



PROMTS



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EDF PROMTS





Prompt Best Case 1 – AI Business Idea Validation & Refinement

1 - The Business Context

Target Business Sector: Early-stage Startup / Digital Business

- **Daily Business Task:** Validating and refining a business idea before launch
- **AI Tool Used:** General (Works exceptionally well across ChatGPT, Gemini Advanced, and Claude).

2 - From basic to improved prompts

- **The Basic Prompt:** Is my business idea good?
- **The Resulting Problem:** The output will be generic, overly positive, and not based on real market conditions, customer segmentation, or risks.

3 -The Engineered Prompt

- **Role:** Act as a startup mentor and AI-driven business analyst with experience in early-stage ventures.
- **Task:** Evaluate and refine the business idea.
- **Context:** "I want to launch an online business that uses AI tools to automatically generate social media content for small businesses."
- **Format/Constraints:**
 - Identify the target customer segment (be specific)
 - Assess real market demand and trends
 - Identify one key competitive advantage and one major weakness
 - Suggest one concrete improvement to make the idea more viable
 - Keep the answer practical and realistic (no generic advice)
- **The Final Combined Prompt:**

Act as a startup mentor and AI-driven business analyst with experience in early-stage ventures.

I want to launch an online business that uses AI tools to automatically generate social media content for small businesses.

Evaluate this idea by:

- *Identifying the most relevant target customer segment*
- *Assessing real market demand and current trends*
- *Highlighting one key competitive advantage and one major weakness*
- *Suggesting one specific improvement to make the business more viable*

Keep your answer practical, realistic, and focused on execution.

4 - Final considerations and takeaways

AI can support entrepreneurs in validating ideas, identifying risks, and refining business models before investing resources, which is a key step in building a sustainable business.



Prompt Best Case 2 – AI Tool Stack Selection for a Startup

1 - The Business Context

Target Business Sector: E-commerce Startup

- **Daily Business Task:** Selecting the right AI tools for business operations and growth
- **AI Tool Used:** General (Works exceptionally well across ChatGPT, Gemini Advanced, and Claude).

2 - From basic to improved prompts

- **The Basic Prompt:** What AI tools should I use for my business?
- **The Resulting Problem:** The output will be a random list of tools without context, priorities, or practical implementation guidance.

3 - The Engineered Prompt

- **Role:** Act as an AI implementation consultant for startups.
- **Task:** Recommend a practical AI tool stack.
- **Context:** "I am launching a small e-commerce business selling handmade eco-friendly home products. I have a limited budget and no technical background."
- **Format/Constraints:**
 - Suggest exactly 4 tools (no more, no less)
 - Cover: marketing, customer service, content creation, and operations
 - Explain how each tool will be used in daily business tasks
 - Prioritize affordable or beginner-friendly solutions
 - Avoid overly technical explanations
- **The Final Combined Prompt:**

Act as an AI implementation consultant for startups.

I am launching a small e-commerce business selling handmade eco-friendly home products. I have a limited budget and no technical background.

Recommend exactly 4 AI tools I should use for:

- *Marketing*
- *Customer service*
- *Content creation*
- *Business operations*

For each tool, explain:

- *What it does*
- *How I would use it in my daily business*
- *Why it is suitable for a beginner with limited budget*

4 - Final considerations and takeaways

Selecting the right tools is critical because AI adoption should be aligned with business needs, resources, and capabilities, not just trends.



Prompt Best Case 3 – AI-Powered Marketing Campaign Creation

1 - The Business Context

Target Business Sector: E-commerce / Digital Brand

- **Daily Business Task:** Creating a targeted marketing campaign using AI
- **AI Tool Used:** General (Works exceptionally well across ChatGPT, Gemini Advanced, and Claude).

2 - From basic to improved prompts

- **The Basic Prompt:** Create a marketing post for my product.
- **The Resulting Problem:** The output will be generic, not targeted to a specific audience, and lacking a clear objective.

3 - The Engineered Prompt

- **Role:** Act as a digital marketing strategist specializing in AI-driven campaigns.
- **Task:** Create a short campaign concept.
- **Context:** "My business sells eco-friendly reusable water bottles targeted at young professionals (ages 25–35) who care about sustainability."
- **Format/Constraints:**
 - Define a clear campaign goal (e.g., awareness, sales)
 - Write one social media post (max 80 words)
 - Include a strong hook and call to action
 - Highlight sustainability benefits
 - Use a tone suitable for young professionals
- **The Final Combined Prompt:**

Act as a digital marketing strategist specializing in AI-driven campaigns.

My business sells eco-friendly reusable water bottles targeted at young professionals (ages 25–35) who care about sustainability.

Create a short marketing campaign concept that includes:

- *A clear campaign goal*
- *One social media post (maximum 80 words)*
- *A strong hook and call to action*

Focus on sustainability benefits and use a tone appropriate for young professionals.

4 - Final considerations and takeaways

AI enables businesses to create targeted, personalized marketing campaigns quickly, improving engagement and conversion rates.



Prompt Best Case 4 – AI Customer Support Scenario (Chatbot Response)

1 - The Business Context

Target Business Sector: E-commerce / Online Service

- **Daily Business Task:** Handling customer complaints using AI tools
- **AI Tool Used:** General (Works exceptionally well across ChatGPT, Gemini Advanced, and Claude).

2 - From basic to improved prompts

- **The Basic Prompt:** Reply to a customer complaint.
- **The Resulting Problem:** The output will be generic, robotic, and may fail to address the emotional aspect of the complaint.

3 - The Engineered Prompt

- **Role:** Act as a professional customer support specialist trained in AI chatbot communication.
- **Task:** Write a response that resolves the situation and maintains customer trust.
- **Context:** "A customer ordered a product 7 days ago. The delivery is delayed and they are frustrated because they needed it urgently."
- **Format/Constraints:**
 - Show empathy and understanding
 - Acknowledge the delay clearly
 - Offer a concrete solution (refund, update, or compensation)
 - Keep the message under 100 words
 - Maintain a human and professional tone
- **The Final Combined Prompt:**

Act as a professional customer support specialist trained in AI chatbot communication. A customer ordered a product 7 days ago, but the delivery is delayed. They are frustrated because they needed it urgently.

Write a response that:

- *Shows empathy and understanding*
- *Clearly acknowledges the issue*
- *Offers a concrete solution (e.g., refund, update, or alternative)*
- *Keeps the message under 100 words*
- *Maintains a professional and human tone*

4 - Final considerations and takeaways

AI-powered customer service helps businesses handle inquiries efficiently while maintaining a personalized experience, which is critical for customer satisfaction



Prompt Best Case 5 – AI Implementation Roadmap for a New Business

1 - The Business Context

Target Business Sector: Startup / Small Business

- **Daily Business Task:** Planning how to integrate AI into business operations
- **AI Tool Used:** General (Works exceptionally well across ChatGPT, Gemini Advanced, and Claude).

2 - From basic to improved prompts

- **The Basic Prompt:** How do I use AI in my business?
- **The Resulting Problem:** The output will be too general, without clear steps, priorities, or measurable outcomes.

3 - The Engineered Prompt

- **Role:** Act as a business strategist specializing in AI adoption for small businesses.
- **Task:** Create a structured AI implementation roadmap.
- **Context:** "I am starting a small online service business and want to use AI to improve efficiency and reduce costs."
- **Format/Constraints:**
 - Provide 5 clear steps in logical order
 - Include one example AI tool per step
 - Define one measurable KPI per step (e.g., time saved, cost reduction)
 - Keep it simple and actionable for beginners
- **The Final Combined Prompt:**

Act as a business strategist specializing in AI adoption for small businesses.

I am starting a small online service business and want to use AI to improve efficiency and reduce costs.

Create a step-by-step AI implementation roadmap with 5 steps.

For each step, include:

- *A clear action*
- *One example AI tool*
- *One measurable KPI to track success*

Keep the plan simple, practical, and suitable for beginners.

4 - Final considerations and takeaways

Successful AI integration requires structured planning, clear goals, and continuous performance tracking, not just tool adoption.

LSS PROMPTS





Prompt Best Case 1 – Multilingual Customer Email

1 - The Business Context

Target Business Sector: Services / Cross-border commerce (e-commerce, freelancing, B2B)

- **Daily Business Task:** Replying to a customer in another language, in the right tone, without sounding like a machine translation.
- **AI Tool Used:** General LLMs (ChatGPT, Claude, Gemini). Larger multilingual models handle nuance and register best.

2 - From basic to improved prompts

- **The Basic Prompt:** “Translate this email reply into German.”
- **The Resulting Problem:** A literal translation often lands wrong. The model may use the casual “you” form where a formal one is expected, carry over idioms that don’t exist in the target language, and ignore cultural norms around directness or politeness — making a well-meant message feel rude or sloppy to the reader.

3 -The Engineered Prompt

- **Role:** Act as a native German business correspondent writing on my behalf.
- **Task:** Rewrite my message in German so it reads as if originally written by a native speaker, not translated.
- **Context:** Who the customer is, what the message is about, and how formal the relationship is.
- **Key technique – specify audience, register and locale:** Don’t just name the target language. Tell the AI who the reader is, how formal the relationship is, and which cultural conventions to respect. Language is not the same as register.
- **Format/Constraints:** Use the formal “Sie” form. Match German business etiquette: direct, polite, concise, no excessive small talk. Do not translate idioms literally — rephrase them naturally. Keep my original meaning intact.
- **The Final Combined Prompt:**

Act as a native German business correspondent writing on my behalf. I run a small company in the Netherlands and need to reply to a German B2B customer.

The relationship is professional and fairly formal — use the “Sie” form throughout. Follow German business etiquette: be direct, courteous, and concise, without excessive pleasantries. Do not translate idioms literally; rephrase them so they sound natural to a native speaker.

Here is what I want to say (in English): [PASTE YOUR MESSAGE]. Write the German version so it reads as if originally written in German, not translated.



4 - Final considerations and takeaways

Specifying the language is not enough — register, formality and cultural norms decide whether a message feels respectful or clumsy. Tell the AI who it is writing to and how, not just in what language.

Prompt Best Case 2 – Plain-Language Contract Check

1 - The Business Context

Target Business Sector: Administration / Any founder reviewing agreements

- **Daily Business Task:** Understanding a contract or terms-of-service before signing, when you can't afford a lawyer for every document.
- **AI Tool Used:** General LLMs (ChatGPT, Claude, Gemini). Use the most capable available model for legal-style text.

2 - From basic to improved prompts

- **The Basic Prompt:** “Is this contract good? [paste contract]”
- **The Resulting Problem:** The AI gives a falsely reassuring “looks fine” or, worse, invents legal certainty it does not have. A basic prompt invites the model to sound authoritative on something it isn't qualified to rule on — which is genuinely risky when money or liability is involved.

3 -The Engineered Prompt

- **Role:** Act as a contracts analyst who explains agreements in plain language to people without a legal background.
- **Task:** Flag clauses that are unusual, one-sided, or unclear, and explain why each might matter to me.
- **Context:** What the contract is for and what outcomes I care about.
- **Key technique – build in safety rails and demand honesty about uncertainty:** Tell the AI explicitly what it must NOT do (give a verdict, replace a lawyer) and instruct it to flag anything unclear rather than guess. This turns a risky “is it good?” into a safe “what should I look at?”
- **Format/Constraints:** List flagged clauses in plain English. Mark anything uncertain explicitly. End with a fixed disclaimer line. Do not give an overall verdict on whether to sign.
- **The Final Combined Prompt:**

Act as a contracts analyst who explains agreements in plain language to people without a legal background. You are NOT a lawyer and must not give a verdict on whether I should sign.

Read the agreement below and do this: list any clauses that are unusual, one-sided, vague, or that create obligations or risks for me. For each, explain in plain English why it might matter. Clearly mark anything you are unsure about rather than guessing.



Finish with the line: “This is not legal advice — please confirm the flagged items with a qualified lawyer.”

Here is the agreement: [PASTE CONTRACT TEXT].

4 - Final considerations and takeaways

For high-stakes tasks, a good prompt builds in its own safety rails: define what the AI may not claim, and require it to admit uncertainty. This keeps a useful tool from becoming a confidently wrong one.

Prompt Best Case 3 – Turning a Repetitive Task into a Reusable Process

1 - The Business Context

Target Business Sector: Operations / Any small business with recurring tasks

- **Daily Business Task:** Converting a task you do over and over (and explain badly to new hires) into a clear, repeatable Standard Operating Procedure (SOP) someone else can follow.
- **AI Tool Used:** General LLMs (ChatGPT, Claude, Gemini). Models strong at structured output work best.

2 - From basic to improved prompts

- **The Basic Prompt:** “How do I onboard a new freelancer?”
- **The Resulting Problem:** The output is a generic checklist that ignores how your business actually works. It produces a one-off answer rather than a documented process — so you still have to redo the thinking every time, and you can’t hand it to someone else.

3 -The Engineered Prompt

- **Role:** Act as an operations manager who documents processes for small teams.
- **Task:** Turn my description of how I currently do this task into a clean, numbered SOP that a new team member could follow without asking me questions.
- **Context:** Describe how you actually do the task today, including the messy parts and the tools you use.
- **Key technique – ask for a repeatable process, not a one-off answer:** Instead of asking the AI to do the task once, ask it to capture the task as a reusable procedure: numbered steps, who is responsible, what tools are used, and what “done” looks like.
- **Format/Constraints:** Output a numbered step-by-step SOP. For each step state the action, the tool used, and the expected result. Add a short “common mistakes” section at the end. Keep it concrete to my described workflow — no generic filler.



- **The Final Combined Prompt:**

Act as an operations manager who documents processes for small teams. I want to turn a task I do repeatedly into a Standard Operating Procedure (SOP) that a new team member could follow without asking me anything.

Here is how I currently do it, in my own messy words: [DESCRIBE THE TASK STEP BY STEP, INCLUDING TOOLS YOU USE].

Produce a numbered SOP. For each step, state: the action, the tool or template used, and what the finished result should look like. End with a short “common mistakes to avoid” section. Keep everything specific to my described workflow — do not add generic best-practice filler.

4 - Final considerations and takeaways

Entrepreneurs scale by turning one-off effort into repeatable systems. Asking the AI to document a process — rather than just perform a task — turns your tacit knowledge into something you can delegate.

Prompt Best Case 4 – Briefing an AI Image Generator

1 - The Business Context

Target Business Sector: Branding / Marketing / Content creation

- **Daily Business Task:** Creating a usable visual — a logo concept, social graphic, or product mockup — with an AI image generator instead of paying for stock or design on day one.
- **AI Tool Used:** Image models such as Midjourney, DALL·E, Adobe Firefly, or the image features in ChatGPT and Gemini. (Note: image models read prompts differently from text models.)

2 - From basic to improved prompts

- **The Basic Prompt:** “Make me a logo for my coffee brand.”
- **The Resulting Problem:** The result is a cliché: a generic coffee-cup icon with random text. Image models can’t read your intent. Without direction on subject, style, composition and what to avoid, they fall back on the most average, overused interpretation of your words.

3 -The Engineered Prompt

- **Subject:** State clearly what should be in the image (the main object, character, or scene).
- **Style:** Turn my description of how I currently do this task into a clean, numbered SOP that a new team member could follow without asking me questions.



- **Composition & detail:** Describe framing, colours, background, lighting, and mood.
- **Key technique – think in subject + style + composition, and use negative prompts:** Image models need visual direction, not a request. Specify what it should look like, and — just as important — state what to leave out (a “negative prompt”), since excluding the obvious cliché is often what makes the result usable.
- **Negative prompt/Constraints:** List what to avoid: no text, no realistic photo, no clutter, no extra objects. Specify aspect ratio if the tool supports it.
- **The Final Combined Prompt:**

A minimalist logo icon for a specialty coffee brand called “Noorderlicht”. Subject: a single abstract mark combining a coffee bean and a subtle aurora/wave shape. Style: clean flat vector, two colours only (deep teal and warm cream), suitable for a small app icon. Composition: centred, generous negative space, no background scene. Negative prompt / avoid: no text or letters, no photorealism, no steam, no generic coffee-cup silhouette, no gradients, no clutter. Aspect ratio 1:1. Produce 3 distinct variations.

4 - Final considerations and takeaways

Image models reward visual direction, not conversation. Describing subject, style and composition — and explicitly naming what to avoid — is what separates a usable asset from a generic cliché.

Prompt Best Case 5 – Iterating and Refining a Weak Answer

1 - The Business Context

Target Business Sector: Any sector (a meta-skill that applies to every task above)

- **Daily Business Task:** Getting from a mediocre first AI answer to a genuinely useful one — instead of giving up after one try.
- **AI Tool Used:** All LLMs (ChatGPT, Claude, Gemini).

2 - From basic to improved prompts

- **The Basic Prompt:** “Write a tagline for my eco-friendly cleaning product.” (then accepting whatever comes out).
- **The Resulting Problem:** The first answer is almost always average — safe, generic, forgettable. Most beginners assume that is “what the AI can do” and either use the weak result or abandon the tool. The real skill is treating the first answer as a draft, not a verdict.

3 -The Engineered Prompt

- **Step 1 – Generate options:** Ask for several distinct attempts, not one, so you have material to react to.



- **Step 2 – Critique:** Tell the AI specifically what is wrong with its output (“too corporate”, “sounds like everyone else”, “too long”).
- **Key technique – prompting is a dialogue, not a one-shot:** The power is in the second, third and fourth message. React to what the AI gives you, point at what works and what doesn’t, and have it refine. You are steering, not vending.
- **Step 3 – Direct the refinement:** Combine the best parts, push in a clear direction, and ask it to sharpen rather than restart.
- **Format / Constraints:** Keep each round focused on one improvement so you can see whether it actually got better.
- **The Final Combined Prompt:**

Round 1: “Give me 8 short taglines for an eco-friendly cleaning product aimed at young parents. Vary the angle — some playful, some reassuring, some bold.”

Round 2 (after reading them): “Numbers 2 and 6 are closest, but they sound too much like every other green brand. Make 5 new versions in that direction, but sharper and more specific to parents — avoid the words ‘clean’, ‘green’, and ‘planet’.”

Round 3: “Take your version 3, keep its rhythm, but make it 4 words or fewer and a little warmer.”

4 - Final considerations and takeaways

The biggest difference between a beginner and a skilled AI user is not the first prompt — it’s the willingness to keep going. Treat every first answer as a draft, react to it specifically, and refine. Prompting is a conversation.

FVB – THE HIVE PROMPTS





Prompt Best Case 1 – Elevator Pitch for Tech Startup

1 - The Business Context

Target Business Sector: Tech Startup / FinTech

- **Daily Business Task:** Drafting a compelling elevator pitch for angel investors based on raw product features.
- **AI Tool Used:** General (Works exceptionally well across ChatGPT, Gemini Advanced, and Claude).

2 - From basic to improved prompts

- **The Basic Prompt:** Write a pitch for my startup. We made an app that helps freelancers track their expenses and save money by scanning receipts with AI.
- **The Resulting Problem:** The output from this basic prompt is usually unhelpful because it reads like a generic marketing brochure. It lacks business metrics, doesn't address the business model, and uses too much "fluff" without explaining the actual value proposition to an investor.

3 -The Engineered Prompt

- **Role:** Act as a seasoned startup accelerator mentor (e.g., from Y Combinator)...
- **Task:** ...write a concise, compelling 60-second elevator pitch for my startup.."
- **Context:** My startup, 'SpendSense', uses AI OCR technology to scan receipts and automatically categorize expenses to find tax deductions. Our target audience is Gen Z freelancers. We currently have 5,000 active beta users, a \$5/month subscription model, and a CAC (Customer Acquisition Cost) of \$2. We are raising \$250k in pre-seed funding to expand our marketing team."
- **Format/Constraints:**
Keep it strictly under 150 words. Focus heavily on the problem, the solution, the traction, and the 'ask'. Use a confident, data-driven, and professional tone. Do not use marketing jargon, emojis, or overly dramatic language.
- **The Final Combined Prompt:**

Act as a seasoned startup accelerator mentor (e.g., from Y Combinator). I need you to write a concise, compelling 60-second elevator pitch for my startup.

Context: My startup, 'SpendSense', uses AI OCR technology to scan receipts and automatically categorize expenses to find tax deductions. Our target audience is Gen Z freelancers. We currently have 5,000 active beta users, a \$5/month subscription model, and a CAC (Customer Acquisition Cost) of \$2. We are raising \$250k in pre-seed funding to expand our marketing team.

Constraints: Keep it strictly under 150 words. Structure it by focusing heavily on the problem, the solution, the traction, and the 'ask'. Use a confident, data-driven, and professional tone. Do not use marketing jargon, emojis, or overly dramatic language.



4 - Final considerations and takeaways

Founders must realize that AI doesn't know their business metrics unless explicitly told. By assigning a specific expert persona and feeding the AI hard data (like traction, business model, and the specific "ask"), you transform a weak, generic summary into a persuasive, pitch-ready narrative.

Prompt Best Case 2 – E- Commerce Content Calendar

1 - The Business Context

Target Business Sector: E-commerce / Remote Work Solutions

- **Daily Business Task:** Repurposing a long-form blog post into a structured 30-day social media content calendar to save time and maintain a consistent online presence.
- **AI Tool Used:** Best suited for large-context models like Gemini Advanced (Gemini 3.1 Pro), Claude 4.5 Sonnet, or ChatGPT-5.xo, which excel at processing long documents and outputting structured tables.

2 - From basic to improved prompts

- **The Basic Prompt:** Read this blog post about back pain [paste text] and write some social media posts I can use for the next month.
- **The Resulting Problem:** The output is usually a list of repetitive, generic posts that summarize the whole article over and over again. It lacks a strategic posting schedule, ignores the nuances of different social media platforms, and fails to provide a variety of content formats (like polls, threads, or actionable tips).

3 -The Engineered Prompt

- **Role:** Act as a Senior Content Marketing Strategist specializing in B2B and D2C growth.
- **Task:** Analyze the provided blog post and extract its key insights to create a comprehensive 30-day social media content calendar for LinkedIn and X (formerly Twitter).
- **Context:** My startup sells ergonomic office furniture. The pasted text is our new definitive guide on 'Postural Health for Remote Workers'. Our main goals are to drive traffic to our website, build authority in the wellness niche, and generate engagement.



- **Format/Constraints:**

Present the output in a markdown table with the following columns: Day (1 to 30), Platform (alternate between LinkedIn and X), Content Type (e.g., Poll, Quote, X Thread, Actionable Tip, Myth-busting), The Post Copy (write the actual ready-to-publish text), and Suggested Visual (describe the image or graphic to attach). Keep the tone engaging, professional, and educational. Do not repeat the same angle twice.

- **The Final Combined Prompt:**

Act as a Senior Content Marketing Strategist specializing in B2B and D2C growth. Analyze the provided blog post text and extract its key insights to create a comprehensive 30-day social media content calendar for LinkedIn and X (formerly Twitter).

Context: My startup sells ergonomic office furniture. The text below is our new definitive guide on 'Postural Health for Remote Workers'. Our main goals are to drive traffic to our website, build authority in the wellness niche, and generate engagement.

Constraints: Present the output in a markdown table with the following columns: Day (1 to 30), Platform (alternate between LinkedIn and X), Content Type (e.g., Poll, Quote, X Thread, Actionable Tip, Myth-busting), The Post Copy (write the actual ready-to-publish text), and Suggested Visual (describe the image or graphic to attach). Keep the tone engaging, professional, and educational. Do not repeat the same angle twice.

Here is the blog post text: [INSERT BLOG POST TEXT HERE].

4 - Final considerations and takeaways

Entrepreneurs should learn that AI thrives on structure. By requesting a specific output format (like a table with columns for dates, platforms, and content types) and varying the "angles," you force the AI to dissect the source material creatively rather than just summarizing it lazily.

Prompt Best Case 3 – Food Delivery App review response

1 - The Business Context

Target Business Sector: FoodTech / Local Delivery App

- **Daily Business Task:** De-escalating a highly critical, emotional, and public 1-star review (e.g., on Trustpilot or the App Store) without acting defensive.
- **AI Tool Used:** Models known for high conversational nuance and "emotional intelligence" (Gemini 3.1 Pro), Claude 4.5 Sonnet, or ChatGPT-5.x.



2 - From basic to improved prompts

- **The Basic Prompt:** Reply to this angry 1-star review: 'Your app crashed and my food arrived cold! Worst service ever, I want a refund'
- **The Resulting Problem:** The AI typically generates a boilerplate, overly apologetic corporate response ("Dear valued customer, we are sorry for the inconvenience..."). It sounds automated, insincere, and fails to actually address the specific issue, which can infuriate the customer even more.

3 -The Engineered Prompt

- **Context:** "I am the founder of 'QuickBite', a local food delivery app. A user left a furious 1-star review because our app crashed during a peak Friday night, causing their order to be delayed and arrive cold."
- **Objective:** "Draft a public response to this review. The goal is to de-escalate the situation, show public accountability, and move the conversation to a private customer support channel to solve the issue."
- **Tone Guidelines:** "Empathetic, highly professional, transparent, and human. Do not sound like an automated corporate bot."
- **Strict Boundaries:** "Acknowledge the specific pain points (app crash, cold food). Do NOT make excuses about 'server load' or blame the restaurant. Explicitly state that we will process a full refund, but do not promise any other freebies. Keep it strictly under 4 sentences."
- **Input Data:** "Here is the customer's review to reply to: [Insert Review]"
- **The Final Combined Prompt:**

Context: I am the founder of 'QuickBite', a local food delivery app. A user left a furious 1-star review because our app crashed during a peak Friday night, causing their order to be delayed and arrive cold.

Objective: Draft a public response to this review. The goal is to de-escalate the situation, show public accountability, and move the conversation to a private customer support channel to solve the issue.

Tone Guidelines: Empathetic, highly professional, transparent, and human. Do not sound like an automated corporate bot.

Strict Boundaries: Acknowledge the specific pain points (app crash, cold food). Do NOT make excuses about 'server load' or blame the restaurant. Explicitly state that we will process a full refund, but do not promise any other freebies. Keep it strictly under 4 sentences.

Input Data: "Your app crashed and my food arrived cold! Worst service ever, I want a refund!"



4 - Final considerations and takeaways

Responding to criticism is highly emotional for young founders. Using AI as an "emotional buffer" helps protect the brand's reputation. The critical lesson here is the use of "Strict Boundaries"—you must explicitly tell the AI what not to say or promise (like unauthorized discounts), otherwise, it might confidently offer policies that your startup cannot fulfil.

Prompt Best Case 4 – Direct Commercial Offer Drafting

1 - The Business Context

Target Business Sector: Software as a Service / HR Tech

- **Daily Business Task:** Writing a highly personalized LinkedIn cold outreach message to a key decision-maker to book a discovery call.
- **AI Tool Used:** All models.

2 - From basic to improved prompts

- **The Basic Prompt:** Write a LinkedIn message to John Doe to sell my new HR software that helps reduce employee turnover.
- **The Resulting Problem:** The output will look like a classic spam message. It will be "me-centric" (focusing too much on the startup's features), way too long for a LinkedIn DM, and will likely end with an aggressive push for a 30-minute meeting that the prospect will ignore.

3 -The Engineered Prompt

- **Persona:** "Act as a top-performing B2B enterprise Account Executive.
- **Context/Prospect Data:** "I am the founder of 'RetentionAI', a tool that predicts which employees are likely to quit in the next 90 days. I am reaching out to Sarah Jenkins, VP of People at CloudCorp. I saw on her recent LinkedIn post that she is frustrated by the high turnover rate among their senior software engineers this quarter."
- **Constraints/Output Rules:** "Keep the entire message strictly under 75 words. Do not use generic greetings like 'Dear Sarah' or 'I hope this finds you well'. Focus 80% of the message on her problem (the engineering turnover) and only 20% on our solution. End with a soft, low-friction Call to Action (e.g., asking a quick question, NOT asking for a 30-minute call)."
- **The Final Combined Prompt:**

Act as a top-performing B2B enterprise Account Executive. I need you to write a highly personalized LinkedIn cold outreach message.

Use the PAS framework (Problem, Agitate, Solution) to structure the message.



Grant Agreement No.: 2024-1-BG01-KA220-YOU-000249027-2
Call: 2024
Topic: Youth
Type of action: Cooperation partnerships

Context: I am the founder of 'RetentionAI', a tool that predicts which employees are likely to quit in the next 90 days. I am reaching out to Sarah Jenkins, VP of People at CloudCorp. I saw on her recent LinkedIn post that she is frustrated by the high turnover rate among their senior software engineers this quarter.

Constraints: Keep the entire message strictly under 75 words. Do not use generic greetings like 'Dear Sarah' or 'I hope this finds you well'. Focus 80% of the message on her problem (the engineering turnover) and only 20% on our solution. End with a soft, low-friction Call to Action (e.g., asking a quick question, NOT asking for a 30-minute call).

4 - Final considerations and takeaways

Entrepreneurs must learn to instruct AI using established psychological marketing models (like PAS, AIDA, or BAB). Furthermore, feeding the AI a specific "trigger event" (like the prospect's recent LinkedIn post) shifts the AI's output from a cold, feature-heavy sales pitch to a warm, relevant, and problem-centric conversation starter.

Prompt Best Case 5 – Software startup: feature idea from user need

1 - The Business Context

Target Business Sector: Any Tech Startup / SaaS / App Development

- **Daily Business Task:** Converting a raw, unstructured feature idea or user feedback into a professional Agile "User Story" with Acceptance Criteria for the development team.
- **AI Tool Used:** All models.

2 - From basic to improved prompts

- **The Basic Prompt:** Write instructions for my developers to build a password reset feature. Users keep forgetting their passwords and getting locked out.
- **The Resulting Problem:** The output will be too vague for developers. A basic prompt ignores crucial technical details, security constraints, and edge cases (e.g., What happens if the email isn't in the database? Does the reset link expire? What are the password complexity rules?). This leads to endless back-and-forth Slack messages and delayed development.

3 -The Engineered Prompt

- **Persona:** Act as a Senior Technical Product Manager.
- **Context/Prospect Data:** "We are building a B2C mobile app for fitness tracking. We need to implement a 'Forgot Password' flow because our support tickets are spiking."



- **Input notes:** "Here are my raw notes: Users are getting locked out. Put a 'forgot password' link on the login screen. It should send them an email to reset it. The link should probably expire so it's secure. After they reset, log them in automatically."
- **Format/Constraints:** "Structure the output exactly like this:
 - The User Story (Format: 'As a [user], I want to [action], so that [value]').
 - Acceptance Criteria (Use the BDD format: 'Given... When... Then...'). Create at least 4 criteria.
 - Edge Cases to Consider (List 3 potential technical or UX issues the developers need to watch out for)."

- **The Final Combined Prompt:**

Act as a Senior Technical Product Manager. I need you to translate my raw, unstructured notes into a formal Agile User Story for my development team.

Context: We are building a B2C mobile app for fitness tracking. We need to implement a 'Forgot Password' flow because our support tickets are spiking.

Input Data: "Users are getting locked out. Put a 'forgot password' link on the login screen. It should send them an email to reset it. The link should probably expire so it's secure. After they reset, log them in automatically."

Constraints: Structure the output exactly like this:

- 1. The User Story (Format: 'As a [user], I want to [action], so that [value]').*
- 2. Acceptance Criteria (Use the BDD format: 'Given... When... Then...'). Create at least 4 distinct criteria.*
- 3. Edge Cases to Consider (List 3 potential technical or UX issues the developers need to watch out for, like unregistered emails or network timeouts).*

4 - Final considerations and takeaways

Non-technical founders often struggle to communicate with developers. By using AI as a "technical translator" and forcing it to use established engineering frameworks (like Agile User Stories and Given-When-Then acceptance criteria), entrepreneurs can drastically reduce misunderstandings, prevent bugs, and accelerate their product's time-to-market.

YYOUTH PROMTS





Prompt Best Case 1 – Pitch a business

1 - The Business Context

Target Business Sector: Tech startup, social enterprise, retail, food & beverage, creative services)

- **Daily Business Task:** Preparing a clear, credible, and investor-ready pitch by stress-testing the business idea, identifying weaknesses, and improving how the opportunity is presented before meeting prospective investors.
- **AI Tool Used:** General LLMs such as ChatGPT, Claude, or Gemini. No advanced technical features are required, but the model should be good at structured reasoning and business analysis.

2 - From basic to improved prompts

- **The Basic Prompt:** “Can you help me pitch my business?”
- **The Resulting Problem:** The output is usually generic and overly positive. It sounds like standard startup advice, avoids difficult questions, and does not reflect how real investors think.

3 -The Engineered Prompt

- **Role:** Act as a skeptical early-stage investor who is actively looking for reasons not to invest.
- **Task:** Challenge the startup by asking difficult investor questions and revealing the real concerns behind them.
- **Context:** The startup is preparing for its first fundraising meetings. The founder needs to understand what investors will really question, especially around risks, traction, and viability.
- **Format/Constraints:** The output must be concise, practical, and focused on real investor logic. Each question should clearly explain why it matters.
- **The Final Combined Prompt:**

Act as a skeptical early-stage investor trying to reject my startup.

The Data:

- *Startup summary: [brief description]*
- *Stage: [idea / MVP / early traction]*
- *Target customer: [who pays]*
- *Biggest risks: [e.g. market, team, competition, regulation]*

Your Task:

- 1) *Ask me 5 tough questions an investor would raise.*
- 2) *For each question, explain the real concern behind it.*
- 3) *Suggest what a strong answer should demonstrate.*



4 - Final considerations and takeaways

Entrepreneurs learn that AI performs best when it is given a clear role and a critical perspective. By asking the model to think like a sceptical investor, founders can surface weaknesses early and improve their pitch before facing real investors.

Prompt Best Case 2 – Business Loan

1 - The Business Context

Target Business Sector: Small businesses, solo founders, early-stage entrepreneurs (any sector)

- **Daily Business Task:** Assessing whether the business is ready to apply for a small loan and understanding what lenders will evaluate before approving or rejecting the application.
- **AI Tool Used:** LLMs such as ChatGPT, Claude, or Gemini. The tool must be able to reason with basic financial and business information.

2 - From basic to improved prompts

- **The Basic Prompt:** “Can I get a business loan?”
- **The Resulting Problem:** The answer is vague and motivational. It does not reflect how banks or micro finance institutions assess risk, cash flow, and repayment capacity, leaving the entrepreneur unprepared.

3 -The Engineered Prompt

- **Role:** Act as a loan officer at a micro-finance institution.
- **Task:** Evaluate loan readiness and highlight approval risks.
- **Context:** The entrepreneur is considering a small loan to finance working capital or growth and wants to avoid rejection.
- **Format/Constraints:** Clear yes/no signals and practical improvement advice.
- **The Final Combined Prompt:**

Act as a loan officer reviewing a small business loan application.

The Data:

- *Business activity: [...]*
- *Monthly revenue: [...]*
- *Fixed monthly costs: [...]*
- *Variable costs: [...]*
- *Loan amount requested: [...]*
- *Intended use of the loan: [...]*



Your Task:

- 1) *Assess whether the business could realistically repay the loan.*
- 2) *Identify the top 3 risk factors a lender would see.*
- 3) *Suggest how to improve my chances before applying.*

4 - Final considerations and takeaways

This case shows entrepreneurs that lenders focus on cash flow and risk, not ideas. Clear data allows the AI to simulate real lending decisions.

Prompt Best Case 3 – Seeking Investors

1 - The Business Context

Target Business Sector: Startups and small businesses seeking angel investors

- **Daily Business Task:** Writing a concise, credible first outreach message to a potential angel investor.
- **AI Tool Used:** General LLMs such as ChatGPT, Claude, or Gemini.

2 - From basic to improved prompts

- **The Basic Prompt:** “Write an email to an angel investor.”
- **The Resulting Problem:** The message is too long, generic, and self-focused. It fails to explain why the investor should care or reply.

3 -The Engineered Prompt

- **Role:** Act as an experienced angel investor who regularly receives cold outreach.
- **Task:** Create a short, compelling first-contact message.
- **Context:** The entrepreneur needs interest, not immediate funding.
- **Format/Constraints:** Short, human, and respectful of the investor’s time.
- **The Final Combined Prompt:**

Act as an experienced angel investor who reads many pitch emails.

The Data:

- *Startup: [...]*
- *Problem being solved: [...]*
- *Target customer: [...]*
- *Traction or progress so far: [...]*
- *Funding goal: [...]*

Your Task:

- 1) *Write a short first-contact message (max 120 words).*
- 2) *Make the value proposition clear in one sentence.*



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3) *End with a low-pressure call to action.*

4 - Final considerations and takeaways

Entrepreneurs learn that investor outreach is about clarity and relevance, not persuasion. Short prompts lead to better replies.

Prompt Best Case 4 – Investors feedback

1 - The Business Context

Target Business Sector: Any startup or small business pitching to angel investors or early supporters

- **Daily Business Task:** Understanding whether the business is **actually investable** and why an investor might say no.
- **AI Tool Used:** General LLMs such as ChatGPT, Claude, or Gemini.

2 - From basic to improved prompts

- **The Basic Prompt:** “Would you invest in my business?”
- **The Resulting Problem:** The AI gives overly encouraging answers and avoids making a clear decision, which does not help the entrepreneur improve their pitch or strategy.

3 -The Engineered Prompt

- **Role:** Act as an experienced angel investor making a real investment decision.
- **Task:** Decide whether to invest based on provided facts and explain the reasoning.
- **Context:** The entrepreneur wants honest feedback before pitching real investors.
- **Format/Constraints:** Binary decision (yes or no) with justification.
- **The Final Combined Prompt:**

Act as an experienced angel investor making a real investment decision.

The Data:

- *Business description: [...]*
- *Target customer: [...]*
- *Revenue or traction so far: [...]*
- *Main risks: [...]*
- *Funding ask: [...]*

Your Task:

- 1) *Decide: would you invest or not?*
- 2) *Explain the top 3 reasons for your decision.*
- 3) *Tell me what would need to change for you to invest.*



4 - Final considerations and takeaways

This prompt teaches entrepreneurs that funders always make a go / no-go decision. Clear roles and constraints push the AI to think like a real investor, not a motivator.

Prompt Best Case 5 – Making business more innovative

1 - The Business Context

Target Business Sector: Early-stage startups and small businesses (including social enterprises) seeking angel investment or seed funding.

- **Daily Business Task:** Identifying how to make the business more **innovative, scalable, cost-effective, and attractive for funding**, based on investor expectations.
- **AI Tool Used:** General LLMs such as ChatGPT, Claude, or Gemini, capable of structured business reasoning.

2 - From basic to improved prompts

- **The Basic Prompt:** “How can I make my business more innovative and scalable?”
- **The Resulting Problem:** The output is generic and abstract (e.g. “use technology,” “grow your market,” “optimize costs”). It does not connect innovation and scalability to investment logic, nor does it help the entrepreneur prioritize actions that actually improve fundability.

3 -The Engineered Prompt

- **Role:** Act as an early-stage investor and startup advisor evaluating businesses for funding readiness.
- **Task:** Identify concrete changes that would make the business more attractive to investors.
- **Context:** The entrepreneur wants practical guidance to improve the business *before* pitching for funding.
- **Format/Constraints:** Action-oriented, realistic, no buzzwords.
- **The Final Combined Prompt:**

Act as an early-stage investor and startup advisor.

The Data:

- *Business model (what I sell and to whom): [...]*
- *Current stage: [idea / MVP / operating]*
- *Revenue model: [...]*
- *Main costs: [...]*
- *Biggest constraint to growth: [...]*



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Your Task:

- 1) Identify 3 concrete ways to make this business more innovative.*
- 2) Identify 3 changes that would improve scalability.*
- 3) Identify 2 cost optimizations that investors would value.*
- 4) Explain how these changes would increase my attractiveness for funding.*

4 - Final considerations and takeaways

This case teaches entrepreneurs that **innovation and scalability are not abstract concepts**. Investors look for specific improvements in how a business grows, operates, and uses capital. A well-engineered prompt helps transform vague ideas into fundable strategies.