

Five business prompts that help you tame speed of doing business trends in your industry for your business using chatgpt or claude

**Instructions: Copy/paste each prompt + fill in the brackets. Run the prompt**

**[Industry / vertical]**  
**[Business model]**  
**[Team size & stage]**  
**[Primary customer type]**  
**[City,State]**

### **1. AI's Impact on Hiring & Team Structure**

Given that you operate in [Industry / vertical] with a [Business model], a team at [Team size & stage], serving [Primary customer type] customers in [City, State]— think through your hiring and team structure across two timeframes:

In the next 90 days: Which open or planned roles could be deferred because an AI tool available today can cover up to 70%+ of that function? Which roles become more urgent because you need someone who can manage, prompt, and QA AI outputs? Audit your current job descriptions — are you still hiring for tasks, or for judgment?

In two years: Assume AI handles most first-draft work across writing, code, analysis, design, and customer response. What does your org chart actually look like? How many people do you need, in what functions, and what is the profile of a great hire in an AI-augmented team? Where is the irreplaceable human layer in your business — and are you building toward it?

Finish with three questions that will help me frame the most expedient fixes in these areas.

### **2. Defensibility & Moat Analysis**

Given that you operate in [Industry / vertical] with a [Business model], a team at [Team size & stage], serving [Primary customer type] customers in [City, State]— pressure-test your competitive position honestly across two timeframes:

In the next 90 days: List every assumption your business model rests on — pricing power, distribution advantage, proprietary data, customer loyalty. For each one, ask: could an AI-native startup with \$5M in funding credibly attack this within a year? Score each assumption on a 1–5 vulnerability scale.

In two years: Assume at least two well-funded competitors have entered your space using AI to undercut your price or speed. What have you done to deepen your moat — and is that moat based on something AI makes stronger or weaker? Write the two-paragraph investor memo that explains why you're still the category leader — and stress-test every sentence.

Finish with three questions that will help me frame the most expedient fixes in these areas.

### **3. Customer Acquisition Honest Audit**

Given that you operate in [Industry / vertical] with a [Business model], a team at [Team size & stage], serving [Primary customer type] customers in [City, State]— audit your growth engine across two timeframes:

In the next 90 days: Map every customer acquisition channel — paid, organic, referral, partnerships, outbound — with its real cost-per-acquired-customer and close rate. Be brutal.

Which channels are you continuing out of habit or sunk cost rather than performance? If you had to cut two channels tomorrow and double down on one, which would it be and why?

In two years: Assume AI-powered marketing and outbound is table stakes — every competitor is running personalized campaigns at scale for near-zero marginal cost. What is your acquisition edge then? Reverse-engineer what you need to be building today — relationships, content, reputation, data — so that your acquisition engine isn't dependent on channels that are about to get dramatically more competitive.

Finish with three questions that will help me frame the most expedient fixes in these areas.

#### **4. The "Kill My Business" Stress Test**

Given that you operate in [Industry / vertical] with a [Business model], a team at [Team size & stage], serving [Primary customer type] customers in [City, State]— put yourself on the other side of the table:

In the next 90 days: Write a one-page brief as if you are a founder who just raised \$10M specifically to take your customers. You know your pricing, your weaknesses, and your customer complaints. What do you build first? What do you offer to poach your top customer segments? Now step back — what does that brief reveal about the problems you've been tolerating and the bets you're not making?

In two years: That founder now has 18 months of operating history and is coming for your core segment. What decisions made today — on product, pricing, partnerships, or brand — determine whether you win or lose that fight? Name the three things you would most regret not having done.

Finish with three questions that will help me frame the most expedient fixes in these areas.

#### **5. Revenue Quality & Business Model Durability**

Given that you operate in [Industry / vertical] with a [Business model], a team at [Team size & stage], serving [Primary customer type] customers in [City, State]— assess the quality and durability of your revenue across two timeframes:

In the next 90 days: Segment your revenue by customer type, contract length, and margin. What percentage is recurring vs. transactional? Which customers renew without being asked, and which require a full resell cycle? Calculate your real net revenue retention — not the number you use in decks, but the one that accounts for downgrades, late payments, and churn you've been explaining away. What does that number tell you?

In two years: With AI compressing margins across most industries, where is the premium pricing in your market going to live — outcomes, speed, trust, integration depth? Map a version of your business where your average contract value has grown 40% — not through more volume, but through higher quality revenue. What has to be true about your product, your customer success motion, and your positioning for that to happen?

Finish with three questions that will help me frame the most expedient fixes in these areas.

Email your questions and comments here: [support@decisiongateway.com](mailto:support@decisiongateway.com)