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# AI & Entrepreneurship: strategies for prompting, personalisation, and communication




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Artificial intelligence Academy – Summer Dates: 8 July 2025 9 July 2025 10 July 2025  
Time: 12:00–13:00 CEST (1 hour per session) REGISTER NOW! Format: Live, online Sandr...



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Artificial Intelligence  
Academy  
8, 9, 10 July 2025



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## AI & Entrepreneurship\_E4ALL

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# Day 1 – 8 July 2025

## Writing effective prompts for entrepreneurial practice



### Objectives:

- Understand **how prompts influence the performance** of generative AI tools
- Learn **how to design purposeful prompts for business-related tasks**, such as idea generation, market analysis, and strategy refinement
- Explore **different categories of prompts** (e.g. informative, exploratory, problem-solving)



### Agenda:

- **Introduction** to prompt engineering in entrepreneurial contexts
- **Practical examples:** prompts for refining value propositions, identifying customer pain points, and exploring trends
- **Guided activity:** participants write and share one prompt tailored to their business needs
- **Final discussion:** how to build a personal prompt library over time



### Materials provided:

- Presentation
- Prompt writing checklist
- Example prompt collection

# Introduction to prompt engineering in entrepreneurial contexts

**Prompt engineering**—the craft of designing effective prompts to elicit specific, high-quality responses from generative AI models like ChatGPT—**has rapidly emerged as a critical skill in diverse professional settings.**

**In entrepreneurial contexts, this competency holds particular promise due to its potential to enhance productivity, ideation, communication, and decision-making.**

However, while its practical benefits are increasingly recognised, a more nuanced and critical examination is warranted to ensure its strategic use aligns with sustainable, ethical, and human-centred entrepreneurship.

## Let's use the chat to exchange ideas



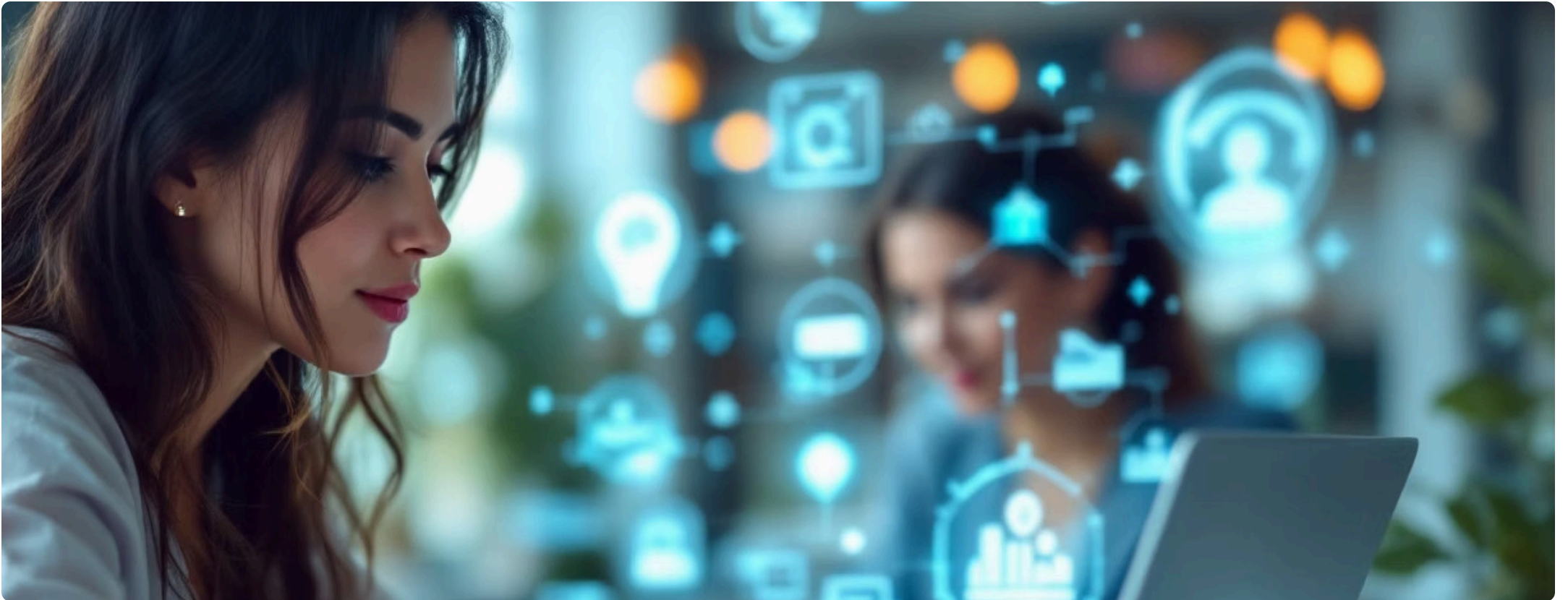
**How can prompt engineering support entrepreneurs in developing new product ideas?**



# Definition and scope of prompt engineering

**Prompt engineering involves crafting instructions or questions (prompts) that guide AI tools to generate outputs aligned with a user's intent.**

While the core mechanics may appear simple—inputting text and interpreting the output—the **process often requires iterative refinement, domain knowledge, and a clear understanding of both the model's capabilities and its limitations.**



In entrepreneurial contexts, the scope of application includes:

- Business model generation
- Market analysis and forecasting
- Customer communication strategies
- Pitch deck development
- Competitive intelligence
- Content creation
- Internal process optimisation

**The value lies not merely in the output, but in the entrepreneur's ability to direct and interpret AI responses appropriately.**

# Strategic benefits for entrepreneurs





## Accelerating ideation and innovation

Startups and solo entrepreneurs often face constraints in time, resources, and access to expertise.

Well-crafted prompts can act as a cognitive scaffold, helping founders brainstorm product ideas, value propositions, or branding strategies in minutes rather than days.

Example: A prompt such as **"Generate five eco-conscious branding taglines for a refillable cosmetics brand targeting Gen Z in Europe"** allows an entrepreneur to test creative directions with immediate feedback.



BY ANTHROPIC



**Claude**

Talk with Claude, an AI assistant from Anthropic



BY ANTHROPIC



**\*\*Generate five eco-conscious ...**

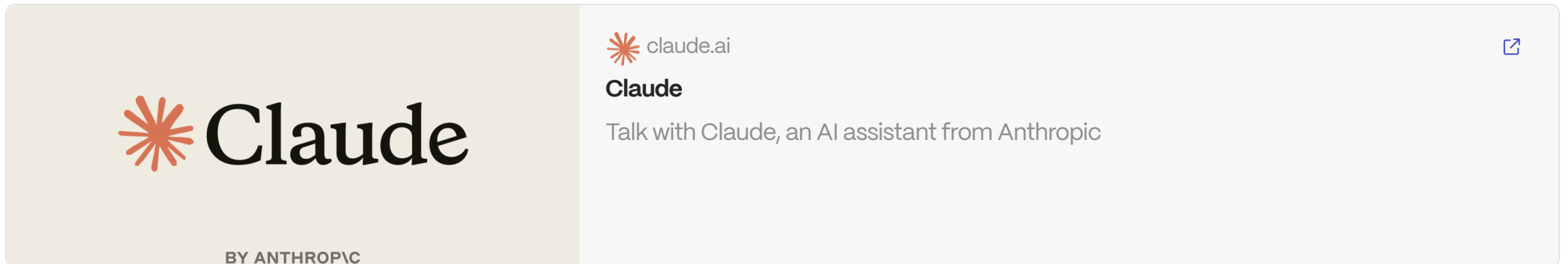
Shared via Claude, an AI assistant from Anthropic







# Hands-on experience



## Alternative Prompt 1:

"Suggest five creative and sustainable taglines for a European cosmetics brand that sells refillable products and appeals to Gen Z values like authenticity, inclusivity, and climate responsibility."

✅ *Why it works:* Adds emotional and ethical dimensions to better align with Gen Z motivations.

## Alternative Prompt 2:

"Write five catchy and eco-friendly marketing slogans for a refillable beauty product line, targeting environmentally conscious Gen Z consumers in urban European markets."

✅ *Why it works:* Introduces geographic specificity and lifestyle context (urban), refining the target audience.

## Alternative Prompt 3:

"Develop five bold, youth-oriented taglines for a sustainable cosmetics brand that uses refillable packaging. Focus on appealing to Gen Z's environmental activism and trend-savvy mindset in Europe."

✅ *Why it works:* Emphasises tone ("bold") and Gen Z's dual focus on style and purpose.

## Rapid prototyping of communication materials

Entrepreneurs can use **AI to generate newsletters, email templates, website copy, or even chatbot scripts.**



**Prompt engineering ensures the output aligns with tone, audience, and business goals.**

Prompting tip: Incorporating contextual constraints (e.g., **"use UK English, professional tone, under 100 words"**) improves results.

# Scenario planning and risk analysis

Entrepreneurs must often navigate uncertainty.

**Generative AI can be prompted to simulate potential business scenarios, regulatory responses, or customer behaviours. While these simulations are not predictive models, they can support reflective strategic thinking.**

**Critical view: However, outputs are probabilistic reflections of patterns in training data—not future events.**

*When you ask a question to an AI tool like ChatGPT, it doesn't **know** the answer in the way a human expert might. It doesn't search the internet or look into the future. Instead, it looks at all the **patterns** it learned from the texts it was trained on and gives you the **most likely** answer based on those patterns.*

*Think of it like this:*

*If someone always hears the phrase “The capital of France is...”, they'll likely finish it with “Paris” — not because they looked it up just now, but because they've seen or heard it so many times before. AI works in a similar way.*

**Entrepreneurs must maintain a skeptical stance and validate outputs through evidence and external expertise.**



# Hands-on experience

ChatGPT

 chatgpt.com



ChatGPT

A conversational AI system that listens, learns, and challenges

## ✓ Defined Prompt (General):

"Simulate three possible business scenarios for a [type of company, e.g. subscription-based fitness app] in response to [a specific change, e.g. new EU data privacy regulation]. Include likely regulatory responses, customer behaviour shifts, and operational challenges."

## ✓ Defined Prompt (Customer-Focused):

"Predict how Gen Z consumers in Europe might respond to a 15% price increase on eco-friendly skincare products. Simulate three behavioural outcomes, including purchase intent, brand loyalty, and potential for switching to competitors."

## ✓ Defined Prompt (Regulatory-Focused):

"Assume a small AI start-up offering personal finance tools is subject to new European AI Act requirements. Simulate two likely regulatory compliance scenarios and one possible penalty if compliance is delayed. Include operational and reputational impact."



# Challenges and risks



## Bias and ethical considerations

Prompts that fail to account for diverse perspectives can produce biased or exclusionary results.

For instance, asking “Generate a customer persona for a luxury brand” may default to socio-economic stereotypes unless explicitly countered by inclusive prompt design.

Entrepreneurs should therefore embed **responsible AI use principles** into their **prompting strategy**—considering data provenance, potential harms, and the transparency of output usage.

*When you ask an AI to “**generate a customer persona for a luxury brand**”, it might automatically fall back on **stereotypes**—for example, assuming the customer is wealthy, white, young, and urban—because these are common patterns in its training data.*

*This happens not because the AI is biased by itself, but because it has learned from **existing content** that often reflects narrow or traditional views of luxury consumers.*

To avoid this, you need to write an inclusive prompt. That means giving clear instructions to consider diversity—in age, background, gender, ability, and income level. For example:

**“Generate three diverse customer personas for a luxury brand, representing different cultural, economic and lifestyle backgrounds.”**

AI reflects patterns in past data. Without careful prompts, it may reproduce stereotypes. Inclusive prompt design helps generate fairer, more realistic outputs.



# Hands-on experience

ChatGPT

 chatgpt.com



## ChatGPT

A conversational AI system that listens, learns, and challenges

 Claude

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 claude.ai

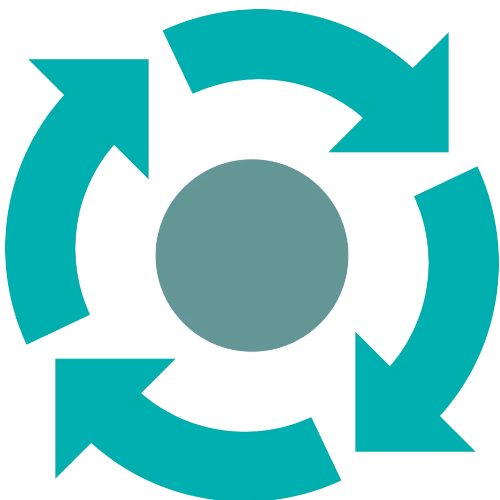


## Claude

Talk with Claude, an AI assistant from Anthropic

Generate three diverse customer personas for a \_\_\_\_\_ brand, representing different cultural, economic and lifestyle backgrounds.

## Prompt fatigue and iteration costs



While the idea of 'one-shot' perfect prompts is appealing, in practice, **prompt engineering is iterative.**

Entrepreneurs must be prepared for **multiple cycles of refinement, evaluation, and feedback loops**—an effort that may be underestimated in early-stage ventures.




# Practical examples: prompts for refining value propositions, identifying customer pain points, and exploring trends




## ◆ Refining value propositions

**Goal:** Clarify how your product or service creates value for a specific target audience by addressing their needs or solving their problems.




Where Knowledge Begins



Perplexity AI

**Perplexity**

Perplexity is a free AI-powered answer engine that provides accurate, trusted, and real-time answers to any question.





### ◆ Example Prompt 1

**“Act as a startup coach. I’m launching an online platform that connects retirees with part-time volunteering opportunities in their local community. Suggest three possible value propositions targeting retired professionals aged 65–75, using plain UK English.”**

**Why it works:**  
This prompt gives role context (startup coach), target audience (retirees), and the business concept. It asks for three options, helping the entrepreneur compare angles.

Act as a startup coach. I'm launching an online platform that connects retirees...






Perplexity AI

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**Variation Tips:**

- Add emotional triggers: “...that evoke trust, belonging, and purpose.”
- Specify format: “Use the structure: ‘For [target audience], who [have a problem], we offer [solution] that [delivers benefit].’”


### ◆ Example Prompt 2

**“Help me rephrase this value proposition to make it more compelling for early-stage investors: ‘We help small restaurants manage food waste through smart inventory tracking.’ Make it sharper, benefit-focused, and emotionally resonant.”**

**Why it works:**  
The prompt gives an initial draft to refine, the audience (investors), and desired tone (compelling, emotionally resonant). This leads to more targeted outputs.




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## ◆ Identifying customer pain points

**Goal:** Uncover the challenges, frustrations, or unmet needs that customers experience in order to better tailor solutions.






chat.deepseek.com

**DeepSeek**

Chat with DeepSeek AI.



### ◆ Example Prompt 3

**“List five pain points experienced by university students living in large cities when it comes to finding affordable, healthy meals. Present them in bullet points with brief explanations (max. 20 words each).”**

**Why it works:**  
It narrows the audience (university students in cities), sets the topic (affordable meals), and imposes a format and length constraint for clarity.

**Variation Tip:**  
Add “Categorise them by emotional, financial, and logistical challenges” to gain multidimensional insight.


### ◆ Example Prompt 4


**“I’m building a subscription box for sustainable home cleaning products. Based on personas of eco-conscious parents with young children, what are their biggest concerns when buying cleaning products? Provide at least four pain points, using customer-centred language.”**

**Why it works:**  
The prompt defines the persona and context clearly. “Customer-centred language” prompts the AI to generate text that could be used directly in empathy maps or interviews.

## ◆ Exploring Trends

**Goal:** Monitor and analyse relevant trends (technological, social, behavioural, etc.) that may affect your industry or target market.






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### ◆ Example Prompt 5

**“Give me a brief overview of current digital payment trends in Southeast Asia, especially for unbanked populations. Focus on mobile-first solutions and fintech startups.”**

**Why it works:**  
Specifies geography, market segment, and focal area. This kind of prompt is useful for competitive intelligence or preparing investor decks.

**Caution:**  
Always validate AI-generated trends with up-to-date external sources. Add “Mention your knowledge cut-off date” for transparency.

### ◆ Example Prompt 6

**“What are three emerging consumer behaviour trends that small e-commerce brands should be aware of in 2025? Focus on personalisation, sustainability, and trust.”**

**Why it works:**  
This prompt targets a specific user group (small e-commerce brands), a timeframe (2025), and key dimensions (personalisation, sustainability, trust). It helps entrepreneurs anticipate shifts and plan accordingly.

## ◆ Bonus: chaining prompts for deeper exploration

**You can use a prompt chain to go from general to specific.**

Here's how:

1. Trend identification
- “What are three rising trends in urban mobility in European capitals in 2025?”
2. Implications for entrepreneurs
- “How might these trends affect local delivery startups in cities like Milan or Barcelona?”
3. Value proposition refinement
- “Based on the previous answers, suggest a value proposition for a new eco-friendly delivery service targeting small retailers.”
4. Customer pain points
- “What are typical concerns of local shop owners when switching to a new delivery partner?”

**This approach simulates critical thinking**—building layers of insight while staying grounded in the initial business context.

Use case	Prompt feature	Sample instruction
Refine value proposition	Role + Output format	“Act as a startup coach... Suggest 3 value propositions using this structure...”
Identify pain points	Persona + categories	“List 5 pain points for eco-conscious parents... Categorise by emotional/logistical/financial.”
Explore trends	Geography + market Segment	“Overview of digital payment trends in Southeast Asia for unbanked users...”
Chain prompts	From trend → implication → offer	Begin broad and iterate with targeted refinement



# Prompt engineering in entrepreneurship



Prompt engineering in entrepreneurship should not be seen as an isolated technical task, but as a method of structured inquiry that:

- Encourages clarity of thought
- Helps formulate and test hypotheses
- Supports user empathy and market awareness

Always accompany AI use with **human interpretation, ethical reflection, and validation** through real-world data or stakeholder input.

Good to see you, Sandra.

Ask anything


+ Tools

Add photos and files

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Hi, I'm DeepSeek.

How can I help you today?

Message DeepSeek

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perplexity

Ask anything or @mention a Space

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Attach files. 3 left today



# Guided activity: write and share one prompt tailored to your business needs



## Objective:

To create and share a custom AI prompt that helps solve a specific problem, optimise a process, or explore an idea relevant to your business or professional context.

### Identify a clear business need

Before writing a prompt, define **what you want the AI to help with**. This could be a recurring task, a decision-making process, or a creative challenge. Ask yourself:

- What business problem or opportunity do I want to address?
- Is it related to marketing, product development, customer service, planning, training, or innovation?

 *Example: “I want to improve how I write LinkedIn posts to attract new clients.”*

### Choose the task type

Decide whether your prompt should ask the AI to:

- Generate ideas or options?
- Analyse or summarise data?
- Draft content or simulate a scenario?
- Ask questions to help you reflect?

 *Example Decision: “I want the AI to help me write a compelling LinkedIn post.”*

### Frame the prompt using the “Role + Task + Context” formula

Structure your prompt using three elements:

1. **Role** – Who should the AI pretend to be?
2. **Task** – What should the AI do?
3. **Context** – What details are important for this specific situation?

 *Template:*

“You are a [role]. Help me [task] for [context].”

 *Example Prompt:*

**“You are a digital marketing consultant. Help me write a LinkedIn post that promotes my new workshop on AI for entrepreneurs. The audience is small business owners with limited tech skills.”**

### Add constraints or style preferences

To improve the output, include:

- Word count or format
- Tone (formal, friendly, persuasive, etc.)
- Language or platform (e.g., website, Instagram, pitch)

 *Refined Prompt:*

**“You are a digital marketing consultant. Help me write a 150-word LinkedIn post to promote my upcoming online workshop on ‘AI for Entrepreneurs.’ Use an encouraging tone. The audience is small business owners who are new to AI tools. End with a call to action to register.”**

### Test the prompt

Paste your prompt into ChatGPT (or another AI tool). Review the output:

- Does it meet your expectations?
- Is it relevant, accurate, and usable?
- Do you need to clarify your request or iterate?

 *If needed, revise your prompt to make it more specific:*

**“Make it sound more urgent.”**

**“Use simpler language.”**

**“Add 3 hashtags.”**

### Share your prompt

Once satisfied, **share your prompt with your team or peers**. You can:

- Post it on a collaborative board (e.g., Padlet, Google Doc, Miro)
- Present it during a workshop or meeting
- Send it by email or chat to others in your business network

 **Encourage others to test or adapt your prompt. You may even invite feedback.**

### Reflect on its usefulness

After using the prompt:

- Did it generate useful results?
- Did it save time or spark new ideas?
- Can it be reused or turned into a template?

**Consider saving a library of prompts tailored to different tasks (e.g., content creation, product design, customer support).**

## Example summary:

**Prompt:**

**“You are a digital marketing consultant. Help me write a 150-word LinkedIn post to promote my upcoming online workshop on ‘AI for Entrepreneurs.’ Use an encouraging tone. The audience is small business owners who are new to AI tools. End with a call to action to register.”**

**Business Need:**

Promoting an online training offer to increase sign-ups.



# Hands-on experience

ChatGPT

 chatgpt.com



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"You are \_\_\_\_\_. Help me write a 150-word LinkedIn post to \_\_\_\_\_. Use an encouraging tone. The audience is \_\_\_\_\_. End with a call to action to register."

**Business Need:**

\_\_\_\_\_.





# Prompt writing checklist


Use this checklist to guide the creation of high-quality prompts for AI-assisted tasks in business, education, or content development.

Step	Checked?
1. Clear goal	<input type="checkbox"/>
2. Defined AI role	<input type="checkbox"/>
3. Context included	<input type="checkbox"/>
4. Specific instructions	<input type="checkbox"/>
5. Tone and format stated	<input type="checkbox"/>
6. Neutral and bias-aware	<input type="checkbox"/>
7. Tested and refined	<input type="checkbox"/>
8. Saved or shared	<input type="checkbox"/>



## 1. Define the goal

- Have I clearly identified the **task** I want help with?  
☐ e.g., generate ideas, write a post, analyse feedback, summarise text
- Does the prompt reflect a real **problem, question, or opportunity**?

 *Tip:* Start by stating your objective: “I want to...” or “I need support with...”

## 2. Clarify the AI's role

- Have I assigned a **relevant role** to the AI to guide tone and expertise?  
☐ e.g., “You are a marketing expert”, “You are a business coach”, “You are a recruiter”

 *Tip:* Framing the AI's role helps it respond more specifically and with authority.

## 3. Add context

- Have I provided **enough context** for the AI to understand the situation?  
☐ e.g., target audience, business type, product/service, use case
- Are key **constraints or limitations** mentioned (e.g., time, resources, tone)?

 *Tip:* Include the “why” and “for whom” in your prompt.

## 4. Use clear, specific instructions

- Is the prompt **unambiguous and action-oriented**?  
☐ Avoid vague verbs like “help” or “tell me more” without guidance
- Do I specify the **format** of the output?  
☐ e.g., “Write a 100-word email”, “List 3 suggestions”, “Create a table with pros and cons”

 *Tip:* Direct verbs like “draft”, “compare”, “suggest”, or “simulate” work well.

## 5. Consider style and tone

- Have I indicated a preferred **tone or language style**?  
☐ e.g., formal, persuasive, playful, simple language, UK/US English
- Have I requested a particular **structure or framing**?  
☐ e.g., headline + body + CTA, bullet points, numbered steps

 *Tip:* Mention if the text should include/exclude technical terms, emojis, hashtags, etc.

## 6. Check for assumptions and biases

- Am I avoiding assumptions or bias that could skew the AI's output?
- Have I phrased the request **neutrally and inclusively**, where relevant?

 *Tip:* Use open-ended framing when exploring multiple perspectives or solutions.


## 7. Test and iterate

- Have I tested the prompt to see if it produces useful results?
- If the output was unclear, did I revise the prompt with:
  - ☐ More detail
  - ☐ More structure
  - ☐ Simpler wording

 *Tip:* Use follow-up prompts like “make it more concise”, “rephrase in simpler terms”, or “add examples.”

## 8. Document or share prompt

- Have I saved or shared the prompt for future use or team collaboration?
- If part of a course, have I explained how others can **repurpose or adapt** the prompt?

 *Tip:* Consider including prompts in your own prompt library or workshop materials.



# Final discussion: how to build a personal prompt library over time



Building a personal prompt library is a strategic way to enhance your productivity, creativity, and ability to interact effectively with AI systems like ChatGPT.

Over time, this library becomes a powerful, reusable asset for personal, professional, or educational purposes.

## Let's use the chat to exchange ideas

Why is it useful for entrepreneurs to build a personal prompt library when using AI tools over time?

### How to build a personal prompt library over time

#### ◆ Use a structured template

Each prompt entry in your library should follow a consistent format, making it easier to search, reuse, and adapt.

 Suggested template for each prompt

Field	Contente example
Prompt Title	Generate customer pain points from reviews
Prompt Purpose	Identify what frustrates customers based on online feedback
AI Role Assigned	“You are a customer experience analyst”
Prompt Instruction	“Read the following reviews and list 3 recurring complaints”
Tone/Format	Concise list; neutral tone
Date Created/Updated	2025-06-20
Category/Tag	Marketing / Customer Insights
Tested Output Notes	Worked best when limited to 5 reviews at a time

 *Optional:* Include examples of good and bad results, or variations you’ve tested.

[Prompt library](#)




#### ◆ Start with a purpose

Begin by identifying why you want a prompt library:

- Are you using AI to assist in business planning, content creation, marketing, training design, or learning support?
- Do you want reusable prompts for regular tasks, or exploratory prompts for innovation and research?

 *Example Purposes:*

- Write LinkedIn posts
- Draft emails or training scripts
- Generate customer personas
- Analyse trends or survey results
- Prepare workshop materials

 *Tip:* Define categories or roles early (e.g. Communication, Strategy, Learning Design, AI Literacy).

#### ◆ Capture prompts as you go

Rather than trying to build the entire library at once, capture prompts during your daily workflow.

Whenever you:

- Write a prompt that works well
- Refine a prompt after testing
- Adapt someone else’s prompt for your use






... **record it immediately** in a central space.

 *Good practice:* Keep a browser tab or app open (Notion, Google Doc, Excel, Obsidian, Airtable) to save prompts in real time.

#### ◆ Organise with tags and categories

Once your library grows, it’s essential to keep it searchable and easy to navigate.

Suggested **categories**:

-  *Business Functions:* Marketing, Sales, HR, Strategy
-  *Learning Design:* Assessment, Reflection, Gamification
-  *Creative Tasks:* Writing, Visuals, Brainstorming
-  *AI Roles:* Coach, Analyst, Facilitator, Copywriter
-  *Task Types:* Generate, Compare, Summarise, Rewrite

 *Tip:* Use folders, labels, or colour codes in your system to keep things tidy.

#### ◆ Iterate and improve

A prompt that worked once may be improved over time as:

- Your needs evolve
- AI tools become more advanced
- Your understanding of prompt structure deepens

Whenever you refine a prompt, **duplicate it with a version number** or update notes. This helps you track changes and learn what improves effectiveness.

 *Example:*

"Workshop icebreaker prompt v1 → v2 added tone and time constraint → v3 simplified for non-native speakers"

#### ◆ Test regularly in context

Periodically review the prompts in your library:

- Do they still produce quality results?
- Are they aligned with your current language, tone, and business needs?
- Can any be repurposed for new projects or audiences?

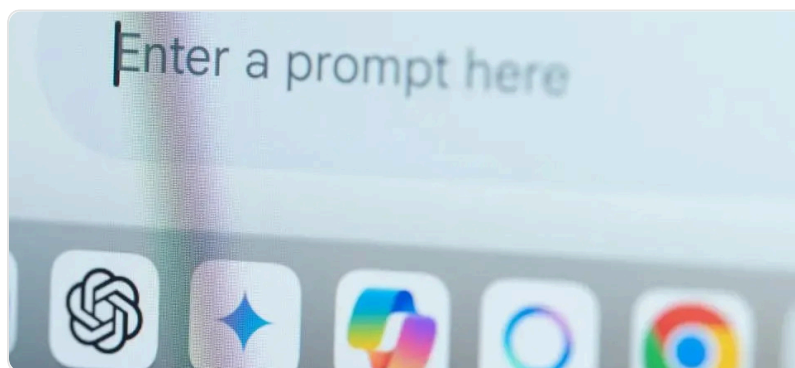
 *Tip:* Set a monthly or quarterly review to prune, update, or tag underused prompts.



# Final suggestions

- ✓ Keep prompts user-centred: “What outcome am I seeking?”
- ✓ Document failed or weak prompts too (to avoid repeating mistakes)
- ✓ Share your best prompts with peers—it invites valuable feedback
- ✓ Build routines: capture 1–2 new prompts per week
- ✓ Consider exporting or backing up your library every few months

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 LinkedInEditors



## 5 Powerful AI Prompts That Can Boost Any Business Idea

Thank you for reading my latest article 5 Powerful AI Prompts That Can Boost Any Business Idea. Here at LinkedIn and at Forbes I regularly write about management and...

## How AI Can Actually Help in the Day-to-Day Life of an Entrepreneur (Without the Buzzwords)

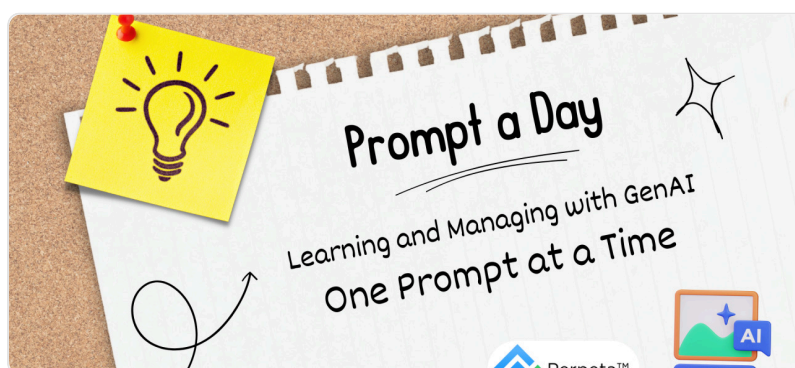


 LinkedInEditors



## How AI Can Actually Help in the Day-to-Day Life of an Entrepreneur

AI sounds futuristic — almost like something out of a sci-fi movie. But for entrepreneurs, it's already a real, practical tool.



 LinkedInEditors



## Today's Prompt: Building an Effective Personal Brand

Learn key branding principles to create a memorable, consistent brand. Define your purpose, audience, values, and voice with an AI-guided strategy.



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8, 9, 10 July 2025



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# Thank you!



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**Sandra Troia – Project Consultant • All Digital**

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Troia is a learning experience designer, trainer, and expert in