Strategy Toolkit: AI Prompts for Founders

Know where your business is going, and how it will get there.

About this toolkit

Four AI prompts that help a founder see their business clearly, decide what matters most, and write a plan that lenders and investors will take seriously. Each prompt makes the AI act as a strategy adviser: it asks about your business first, then builds the document around your real situation.

Who it is for: early-stage founders who are already selling and want to grow, raise funding, or simply stop running the business from day to day without a plan.

What each prompt comes with:

- The problem it solves, in plain words
- The prompt itself, ready to copy
- A ready-to-use Word or Excel file, created by the AI for your business
- A sample output from our fictional sample business
- A short "check before you rely on this" list
- The decisions to make from the result

Work through them in order. The canvas shows how your business makes money. The SWOT shows what to build on and what to fix. The business plan turns that into a case for funding. The annual plan turns it into goals your team can deliver.

Do the Finance Toolkit first if you can. The business plan prompt needs real financial figures, and it will use your Finance Toolkit results directly.

How to use these prompts

You don't need any technical skills: copy, paste, answer questions, then review.

1. Open an AI assistant that can create files, such as Claude, ChatGPT, Gemini or Microsoft Copilot.
2. Copy everything inside the grey prompt box and paste it into a new chat.
3. Answer the AI's questions one at a time. Be honest: a plan built on wishful answers won't survive a lender's questions.
4. Review the output with the "check before you rely on this" list.
5. Ask for changes in plain words, for example "make the executive summary shorter" or "add our new distributor as a partner".
6. Download the Word or Excel file the AI creates and save it. If your AI tool can't create files, it will give you the text or tables to paste in yourself.

Protect your data. Don't paste bank account numbers, BVNs, staff personal details or confidential client names into free AI tools.

AI can get facts wrong. It may sound confident about market sizes or competitors it knows nothing about. The prompts tell it not to invent facts, but always check any figure that didn't come from you.

The sample business

Ewa Foods Ltd is a fictional business created by Outlier Venture Lab for illustration. Its figures are realistic but invented.

Ewa Foods makes plantain chips and pepper soup spice blend in Ikorodu, Lagos. It has six staff, sells about ₦5 million a month through supermarkets, distributors and social media, and has been trading for two years.

If you have read the Finance Toolkit, you know where Ewa stands: its products sell well, but plantain chips are underpriced, supermarkets take 60 days to pay, and the business loses about ₦115,000 a month. The founder plans to raise prices, lease a new fryer and take deposits on festive orders. The samples below pick up from there.

Prompt 1: How does my business actually make money?

Builds: a Business Model Canvas: your whole business on one page, with its weak spots marked. **Word file:** Business Model Canvas.

The prompt (copy everything in the box)

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Act as an experienced business strategy adviser who works with early-stage founders in
Nigeria and Africa.

Help me map how my business actually makes money, using a Business Model Canvas. I want to
see the whole business on one page and find the weak spots. Use plain language and explain
each part of the canvas the first time you use it.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save
explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up
questions.

Question 1: What is my business called, and what does it do?
Question 2: Who are my main customers? If the person who pays is different from the person
who uses the product, tell me both.
Question 3: What problem do I solve for them, and why do they choose me over other
options?
Question 4: How do customers find me and buy from me (shops, distributors, social media,
direct sales, online)?
Question 5: How do I keep customers coming back?
Question 6: How do I make money: what do I sell, at what prices, and roughly how much does
each product bring in each month?
Question 7: What resources does the business depend on (equipment, people, skills,
licences, brand, premises)?
Question 8: What are the main activities that must happen every week for the business to
work?
Question 9: Who are my key partners and suppliers, and what would happen if one of them
let me down?
Question 10: What are my biggest costs? If I have used the OVL Finance Toolkit, I can
paste my budget here.

Definitions:
- The nine parts of the canvas are: customer segments, value proposition, channels,
customer relationships, revenue streams, key resources, key activities, key partners, and
cost structure.
- A "weak spot" is any part of the canvas that depends too much on one customer, product,
channel, supplier or person, or where money comes in more slowly than it goes out.

Then produce, in the chat:
A. My Business Model Canvas as a table with the nine parts, using only what I told you, in
short specific points.
B. My business model in one sentence: who I serve, what I offer, and how I make money.
C. Three to five weak spots, each with the evidence from my answers.
D. Three practical ideas to strengthen the model, each linked to a weak spot.
E. A list of any assumptions you made.

Do not add customers, channels or partners I have not mentioned. If something important
seems missing, ask me.

WORD FILE: Also create a downloadable Word document (.docx) with: page 1, the canvas as a
one-page table in landscape layout; page 2, the one-sentence business model, the weak
spots and the ideas to strengthen it. Name the file "[my business name] Business Model
Canvas". Use clear headings, simple tables and plain English. If you cannot create files,
tell me clearly, then give me the full text with headings so I can paste it into Word or
Google Docs.
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Finish by asking me: "Which weak spot worries you most, and what is one thing you could test in the next 30 days to fix it?"
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Sample output: Ewa Foods

Part of the canvas	Ewa Foods
Customer segments	Lagos supermarkets and their shoppers (main buyers of chips); distributors supplying small shops; home cooks and Nigerians abroad buying spice blend online
Value proposition	Crunchy, fresh-tasting plantain chips in sealed packs; a ready-made pepper soup spice blend that saves time and tastes home-made; NAFDAC-registered, so stores can stock it
Channels	Supermarket shelves (about 60% of sales); distributors; Instagram and WhatsApp orders delivered by Ewa's van
Customer relationships	Supermarkets: monthly visits by the founder. Direct buyers: WhatsApp follow-ups and repeat orders
Revenue streams	Plantain chips ₦3.2m a month (64%); spice blend ₦1.8m a month (36%). 40% paid on delivery, 60% paid 60 days later
Key resources	Production unit and fryer; NAFDAC numbers; trained production staff; supermarket listings; delivery van
Key activities	Buying plantain and spices; frying, blending and packing; delivering to stores; collecting payment from supermarkets
Key partners	Plantain suppliers at Mile 12 market; packaging supplier; two large supermarket chains; diesel supplier
Cost structure	Materials and packaging 56% of sales; salaries ₦1.05m a month; diesel ₦320,000 a month; rent, transport and marketing

The business in one sentence: Ewa Foods makes packaged plantain chips and spice blends for Lagos shoppers and earns money mainly through supermarket sales that are paid 60 days later.

Weak spots:

1. **Most money arrives late.** 60% of sales go through supermarkets that pay after 60 days, so Ewa funds its customers' stock.
2. **The best seller earns the least.** Plantain chips bring in 64% of sales but have the thinnest margin.
3. **Two supermarkets carry the business.** Losing either chain would cut sales sharply.
4. **Everything runs through the founder.** She handles supermarket relationships, collections and planning herself.

Ideas to strengthen it: raise chip prices to match the market; grow direct and online spice sales, which are paid upfront; add a third supermarket chain to spread the risk.

Check before you rely on this

☐ Is every point on the canvas true today, not what you hope will be true?

☐ Did the AI add any customers, partners or channels you didn't mention?

☐ Do the revenue figures match your Finance Toolkit results?

Decide from this

- Which weak spot is the biggest risk to the business?
- What one change could you test in the next 30 days?

Prompt 2: What are my real strengths and threats?

Builds: an honest SWOT analysis with evidence and an action for every point, plus your top three priorities.
Word file: SWOT Analysis.

The prompt (copy everything in the box)

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Act as an experienced business strategy adviser who works with early-stage founders in
Nigeria and Africa.

Help me do an honest SWOT analysis of my business: strengths, weaknesses, opportunities
and threats. I want a SWOT I can act on, not a list of general statements.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save
explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up
questions.
- If I have used other OVL toolkits, I can paste my results (for example my Business Model
Canvas or profit and loss) to save time.

Question 1: What is my business called, and what does it do?
Question 2: What do I want the business to achieve in the next 12 months?
Question 3: What do customers praise most, and what do they complain about?
Question 4: How is the business doing financially: sales, profit or loss, and cash
position?
Question 5: What is my team like: how many people, what skills we have, and what we are
missing?
Question 6: Who are my main competitors, and what do they do better or worse than me?
Question 7: What changes outside the business could affect me in the next 12 months
(prices, exchange rates, power, regulation, customer habits, new technology)?
Question 8: What opportunities have I noticed but not yet acted on?

Definitions:
- Strengths and weaknesses are INSIDE the business: things I control.
- Opportunities and threats are OUTSIDE the business: things I don't control but can
respond to.
- Every point must be specific and backed by evidence from my answers. "Good customer
service" is not acceptable without proof, such as repeat orders or reviews.

Then produce, in the chat:
A. A SWOT table with no more than five points in each of the four boxes. For each point,
show the evidence and one practical action (build on it, fix it, seize it, or protect
against it).
B. My top three priorities for the next 90 days, ranked by how much they affect the
business and how urgent they are. Explain each in one or two sentences.
C. One point from my answers that I may be underestimating, and why.
D. A list of any assumptions you made.

Do not invent competitors, market trends or statistics. Use only what I told you, and tell
me where I should check facts myself.

WORD FILE: Also create a downloadable Word document (.docx) with the SWOT as a four-box
table on page 1, followed by the evidence and actions table and the top three priorities.
Name the file "[my business name] SWOT Analysis". Use clear headings, simple tables and
plain English. If you cannot create files, tell me clearly, then give me the full text
with headings so I can paste it into Word or Google Docs.

Finish by asking me: "Which of these three priorities will you start this week, and who
will own it?"
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Sample output: Ewa Foods

	Point	Evidence	Action
Strength	Products customers buy again	4,000 chip packs and 1,500 spice jars sold every month; steady repeat orders on WhatsApp	Build on it: ask loyal customers for reviews and referrals
Strength	Spice blend earns well	45% margin per jar, against 35% for chips	Build on it: push spice sales online and in gift bundles
Strength	Listed in two supermarket chains	Shelf space in both chains for over a year	Build on it: use the listings to approach a third chain
Weakness	Plantain chips are underpriced	₦800 against competitor prices of ₦850 to ₦950	Fix it: move to ₦880 in January
Weakness	Losing money each month	About ₦115,000 loss in October 2026	Fix it: price rise plus monthly cost review
Weakness	Cash tied up in supermarket credit	60% of sales paid after 60 days	Fix it: negotiate 30-day terms; grow upfront sales
Opportunity	Festive and corporate gifting	December sales jump to about ₦6.5 million	Seize it: festive bundles with 50% deposits
Opportunity	Price-sensitive snack buyers	Small shops ask for cheaper packs	Seize it: launch a 50g pack at ₦500
Threat	Plantain price swings	A 10% rise in ingredient costs pushes break-even up by about ₦1 million a month	Protect: agree fixed prices with two suppliers for 3 months at a time
Threat	Diesel costs	₦320,000 a month and rising	Protect: get quotes for a solar hybrid system

Top three priorities for the next 90 days:

1. **Raise the chip price to ₦880.** It is the quickest way back to profit and needs no new money.
2. **Free up cash from supermarket credit.** Ask both chains for 30-day terms and take deposits on festive orders.
3. **Lock in plantain prices.** One bad season could wipe out the gains from the price rise.

What the founder may be underestimating: how much the business depends on her. If she is ill or away for a month, collections and supermarket orders stop.

Check before you rely on this

☐ Is every point backed by evidence, not opinion?

☐ Are strengths and weaknesses about the inside of the business, and opportunities and threats about the outside?

☐ Are the priorities things you can actually start in the next 90 days?

Decide from this

- Which priority will you start this week?
- Who will own each one?

Prompt 3: Write my business plan for lenders and investors

Builds: a complete business plan written for a bank, lender or investor, with a funding request, use of funds, repayment plan and the weak points they will ask about. **Word file:** Business Plan.

The prompt (copy everything in the box)

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Act as an experienced business strategy adviser who works with early-stage founders in Nigeria and Africa. You have prepared many business plans for lenders and investors, and you know what they look for.

Help me write a business plan I can show to a lender or investor to raise funding. It must be honest, specific and consistent: every number should match, and every claim should be backed by evidence or clearly marked as a target or estimate.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up questions.
- If I have used the OVL Finance Toolkit or other OVL toolkits, I can paste my results to save time. Use them as the source for all financial figures.

Question 1: What is my business called, what does it do, and how long has it been trading?
Question 2: How is the business registered, and what licences or certifications do I have (for example CAC, NAFDAC, SON, tax registration)?
Question 3: Who is this plan for: a bank or other lender, an equity investor, or a grant or impact fund? Name them if I know who.
Question 4: How much money do I need, in what form (loan, equity or grant), and exactly what will I spend it on?
Question 5: What do I sell, to whom, and at what prices?
Question 6: What do I know about my market: how big it is, how it is growing, and where that information comes from?
Question 7: Who are my competitors, and why do customers choose me?
Question 8: Who is on my team, and what experience does each key person bring?
Question 9: How does the business operate day to day: production or delivery, suppliers, premises, equipment?
Question 10: What are my financial results so far: sales, costs, profit or loss and cash position? Paste my Finance Toolkit results if I have them.
Question 11: What are my sales and profit targets for the next 2 to 3 years, and what will drive them?
Question 12: What loans or other debts do I already have, and what are the monthly repayments and end dates?
Question 13: For a loan: what collateral or guarantees can I offer? For equity: what share of the business am I willing to give, and have I had the business valued?
Question 14: What are the biggest risks to the business, and what am I doing about each?
Question 15: What have I achieved so far, and what are my next big milestones?

Definitions:
- "Target" means a figure I am aiming for. "Estimate" means a figure I believe but have not proven. Label both clearly in the plan.
- "Debt service cover" means operating profit divided by total loan repayments in the same period. Lenders usually want it comfortably above 1.
- "Use of funds" means a table showing exactly where every Naira of the funding will go.

Rules:
- Do not invent market sizes, growth rates, statistics or competitor facts. If I don't have a source, write "[source needed]" so I know to find one.
- Do not invent a company valuation. If I'm raising equity and have no valuation, say so and explain what I need to do.
- Check that every number in the plan matches the others. Point out any figures that don't add up.
- For a loan, calculate debt service cover for each year of my projections. For equity,
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explain how the investor would expect to earn a return.

Then produce, in the chat:
A. A one-page executive summary.
B. The full plan with these sections: 1. Executive summary; 2. The business and its products; 3. Market and customers; 4. Competition; 5. Business model and pricing; 6. Operations; 7. Management team; 8. Financial performance and projections; 9. Funding request and use of funds; 10. Repayment plan (for a loan) or investor return (for equity); 11. Risks and how I manage them; 12. Milestones.
C. A list of the weak points a lender or investor is likely to question, with how to answer each honestly.
D. A checklist of documents I should prepare to go with the plan.
E. A list of every assumption, estimate and [source needed] point.

Use Nigerian Naira (₦) unless I say otherwise.

WORD FILE: Also create a downloadable Word document (.docx) with a cover page, a contents page, the 12 sections with headings, the financial and use-of-funds tables, and an appendix for my detailed financial statements. Name the file "[my business name] Business Plan". Use clear headings, simple tables and plain English. If you cannot create files, tell me clearly, then give me the full text with headings so I can paste it into Word or Google Docs.

CALCULATIONS: If you can run code, use it for every calculation and to build any file. Check every total before you show it. If a figure in the chat and the same figure in the file disagree, tell me, and treat the file's formula as correct.

Finish by asking me: "Which of the weak points will you fix before you send this plan, and by when?"
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Sample output: Ewa Foods (extracts)

The full sample plan runs to about 12 pages. These extracts show the parts lenders read first.

Executive summary (extract)

Ewa Foods Ltd is a two-year-old Lagos food processor making plantain chips and pepper soup spice blend, sold through two supermarket chains, distributors and online. Sales run at about ₦5 million a month. The business made a small loss in 2026 because its main product was underpriced and supermarket credit tied up cash. A price rise and new payment terms take effect in January 2027. Ewa is seeking a ₦3.5 million, 36-month loan to fund working capital and a packaging machine for a new 50g snack pack.

Funding request and use of funds

Use	Amount	Why
Working capital	₦2,500,000	Carry 60-day supermarket credit as Ewa adds a third chain
Packaging and sealing machine	₦1,000,000	Produce the new 50g pack at ₦500
Total loan requested	**₦3,500,000**	**36 months; about ₦145,000 a month at an assumed 28% a year**

Financial summary

	Last 12 months	2027 target	2028 target
Sales	₦60.0m	₦72.0m	₦84.0m
Contribution margin	38.6%	42.0%	42.0%
Fixed costs	₦24.0m	₦25.8m	₦27.6m
Operating profit	**–₦0.8m**	**₦4.5m**	**₦7.7m**
Loan repayments (existing and new)	₦2.4m	₦2.8m	₦1.7m

	Last 12 months	2027 target	2028 target
Debt service cover	Below 1	1.6 times	4.4 times

2027 and 2028 figures are targets. They assume the chip price rise, the new 50g pack and a third supermarket chain from mid-2027. The existing loan ends in June 2027. Fixed costs include the fryer lease and, in 2028, a second sales officer.

Weak points a lender will question, and honest answers:

Weak point	How to answer it
The business lost money in 2026	Show the cause (underpricing and supermarket credit), the fixes already made, and the first months of 2027 results once available
2027 sales growth of 20% is ambitious	Break the growth down: price rise, new pack, third chain. Show signed orders or a letter of interest from the new chain
Debt service cover of 1.6 leaves little room	Show the monthly cash flow forecast and what happens if sales come in 10% below target
The founder takes no salary	Explain when she will start drawing one, and show it in the 2028 costs
Market size marked [source needed]	Find a published figure for Nigeria's packaged snacks market before sending the plan

Documents to prepare: CAC certificate and status report; NAFDAC certificates; 12 months of business bank statements; management accounts for 2026; tax clearance certificate; supermarket supply agreements; quotes for the packaging machine; the founder's CV and ID.

Check before you rely on this

☐ Does every number in the plan match the others and your Finance Toolkit results?
☐ Are all targets and estimates clearly labelled?
☐ Have you replaced every [source needed] with a real source?
☐ Is the debt service cover comfortably above 1 in every year?
☐ Would you be comfortable defending every sentence in a meeting with a bank?

Decide from this

- Is a loan, equity or a grant the right kind of funding for you now?
- Which weak points must you fix before you send the plan?

Prompt 4: What should we focus on this year?

Builds: a 12-month plan with up to five goals, an owner for each, quarterly milestones, and a monthly review routine. **Excel file:** Annual Plan, with a status tracker.

The prompt (copy everything in the box)

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Act as an experienced business strategy adviser who works with early-stage founders in
Nigeria and Africa.

Help me turn my priorities into a simple annual plan for the next 12 months, with a few
clear goals, an owner for each, and quarterly milestones I can track. Keep it realistic
for my business size.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save
explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up
questions.
- If I have used other OVL toolkits, I can paste my SWOT priorities, business plan targets
or Finance Toolkit results.

Question 1: What is my business called, and what does it do?
Question 2: Which year or 12-month period is this plan for?
Question 3: Where do I want the business to be in 3 years?
Question 4: How did the business do over the last 12 months: sales, profit or loss, and
the main wins and problems?
Question 5: What are my biggest priorities right now? If I'm not sure, help me choose from
my answers.
Question 6: Who is on my team, and what is each person responsible for?
Question 7: What limits do I have: budget, time, people, equipment?
Question 8: Are there important dates in the year (busy seasons, funding deadlines,
contract renewals, product launches)?

Definitions:
- A "goal" is a result I want by the end of the year, with a number and a date.
- A "milestone" is a step that shows the goal is on track, due in a specific quarter.
- Every goal and milestone must have one owner: one named person, not "the team".

Then produce, in the chat:
A. No more than five goals for the year. For each: the measure, the target, the owner, and
why it matters.
B. A table of quarterly milestones (Q1 to Q4) for each goal.
C. The three or four numbers I should check every month to know if I'm on track.
D. A simple monthly review routine: when, who attends, and what we look at.
E. What I should stop doing or delay this year to make room for these goals.
F. A list of any assumptions you made.

Do not give me more than five goals, even if I ask for many things. Help me choose.

EXCEL FILE: Also create a downloadable Excel file (.xlsx) with these sheets:
- "Goals": each goal with its measure, target, owner and deadline.
- "Milestones": each milestone with its goal, owner, due quarter, and a status cell with a
drop-down list (Not started, On track, At risk, Done) that colours itself automatically
(grey for Not started, green for On track, amber for At risk, blue for Done).
- "Monthly Tracker": one row per monthly number, with yellow cells for target and actual
for each month, and formulas that show the difference and turn red when behind target.
- "Summary": formulas that count milestones by status and show how many are done or at
risk.
Use live Excel formulas, never typed-in totals. Name the file "[my business name] Annual
Plan". If you cannot create files, tell me clearly, then give me each sheet as a table I
can paste straight into Excel.
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CALCULATIONS: If you can run code, use it for every calculation and to build any file.
Check every total before you show it. If a figure in the chat and the same figure in the
file disagree, tell me, and treat the file's formula as correct.

Finish by asking me: "When is your first monthly review, and who will be there?"
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Sample output: Ewa Foods, 2027

Goal and target	Owner	Q1	Q2	Q3	Q4
Return to profit: operating profit of ₦4.5m for the year	Founder	Chip price at ₦880 from January	Three months of profit in a row	Monthly cost review shows savings of ₦50,000	Full-year target met
Fix cash flow: keep a ₦2.2m safety cushion from Q3	Accountant (part-time)	Fryer leased; festive deposits policy in place	30-day terms agreed with one chain	Cushion reached	Cushion held through December
Grow sales to ₦72m	Sales officer	50g pack launched	Third supermarket chain signed	Sales of ₦6m a month	Festive bundles sell out
Raise ₦3.5m loan	Founder	Business plan finished; documents ready	Loan approved and machine bought	First repayments on time	Repayments on time
Reduce dependence on the founder	Founder	Production lead runs daily operations	Sales officer manages two supermarket accounts	Collections handled by accountant	Founder spends one day a week on growth only

Numbers to check every month: sales against target; operating profit; closing cash against the ₦2.2m cushion; money owed by supermarkets.

Monthly review: first Monday of each month, one hour. The founder, production lead, sales officer and accountant look at the four numbers and update milestone status.

Stop or delay: new product ideas beyond the 50g pack; export enquiries until cash is stable; buying equipment with cash instead of finance.

Check before you rely on this

☐ Are there five goals or fewer?

☐ Does every goal and milestone have one named owner?

☐ Do the targets match your business plan and Finance Toolkit figures?

☐ In the Excel file, change one status and one monthly actual, and check the colours and summary update.

Decide from this

- Which goal comes first if time or money runs short?
- When is your first monthly review?

Check before you rely on any AI strategy output

Run through this list every time, whichever prompt you used.

☐ **The facts are yours.** Every customer, competitor and figure came from you or a source you can name. Delete anything the AI made up.

☐ **It is specific.** Each point is about your business. If a sentence could describe any business, rewrite it or remove it.

☐ **The numbers match.** Figures in the canvas, SWOT, business plan and annual plan agree with each other and with your Finance Toolkit results.

☐ **Targets look realistic.** You can explain where every target comes from.

☐ **It leads to action.** Each document ends with clear decisions, owners and dates.

☐ **It is saved and dated.** Save each file with the date in its name, and update it at least every quarter.

The AI is a fast assistant, not an adviser who knows your market. Before you send a business plan to a lender or investor, have someone experienced review it.

Next steps

With these four documents, you know how your business makes money, what to fix, how to make the case for funding, and what your team will deliver this year.

- **Check how investment-ready you are.** Take the OVL Investment Readiness Assessment Scorecard before you approach a lender or investor. Find it in the Founders Toolkit at Outlier Venture Lab.
- **Use the other toolkits.** Finance, Marketing and Sales, Operations, People, and Performance follow the same format.
- **Get expert support.** Outlier Venture Lab helps founders prepare business plans, financial models and funding applications. Get in touch through our website to book a session.

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