevator pitch that explains why my idea matters. Develop a list of target customers and possible marketing angles.

Your Turn: Your task is to _____.

Optional Add-On: Do you want the AI to focus on innovation, profitability, community impact, or creativity?

Step 3 - Add Context - Give background information about who you are, what stage your idea is in, or what your goals are. The more context you give, the more specific and useful the AI's business ideas will be.

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Context Examples: I am a student interested in launching a side business that helps people recycle electronics. I already have a product idea and want to test its potential with a target audience. I'm exploring ideas that require low startup costs but high creativity.

Your Turn: The business ideas are for _____ and they should focus on _____.

Add Detail: Who is your audience or ideal customer?

Step 4 - Add Constraints - Even creative businesses need structure. Constraints help make ideas practical and achievable.

Examples: Ideas must cost under \$1,000 to start. Must use sustainable or recycled materials. Focus on serving a specific community or need. Include one paragraph explaining how it makes money. Avoid unrealistic or illegal business concepts.

Your Turn: List at least three rules or boundaries that make your idea more realistic.

1. _____
2. _____
3. _____
4. _____

Stretch Challenge: Add one *ethical* or *social* rule for your business (for example, "Must have a positive community or environmental impact").

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Step 5 - Decide the Output Format - Tell the AI how to present the business ideas. Think about what would be most helpful: a list, a pitch, a plan, or an outline.

Examples: A bullet list of three unique business ideas with short summaries. A one-paragraph elevator pitch describing purpose, audience, and benefits. A short business plan outline with headings for *Problem, Solution, Audience, and Profit Model*. A comparison table of ideas ranked by cost, creativity, and impact.

Your Turn: Present the output as _____

(Example: "a startup pitch deck outline with five slides: Problem, Solution, Market, Plan, and Summary").

Step 6 - Build the Final Prompt - Now combine everything above into one powerful, realistic AI prompt. Remember to include the five pieces: **Role, Task, Context, Constraints, and Output**.

Final Prompt:
