SCE CHATBOT PROMPT LIBRARY

Welcome to the prompt library of the Strascheg Center for Entrepreneurship. This document contains a curated selection of prompts designed to help you use our coaching chatbot effectively, from quick onboarding to deeper reflection and strategy questions. The prompts are written so you can copy and paste them directly into the chat.

They cover key areas of startup development: problem understanding, customers/users, product, business model, go-to-market, team, stakeholders, financing, impact, and personal productivity.

Use the prompts as a starting point. The more specific context you provide (target group, industry, stage, prior learnings, constraints), the better the results will be. If you are unsure, start with the introductory prompts. They help you provide the right information and guide you step by step toward better decisions.

Additional tips for writing good prompts:

- **Context first**: stage, target group, current status, constraints
- **Goal and output format**: "Give me 10 options and prioritize them in a table."
- **Separate evidence and assumptions**: "Clearly mark assumptions and suggest tests."
- **Iterate**: "Ask follow-up questions before proposing solutions."
- **Decision criteria**: "Only recommend options after defining criteria."

#Introduction and Value of the SCE Chatbot#

(1) Give me three different tasks where you can support me during the first days of the SCE incubation program, each with a short example.

(2) I only have 15 minutes today. What is the single best question I should ask you today, and why?

(3) Create a prompt template I can use every time I need your support.

(4) If I provide too little context, what follow-up questions do you always ask before answering?

#Feeding the Chatbot with the Right Information#

(5) I will present my elevator pitch using dictation. What information is missing for you to coach me well?

(6) Ask me 12 short questions to understand my startup.

(7) I upload our pitch deck. Please summarize our business idea and tell me what information you still need.

#Problem Understanding, Customers, and Users#

(8) Help me segment our target group. Context: [industry/problem]. Give me four segments and the signals I should look for to identify them.

(9) Create an interview guide for conversations with (potential) customers and/or users, selecting questions that help me better understand the underlying problem of my target group.

(10) Extract jobs-to-be-done, pains, goals, desires, and insights from the uploaded interview notes.

(11) Formulate three hypotheses about the problem that we can test this week, including suitable market experiments or prototypes for each hypothesis.

(12) Create a persona and an anti-persona. Focus on triggers, context, alternatives, and purchase barriers.

(13) What existing workarounds do our customers use today? Give me a list of typical alternatives I should review.

#Developing the Product or Offering#

(14) Compile different ways to develop a minimum viable product for our idea, including effort estimates, advantages, and disadvantages.

(15) I have the following ten feature ideas. Prioritize them using MoSCoW and justify each decision.

(16) Suggest five UX experiments to improve activation. Currently, users fail at…

(17) If we had to remove just one feature to speed up implementation, which one would it be, and what would be the biggest risks?

#Making the Business Model Sustainable#

(18) Based on the provided information and documents, derive three possible revenue models and outline their pros and cons.

(19) Create five pricing hypotheses, including price anchors, bundles, and discounts.

(20) Simulate simple unit economics using assumptions for CAC, conversion, retention, and ARPU. Use plausible benchmarks and show sensitivities.

(21) Which experiments or tests can we run without a product to validate true willingness to pay? Provide at least three options and prioritize them.

(22) Identify the three most likely reasons customers do not want to pay and propose countermeasures.

(23) Which five metrics make sense for our current stage (problem/solution fit vs. product/market fit)?

#Understanding Go-to-Market and Sales#

(24) We are starting from zero. Design a go-to-market strategy for our initial product launch: channel tests, messaging, KPIs, and weekly learning goals.

(25) Give me ten possible acquisition channels for target group [X] and evaluate them by speed, cost, scalability, and risk.

(26) Create a cold outreach sequence (three LinkedIn messages) for B2B sales for target group [Y] with a clear call to action.

(27) Who would be good partners for our market entry and initial growth?

(28) Who could be early adopters for our startup, and how do we best find them?

#Fundraising#

(29) Which financing strategy fits our stage and risk profile?

(30) Assess our investor readiness using a checklist and identify the ten biggest gaps and how we could close them.

(31) Write a fundraising storyline: problem → insight → solution → market → traction → moat → team → ask.

(32) Give me a pitch deck outline (10 slides), plus for each slide the core message and the proof we need to provide in an investor pitch.

(33) Simulate cap table scenarios: bootstrapping vs. pre-seed. Show pros and cons for founder control.

(34) Explain common terms such as SAFE, convertibles, liquidation preference, and vesting in plain language, and what I should negotiate.

#Working in a Focused and Goal-Oriented Way#

(35) What assumptions are embedded in our current plan? List them and rank them by risk (high/medium/low).

(36) Help me define a strong metric or KPI for the next [X] weeks to achieve [Y].

(37) Which three decisions are currently the most expensive or critical if we get them wrong? Show decision options and criteria.

(38) Which tasks or elements of my idea should I temporarily drop to focus more on what matters most?

(39) I cannot decide between strategy [A] and strategy [B]. Create a detailed decision template with pros and cons, risks, and ways to gain confidence in the decision.

#Becoming a Team#

(40) Map our current roles versus the roles needed over the next six months. Where are the gaps and overlaps?

(41) We currently have a conflict around topic [X]. Moderate an approach: clarify interests, options, decision rules, follow-up.

(42) Propose a decision-making process: which decisions require unanimity, and which can be made by an owner?

(43) Create a draft team charter: mission, values, communication norms, work rhythm, conflict rules.

(44) Which incentive models fit us (equity, vesting, milestones)? Include risks and common mistakes.

(45) Co-founder fit check: ask us 20 questions we should honestly answer to each other over an after-work drink.

#Thinking Beyond the Startup#

(46) Create a stakeholder map (customers, partners, university, incubator, multipliers, investors). Who influences whom?

(47) Write three short outreach messages: to suitable mentors, potential pilot customers, and potential partners.

(48) How can you best leverage the SCE ecosystem, and who should you connect with?

#Creating Sustainable Impact#

(49) Formulate a theory of change for our startup: inputs → activities → outputs → outcomes → impact.

(50) Which SDGs are truly relevant for us, and where is there a risk of greenwashing?

(51) Define five impact metrics that are measurable and not just PR, including ideas for data collection.

(52) Show typical trade-offs between growth and impact in our model and how we could manage them.

(53) Write a concise impact story for pitch and website, without buzzwords and with concrete benefits.