

# EasyMy Learning Pvt. Ltd.

Prompt Book 19: Entrepreneurship & Small Business Management

Fuel your business ideas, strategy, and decision-making with 25 AI-powered entrepreneurship prompts.

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# Business Model Canvas Creation

## 1. Prompt 1 — Business Model Canvas for a Sustainable D2C Skincare Brand

Business Model Canvas for a Sustainable D2C Skincare Brand Backstory: Aarav, 28, is a marketing professional from Bangalore who has decided to start his own direct-to-consumer skincare brand. His focus is on natural, eco-friendly products inspired by Ayurveda, targeting urban millennials who prefer chemical-free skincare. He's bootstrapping the business and wants a clear plan to approach online marketplaces, social media marketing, and subscription-based models. Aarav knows his product is good but struggles to map out all aspects of the business in a single, strategic framework. Goal: **Create** a detailed Business Model Canvas that maps Aarav's value propositions, customer segments, channels, revenue streams, cost structure, and key activities, tailored for a sustainable D2C brand in India's competitive skincare market. Prompt: "**You are** a business strategist specializing in Indian D2C startups. **Create** a comprehensive Business Model Canvas for a sustainable skincare brand selling Ayurvedic, eco-friendly products online. **Include** clear and practical details for each block: key partners (suppliers, logistics providers), key activities (product development, social media campaigns), value propositions (eco-friendly, Ayurvedic heritage), customer relationships, customer segments, key resources, channels (Instagram, Amazon, brand website), cost structure, and revenue streams. Adapt recommendations to suit a small, bootstrapped Indian business competing with both established FMCG and niche organic brands." Inputs Required: Target customer demographics Product categories & price range Initial monthly marketing budget Distribution preference (own site, marketplaces, or both)



## 2. Prompt 2 — Business Model Canvas for a Cloud Kitchen Startup

Business Model Canvas for a Cloud Kitchen Startup Backstory: Neha, 30, left her corporate HR job in Delhi to start a North Indian–South Indian fusion cloud kitchen. She plans to operate only through delivery apps like Zomato and Swiggy for the first year. Her differentiator is a menu designed by professional chefs with authentic taste and a healthy twist. While she has culinary experts on board, Neha struggles to define her customer acquisition and retention strategy. Goal: **Develop** a detailed Business Model Canvas tailored for an Indian cloud kitchen business, focusing on maximizing delivery platform exposure and building repeat customers. Prompt: "**You are** a food business consultant. **Create** a detailed Business Model Canvas for a cloud kitchen offering fusion Indian meals via delivery platforms in Delhi NCR. For each BMC block, provide specific actionable details, including: key partners (delivery apps, packaging suppliers), key activities (menu R&D, promotions on Zomato/Swiggy), value propositions (healthy, authentic, fusion flavors), customer relationships (loyalty programs, feedback loops), customer segments (urban working professionals, families), key resources (trained chefs, kitchen equipment), channels (delivery apps, Instagram ads), cost structure, and revenue streams. Consider high competition in metro cities and add strategies for sustaining good app ratings." Inputs Required: Location and target delivery radius Price range per meal Expected monthly order volume Chef's signature dishes



## 3. Prompt 3 — Business Model Canvas for a Rural Handicrafts E-commerce Platform

Business Model Canvas for a Rural Handicrafts E-commerce Platform Backstory: Rohit, 27, is passionate about promoting Indian rural artisans and their crafts. He wants to create an e-commerce platform that connects artisans directly to urban buyers without middlemen. His vision

includes fair trade pricing, storytelling for each artisan, and international shipping. However, Rohit is unsure how to monetize while keeping artisan prices fair and affordable for buyers. Goal: **Create** a sustainable and socially responsible Business Model Canvas that supports rural artisans while ensuring business profitability. Prompt: "You are a social entrepreneurship consultant. **Create** a Business Model Canvas for an e-commerce marketplace connecting rural artisans to urban and global buyers. **Include** detailed strategies for: artisan onboarding, fair trade pricing, marketing through storytelling, partnerships with NGOs, revenue generation (commission, premium listings, workshops), customer relationships (personalized recommendations, impact reports), and fulfillment logistics (domestic & international). Ensure the model is scalable and maintains ethical sourcing standards." Inputs Required: Number of artisans at launch Type of crafts & regions represented International vs. domestic market focus Initial funding amount



#### 4. Prompt 4 — Business Model Canvas for a Fitness & Wellness Mobile App

Business Model Canvas for a Fitness & Wellness Mobile App Backstory: Priya, 25, a certified yoga instructor in Mumbai, wants to launch a mobile app offering guided yoga sessions, nutrition tips, and meditation tracks. She aims to target young professionals and students looking for affordable wellness solutions. Priya wants to monetize through freemium models but needs clarity on scaling beyond her personal brand. Goal: **Develop** a Business Model Canvas that clearly maps revenue opportunities, customer segments, and a scalable distribution plan for a wellness app in India. Prompt: "You are a digital product strategist for health-tech startups. **Create** a Business Model Canvas for a yoga and wellness app targeting 20–35-year-old Indians. **Include** specifics for freemium monetization (ads, premium subscriptions), customer acquisition channels (Instagram Reels, influencer collaborations, app store optimization), and retention (daily streaks, progress tracking). **Provide** detailed partner strategies (nutritionists, fitness brands), cost structures (app development, marketing), and potential expansion features (live classes, community challenges)." Inputs Required: Core wellness features planned App launch city or pan-India Initial tech development budget Monetization preference (ads, subscriptions, workshops)



#### 5. Prompt 5 — Business Model Canvas for an Electric Two-Wheeler Dealership

Business Model Canvas for an Electric Two-Wheeler Dealership Backstory: Sameer, 33, from Pune, sees the growing EV wave and wants to start a dealership focused on affordable electric two-wheelers for daily commuters. He plans to offer financing options, battery swap stations, and service packages. However, Sameer has never run a dealership and needs a clear roadmap to manage suppliers, service partners, and customer acquisition. Goal: **Create** a BMC that outlines the dealership's supply chain, customer segments, and post-sales service strategy while differentiating from traditional petrol vehicle dealers. Prompt: "You are an EV market consultant. **Build** a detailed Business Model Canvas for an electric two-wheeler dealership targeting middle-class daily commuters in Pune. **Include**: key partners (EV manufacturers, financing institutions, service stations), key activities (test drives, customer financing, service support), value propositions (low running cost, eco-friendly, easy financing), customer relationships (loyalty programs, referral discounts), channels (local events, digital ads, WhatsApp marketing), cost structure (inventory, staff, marketing), and revenue streams (vehicle sales, service contracts, accessories). Factor in the current Indian EV subsidy policies." Inputs Required: List of EV brands intended to sell Initial inventory budget Planned service offerings Target monthly sales volume



## 6. Prompt 6 — Business Model Canvas for a Sustainable Clothing Brand

Business Model Canvas for a Sustainable Clothing Brand Backstory: Ishita, 26, is a fashion design graduate from Ahmedabad who wants to start a slow fashion clothing label. She plans to use organic fabrics and local artisans for production, focusing on timeless, versatile pieces rather than fast fashion trends. Ishita's biggest challenge is balancing her sustainability goals with competitive pricing in a market dominated by mass-produced clothing. Goal: **Create** a BMC that balances sustainability, profitability, and brand positioning for an emerging Indian slow fashion label. Prompt: "**You are** a fashion business strategist. **Develop** a Business Model Canvas for a slow fashion brand using organic fabrics and artisanal production in India. Detail key partners (fabric suppliers, artisan cooperatives), key activities (design, ethical production, influencer campaigns), value propositions (sustainability, timeless design, fair wages), customer relationships (personal styling, loyalty programs), customer segments (urban millennials, conscious shoppers), channels (Instagram, pop-up stores, e-commerce), cost structure, and revenue streams (direct sales, custom orders). Factor in scalability and inventory management challenges." Inputs Required: Types of clothing planned (formal, casual, ethnic) Pricing strategy Target cities for launch Marketing budget



## 7. Prompt 7 — Business Model Canvas for a Home-Based Bakery

Business Model Canvas for a Home-Based Bakery Backstory: Ritika, 29, has been running a small home-based bakery in Jaipur for friends and family. She now wants to expand into a full-fledged business selling premium cakes, artisanal breads, and dessert boxes online. Her aim is to reach corporate clients and gift markets but she lacks a strategic roadmap for scaling beyond her neighborhood. Goal: **Create** a BMC that outlines a growth plan for a home-based bakery transitioning to a citywide brand. Prompt: "**You are** a food business strategist. **Create** a Business Model Canvas for a premium home bakery in Jaipur expanding into online orders and corporate gifting. **Include**: key partners (delivery services, ingredient suppliers), key activities (baking, packaging, seasonal menu creation), value propositions (fresh, artisanal, customizable), customer relationships (corporate tie-ups, festive offers), customer segments (corporate clients, event planners, premium households), channels (Instagram, Swiggy Gourmet, website), cost structure, and revenue streams (per-order sales, subscription dessert boxes)." Inputs Required: Menu highlights Average order value Delivery methods Special seasonal offerings



## 8. Prompt 8 — Business Model Canvas for a Digital Marketing Agency

Business Model Canvas for a Digital Marketing Agency Backstory: Aditya, 32, is a former ad agency copywriter from Mumbai who wants to start his own boutique digital marketing firm targeting small businesses in India. He aims to specialize in affordable branding, social media management, and influencer partnerships for startups. Aditya needs a plan to differentiate from hundreds of existing agencies. Goal: **Create** a BMC that positions the agency as a results-driven, affordable choice for small businesses. Prompt: "**You are** a marketing consultant. **Develop** a Business Model Canvas for a boutique digital marketing agency targeting Indian startups and SMEs. **Provide** actionable details for key partners (freelancers, ad platforms), key activities (content creation, campaign management, analytics), value propositions (affordable yet effective campaigns), customer relationships (monthly reporting, dedicated account managers), customer segments (small businesses, early-stage startups), channels (LinkedIn, Instagram, referral programs), cost structure, and revenue streams (monthly retainers, project-based fees)." Inputs Required: Core services offered Team size at launch Target industries Budget for tools and ads

## 9. Prompt 9 — Business Model Canvas for a Co-working Space

Business Model Canvas for a Co-working Space Backstory: Suresh, 31, has acquired a commercial property in Hyderabad and wants to turn it into a co-working hub for freelancers, startups, and remote teams. He envisions flexible seating, private cabins, and event spaces. However, he is unsure how to balance occupancy rates, community-building, and profitability. Goal: **Design** a BMC that maximizes occupancy while creating a vibrant co-working community. Prompt: "**You are** a workspace business consultant. **Create** a Business Model Canvas for a co-working space in Hyderabad targeting freelancers, startups, and remote corporate teams. **Include**: key partners (furniture suppliers, event organizers, internet providers), key activities (workspace management, community events, networking sessions), value propositions (flexible plans, vibrant community), customer relationships (community managers, feedback surveys), customer segments, channels (digital ads, startup incubators, referrals), cost structure, and revenue streams (desk rentals, event space hire, memberships)." Inputs Required: Number of seats and cabins available Pricing tiers Location advantages Planned amenities

## 10. Prompt 10 — Business Model Canvas for an EdTech Platform

Business Model Canvas for an EdTech Platform Backstory: Meera, 27, an IIT graduate, wants to launch an online learning platform offering affordable upskilling courses in tech and business for Indian graduates and working professionals. She aims to blend recorded content with live Q&A sessions. Her main struggle is mapping out monetization beyond course sales. Goal: **Create** a BMC that ensures scalability and diverse revenue streams for an Indian EdTech startup. Prompt: "**You are** an EdTech strategist. **Create** a Business Model Canvas for an online upskilling platform for Indian graduates and working professionals. **Include**: key partners (industry experts, LMS providers), key activities (content creation, live sessions, student support), value propositions (affordable, industry-relevant, mentorship access), customer relationships (discussion forums, mentor check-ins), customer segments (graduates, job seekers, working professionals), channels (YouTube, LinkedIn ads, affiliate marketing), cost structure, and revenue streams (course sales, subscription plans, corporate training programs)." Inputs Required: Course topics and formats Price points Target industries for placement support Planned marketing channels

## 11. Prompt 11 — Business Model Canvas for a Health & Wellness Retreat

Business Model Canvas for a Health & Wellness Retreat Backstory: Niharika, 35, owns a scenic property in Rishikesh and wants to transform it into a luxury wellness retreat offering yoga, meditation, Ayurvedic therapies, and plant-based cuisine. Her vision is to attract both Indian urban professionals and international tourists. She's struggling to balance seasonal demand, premium pricing, and operational costs while maintaining an authentic wellness experience. Goal: **Design** a BMC that maximizes seasonal occupancy while establishing the retreat as a premium, wellness-focused brand. Prompt: "**You are** a hospitality and wellness consultant. **Develop** a Business Model Canvas for a luxury wellness retreat in Rishikesh offering yoga, meditation, Ayurveda, and plant-based cuisine. Detail key partners (yoga instructors, Ayurvedic doctors, travel agents), key activities (daily classes, wellness consultations, excursions), value propositions (holistic healing, premium location, personalized care), customer relationships (dedicated wellness coaches, follow-up plans), customer segments (urban Indian professionals, wellness tourists), channels (Instagram, wellness travel platforms, tie-ups with corporates), cost structure, and

revenue streams (retreat packages, private sessions, online classes)." Inputs Required: Accommodation capacity Seasonal pricing strategy Signature wellness programs Marketing budget



## 12. Prompt 12 — Business Model Canvas for an Organic Farming Cooperative

Business Model Canvas for an Organic Farming Cooperative Backstory: A group of farmers in Punjab want to form a cooperative to grow and sell organic produce directly to urban households and restaurants. Their aim is to cut out middlemen, get fair prices, and promote chemical-free farming. They need a plan that includes logistics, marketing, and maintaining consistent quality. Goal: **Create** a BMC that ensures sustainable farmer incomes while delivering consistent quality to customers. Prompt: "**You are** an agribusiness strategist. **Create** a Business Model Canvas for an organic farming cooperative in Punjab selling directly to urban households and restaurants. **Include**: key partners (farmers, logistics providers), key activities (harvesting, quality control, packaging), value propositions (fresh, chemical-free, farm-to-table), customer relationships (subscription delivery, seasonal offers), customer segments (urban households, premium restaurants, health stores), channels (farmers' markets, online store, WhatsApp ordering), cost structure, and revenue streams (subscription boxes, wholesale supply)." Inputs Required: Crop types and seasonal availability Target cities Pricing model (subscription vs. per order) Packaging and branding ideas



## 13. Prompt 13 — Business Model Canvas for an Electric Vehicle Charging Network

Business Model Canvas for an Electric Vehicle Charging Network Backstory: Raghav, 40, wants to establish a network of fast-charging stations for electric vehicles across major highways in Maharashtra. His challenge is securing land partnerships, ensuring quick ROI, and building trust with early EV adopters. Goal: **Create** a BMC that positions the network as reliable, accessible, and future-ready. Prompt: "**You are** a clean mobility consultant. **Create** a Business Model Canvas for an EV fast-charging station network in Maharashtra, targeting both private EV owners and commercial fleets. **Include**: key partners (real estate owners, EV manufacturers, payment providers), key activities (station setup, maintenance, mobile app development), value propositions (fast, reliable, highway coverage), customer relationships (loyalty programs, emergency support), customer segments (EV car owners, ride-sharing companies, logistics fleets), channels (mobile app, auto dealers, partnerships), cost structure, and revenue streams (per kWh charging fees, subscription plans, ad placements)." Inputs Required: Number of stations planned in year one Charging speed & tech partners Pricing model Customer loyalty incentives



## 14. Prompt 14 — Business Model Canvas for a Mobile App-Based Fitness Program

Business Model Canvas for a Mobile App-Based Fitness Program Backstory: Priya, 28, is a certified fitness coach from Delhi who wants to launch an app offering personalized workout and nutrition plans. She wants to combine AI-driven recommendations with live group classes, targeting busy urban professionals. Her main challenge is standing out in a crowded fitness app market. Goal: **Create** a BMC that leverages personalization as the key differentiator. Prompt: "**You are** a fitness tech strategist. **Develop** a Business Model Canvas for a personalized fitness app offering AI-based workout plans, nutrition guidance, and live group classes. **Include**: key partners (AI developers,

fitness influencers), key activities (app updates, live session scheduling, user engagement), value propositions (personalized fitness at scale, expert guidance), customer relationships (chat support, progress tracking), customer segments (urban professionals, young parents), channels (app stores, social media ads, influencer partnerships), cost structure, and revenue streams (subscription plans, premium one-on-one coaching)." Inputs Required: Core fitness niches covered (yoga, HIIT, weight loss) Subscription price points Live session frequency Technology stack



## 15. Prompt 15 — Business Model Canvas for a Language Learning Platform

Business Model Canvas for a Language Learning Platform Backstory: A startup team wants to create a language learning platform specializing in Indian regional languages like Tamil, Bengali, and Marathi, alongside global languages. Their aim is to tap into school programs, corporate training, and diaspora communities abroad. Goal: **Design** a BMC that integrates educational institutions and B2C markets. Prompt: "You are an EdTech and cultural consultant. **Develop** a Business Model Canvas for a language learning platform focusing on Indian and global languages. **Include**: key partners (language experts, schools, corporates), key activities (content creation, teacher training, platform maintenance), value propositions (cultural relevance, live practice), customer relationships (progress tracking, feedback loops), customer segments (students, expats, corporates), channels (schools, social media, YouTube), cost structure, and revenue streams (subscription, institutional contracts, corporate training packages)." Inputs Required: Languages offered at launch Learning formats (live, recorded, hybrid) Certification options Target countries



## 16. Prompt 16 — Business Model Canvas for a Drone-Based Agricultural Service

Business Model Canvas for a Drone-Based Agricultural Service Backstory: A tech entrepreneur wants to offer drone spraying, crop monitoring, and soil analysis to farmers in Karnataka. His challenge is convincing traditional farmers to adopt new technology while keeping services affordable. Goal: **Create** a BMC that balances affordability with technological innovation. Prompt: "You are an agri-tech consultant. **Create** a Business Model Canvas for a drone-based agricultural service in Karnataka offering spraying, monitoring, and soil analysis. **Include**: key partners (drone manufacturers, agri-input suppliers), key activities (data collection, analysis, spraying operations), value propositions (precision farming, higher yields), customer relationships (on-field demos, subscription packages), customer segments (small and medium farmers, agri-cooperatives), channels (village agents, WhatsApp, agri fairs), cost structure, and revenue streams (per-acre fees, annual service packages)." Inputs Required: Types of crops targeted Pricing per service Drone fleet size Training programs for farmers



## 17. Prompt 17 — Business Model Canvas for a Sustainable Clothing Brand

Business Model Canvas for a Sustainable Clothing Brand Backstory: Amit, 29, a fashion designer from Jaipur, wants to launch a sustainable clothing line using organic cotton and natural dyes. His goal is to merge traditional Indian textile artistry with modern minimalistic designs, targeting eco-conscious millennials in India and abroad. The challenge is pricing sustainably without alienating cost-sensitive buyers. Goal: **Develop** a BMC that combines sustainability, cultural heritage, and market scalability. Prompt: "You are a sustainable fashion strategist. **Develop** a Business Model Canvas for a clothing brand that uses organic fabrics, natural dyes, and traditional

Indian handloom techniques. **Include:** key partners (weavers, dye specialists, e-commerce platforms), key activities (design, production, marketing), value propositions (eco-friendly, culturally rooted, premium quality), customer relationships (loyalty programs, customization), customer segments (eco-conscious millennials, global fashion buyers), channels (Instagram, fashion expos, pop-up stores), cost structure, and revenue streams (direct-to-consumer sales, limited-edition collections, B2B exports)." Inputs Required: Product categories (casual, formal, festive) Target price range Distribution strategy (online/offline mix) Sustainable sourcing certifications



## 18. Prompt 18 — Business Model Canvas for a Cloud Kitchen Franchise

Business Model Canvas for a Cloud Kitchen Franchise Backstory: Sanya, 32, runs a successful North Indian cuisine cloud kitchen in Bengaluru. She now wants to franchise her model across Tier 1 and Tier 2 cities. She needs a clear framework to standardize operations, maintain quality, and attract franchisees. Goal: **Design** a BMC that supports rapid, quality-controlled expansion. Prompt: "**You are** a food service business strategist. **Create** a Business Model Canvas for a franchised North Indian cuisine cloud kitchen chain. **Include:** key partners (ingredient suppliers, delivery platforms, franchisees), key activities (menu design, quality control, training), value propositions (authentic taste, fast delivery, consistent quality), customer relationships (loyalty discounts, referral programs), customer segments (urban professionals, families), channels (Swiggy, Zomato, direct app orders), cost structure, and revenue streams (franchise fees, royalty percentage, direct sales)." Inputs Required: Signature dishes Franchise entry cost City expansion priorities Kitchen setup requirements



## 19. Prompt 19 — Business Model Canvas for a Pet Care Subscription Box

Business Model Canvas for a Pet Care Subscription Box Backstory: Vikram, 27, is a pet parent who noticed the lack of curated subscription boxes for pets in India. He wants to launch a monthly box containing toys, treats, grooming products, and health supplements, with personalization for pet type, breed, and age. Goal: **Build** a BMC for a customizable pet subscription brand. Prompt: "**You are** a pet care business strategist. **Develop** a Business Model Canvas for a monthly subscription box tailored for pets in India. **Include:** key partners (pet product suppliers, vets, courier companies), key activities (curation, packaging, delivery), value propositions (personalized care, variety, convenience), customer relationships (subscription management, pet profile updates), customer segments (pet parents in metros, breeders, pet influencers), channels (Instagram, pet expos, e-commerce), cost structure, and revenue streams (subscriptions, one-time gift boxes, affiliate pet services)." Inputs Required: Pet categories covered Subscription pricing tiers Delivery frequency Partnerships with local pet stores



## 20. Prompt 20 — Business Model Canvas for a Co-Working Space in Tier 2 Cities

Business Model Canvas for a Co-Working Space in Tier 2 Cities Backstory: A team of young entrepreneurs wants to launch co-working hubs in Tier 2 cities like Indore, Nagpur, and Surat, targeting freelancers, small startups, and remote corporate teams. The challenge is to maintain affordability while offering modern facilities. Goal: **Design** a BMC that makes co-working attractive outside metros. Prompt: "**You are** a workspace innovation consultant. **Create** a Business Model Canvas for co-working spaces in Tier 2 Indian cities. **Include:** key partners (property owners,

internet providers, local cafes), key activities (facility management, event hosting, community building), value propositions (affordable, modern, collaborative), customer relationships (community managers, member events), customer segments (freelancers, small startups, corporate remote teams), channels (LinkedIn ads, local business associations, university tie-ups), cost structure, and revenue streams (desk rentals, meeting room bookings, memberships)." Inputs Required: Target occupancy rate Price per seat Amenities offered Event hosting frequency



## 21. Prompt 21 — Business Model Canvas for a Waste-to-Energy Startup

Business Model Canvas for a Waste-to-Energy Startup Backstory: An engineering graduate team wants to set up small-scale biogas plants in rural India that convert organic waste into electricity and compost. They want to partner with village councils and NGOs for adoption. Goal: **Build** a BMC that emphasizes environmental impact and profitability. Prompt: "**You are** a renewable energy business consultant. **Develop** a Business Model Canvas for a waste-to-energy company setting up small biogas plants in rural India. **Include**: key partners (village councils, NGOs, equipment manufacturers), key activities (waste collection, plant operation, electricity distribution), value propositions (clean energy, rural empowerment, organic fertilizer), customer relationships (community engagement programs), customer segments (villages, small industries, government bodies), channels (local meetings, NGO tie-ups, rural events), cost structure, and revenue streams (electricity sales, compost sales, government subsidies)." Inputs Required: Plant capacity Waste sourcing plan Government schemes available Maintenance cost model



## 22. Prompt 22 — Business Model Canvas for a Home Renovation Marketplace

Business Model Canvas for a Home Renovation Marketplace Backstory: Shreya, 34, wants to create an online platform connecting homeowners with verified renovation professionals like architects, contractors, and interior designers. The platform will provide transparent pricing and project tracking tools. Goal: **Create** a BMC that builds trust and drives high-value transactions. Prompt: "**You are** a prop-tech business strategist. **Develop** a Business Model Canvas for an online renovation marketplace in India. **Include**: key partners (contractors, architects, material suppliers), key activities (vetting professionals, providing project management tools), value propositions (verified experts, transparent pricing, project tracking), customer relationships (customer support, progress updates), customer segments (urban homeowners, NRIs, real estate developers), channels (Google ads, Instagram, real estate expos), cost structure, and revenue streams (transaction commission, premium listings, SaaS project tools)." Inputs Required: Service categories covered Commission percentage Verification process for professionals Technology features for customers



## 23. Prompt 23 — Business Model Canvas for a Plant-Based Meat Brand

Business Model Canvas for a Plant-Based Meat Brand Backstory: A Mumbai-based startup wants to produce plant-based meat alternatives for the growing vegan and health-conscious market. They plan to sell through supermarkets and online platforms while educating consumers on the benefits. Goal: **Build** a BMC that combines innovation, health, and ethical branding. Prompt: "**You are** a food innovation consultant. **Create** a Business Model Canvas for a plant-based meat brand targeting urban India. **Include**: key partners (ingredient suppliers, nutritionists, retailers), key activities (R&D, branding, distribution), value propositions (meat taste without meat, healthy, sustainable), customer

relationships (nutrition guidance, sampling events), customer segments (vegans, flexitarians, fitness enthusiasts), channels (modern trade stores, online marketplaces, health cafes), cost structure, and revenue streams (retail sales, B2B restaurant supply, online subscriptions)." Inputs Required: Product varieties planned Price vs meat products Packaging design Sampling strategy



## 24. Prompt 24 — Business Model Canvas for a Skill-Based Gaming Platform

Business Model Canvas for a Skill-Based Gaming Platform Backstory: A young tech founder wants to create a gaming platform where users can compete in skill-based games for cash rewards. The focus will be on compliant games like quizzes, chess, and puzzle tournaments to avoid gambling laws. Goal: **Design** a BMC that ensures user growth while staying legally compliant. Prompt: "You are a gaming industry consultant. **Develop** a Business Model Canvas for a skill-based online gaming platform in India. **Include**: key partners (game developers, payment gateways, influencers), key activities (game design, tournament hosting, user engagement), value propositions (cash rewards for skill, fair competition, social engagement), customer relationships (leaderboards, referral programs), customer segments (students, young professionals, gaming enthusiasts), channels (YouTube ads, gaming communities, college events), cost structure, and revenue streams (entry fees, sponsorships, ads)." Inputs Required: Game genres planned Prize pool distribution Compliance requirements User acquisition budget



## 25. Prompt 25 — Business Model Canvas for a Women-Only Gym Chain

Business Model Canvas for a Women-Only Gym Chain Backstory: Ritu, 31, a fitness trainer from Delhi, wants to launch a chain of women-only gyms with safe spaces, flexible timings, and female trainers. She plans to expand to Tier 1 and Tier 2 cities over five years. Goal: **Create** a BMC that promotes safety, inclusivity, and community-driven fitness. Prompt: "You are a fitness business strategist. **Create** a Business Model Canvas for a women-only gym chain in India. **Include**: key partners (equipment suppliers, female trainers, safety tech providers), key activities (group classes, personal training, community events), value propositions (safe, inclusive, flexible), customer relationships (personalized plans, community challenges), customer segments (working women, homemakers, college students), channels (Instagram, women's networks, local radio), cost structure, and revenue streams (membership fees, personal training packages, brand partnerships)." Inputs Required: Target cities for launch Gym size and facilities Price tiers Special community engagement activities



## Pricing Strategy Analysis

### 26. Prompt 1 — Pricing Strategy Analysis for a Direct-to-Consumer Skincare Brand

Pricing Strategy Analysis for a Direct-to-Consumer Skincare Brand Backstory: Ishita, 28, recently launched a D2C skincare brand using Ayurvedic ingredients. Her products are handmade, eco-friendly, and come in sustainable packaging. Competitors range from low-cost mass brands to high-end organic labels. She's struggling to find the right balance between premium pricing and affordability, especially because her target audience is young, urban women who want quality but are also price-conscious. She's unsure whether to adopt penetration pricing to gain market share or

maintain premium positioning from the start. Goal: Determine the most effective pricing strategy that balances brand positioning, customer acquisition, and long-term profitability. Prompt: "You are a pricing strategy consultant for D2C brands. Analyse the competitive landscape of the Indian organic skincare market and recommend an optimal pricing strategy for a premium-yet-accessible Ayurvedic skincare brand. Compare penetration pricing, skimming pricing, and value-based pricing using competitor data, target audience income segments, and willingness-to-pay analysis. **Include:** Market benchmarking table (price vs product size). Pros and cons of each strategy in the Indian context. Projected sales, revenue, and profit margins for each model over 12 months. Final recommendation with a justification linked to brand positioning and customer psychology." Inputs Required: Competitor names and prices Cost per unit (production + packaging) Target monthly sales goal Customer demographic & psychographic profile



## 27. Prompt 2 — Pricing Strategy Analysis for a SaaS Startup Targeting Small Businesses

Pricing Strategy Analysis for a SaaS Startup Targeting Small Businesses Backstory: Rohit, 30, has developed a SaaS tool for inventory management tailored to small retailers in Tier 2 and Tier 3 cities. The software is cloud-based, mobile-friendly, and requires minimal tech skills to operate. His challenge is that many small businesses are reluctant to pay high monthly fees for digital tools. He is debating between a freemium model, a low-cost monthly subscription, or an annual plan with discounts to drive adoption. Goal: Identify a pricing model that drives rapid adoption while ensuring recurring revenue. Prompt: "You are a SaaS pricing strategist. Analyse the feasibility of freemium, tiered subscription, and annual discounted plans for an inventory management SaaS aimed at Indian small retailers. **Create** a 3-year revenue projection for each pricing model, including churn rate assumptions. Consider: Customer acquisition cost (CAC) and lifetime value (LTV) for each model. Price elasticity in the small business software segment. Break-even point analysis for each pricing strategy. Strategic recommendations for upselling premium features." Inputs Required: Development & maintenance costs Current marketing budget Feature list for free vs paid versions Competitor pricing models



## 28. Prompt 3 — Pricing Strategy Analysis for an Electric Vehicle (EV) Rental Service

Pricing Strategy Analysis for an Electric Vehicle (EV) Rental Service Backstory: Ananya, 32, is launching an EV scooter rental service in Hyderabad. She wants to encourage daily commuters to switch from petrol vehicles to eco-friendly scooters. Competitors include petrol-based bike rentals and app-based ride-sharing services. She needs to decide whether to price her rentals per minute, per hour, or as a monthly subscription, and how to incentivize first-time users. Goal: Select a pricing structure that maximizes usage frequency while maintaining profitability. Prompt: "You are an EV mobility pricing expert. Conduct a pricing strategy analysis for an electric scooter rental service in Hyderabad. Compare per-minute, per-hour, and monthly subscription models using competitor benchmarks, usage frequency data, and cost structure analysis. **Include:** Price comparison table vs petrol rentals and ride-sharing apps. Profit margin per ride under each model. Impact of introductory offers and loyalty programs on retention. Scenario modeling for different fuel price trends." Inputs Required: Average cost per ride (maintenance, electricity, depreciation) Competitor rates Estimated average ride duration Target daily ride volume



## 29. Prompt 4 — Pricing Strategy Analysis for an Online Learning Platform

Pricing Strategy Analysis for an Online Learning Platform Backstory: Meera, 27, is building an edtech platform offering short, skill-based video courses in digital marketing, coding, and personal finance. Her target audience is young working professionals who value flexibility and affordability. She's torn between a course-by-course pricing model and a monthly subscription offering unlimited access. Goal: Determine which pricing model maximizes revenue while keeping acquisition costs low. Prompt: "You are an edtech revenue strategist. Compare pay-per-course pricing vs unlimited monthly subscription for a skill-based online learning platform targeting Indian professionals aged 20–35. Analyse: Customer acquisition funnel for both models. Revenue projection over 18 months for each model. Pricing psychology impact on perceived value. Strategies for upselling and cross-selling courses." Inputs Required: Number of courses available at launch Average course completion rate Expected monthly active users Competitor platform pricing



## 30. Prompt 5 — Pricing Strategy Analysis for a Boutique Café Chain

Pricing Strategy Analysis for a Boutique Café Chain Backstory: Kabir, 31, runs a boutique café in Mumbai serving artisanal coffee, organic teas, and gourmet snacks. He plans to open three more outlets in Pune and Bengaluru. Competitors range from affordable coffee shops to premium international chains. Kabir is considering whether to match premium chain prices, price slightly lower to capture volume, or bundle products to increase average ticket size. Goal: Select a pricing approach that strengthens brand image while driving repeat visits. Prompt: "You are a food & beverage pricing consultant. Analyse competitive pricing data for boutique cafés in Mumbai, Pune, and Bengaluru. Recommend a strategy between premium pricing, competitive pricing, and bundle pricing. Include: Price comparison matrix for similar beverages and snacks. Gross margin analysis for each strategy. Sensitivity analysis for changes in ingredient costs. Tactics for introducing seasonal or limited-edition pricing." Inputs Required: Current ingredient cost breakdown Competitor café menu prices Average spend per customer Projected monthly footfall per outlet



## 31. Prompt 6 — Pricing Strategy Analysis for a Subscription Meal Service

Pricing Strategy Analysis for a Subscription Meal Service Backstory: Nikhil, 29, runs a subscription-based healthy meal delivery service in Bengaluru. His meals cater to working professionals who want calorie-controlled, nutrient-rich food without cooking. Competitors include cloud kitchens, tiffin services, and app-based food delivery. His dilemma is whether to price per meal, offer weekly subscriptions, or create a flexible monthly plan with skip days allowed. He also wants to understand how introductory pricing could help retention. Goal: Find the most sustainable subscription pricing model that increases retention and reduces churn. Prompt: "You are a subscription business pricing expert. Analyse per-meal, weekly, and monthly subscription pricing for a healthy meal delivery service targeting urban professionals. Provide: Break-even calculation for each model based on fixed and variable costs. Competitor pricing comparison. Projected customer lifetime value for each plan. Impact of skip-day flexibility on retention and margins. Recommendations for introductory offers that convert to long-term subscribers." Inputs Required: Ingredient & packaging costs Delivery cost per meal Current churn rate (if available) Competitor subscription rates



## 32. Prompt 7 — Pricing Strategy Analysis for a Handmade Jewellery Brand

Pricing Strategy Analysis for a Handmade Jewellery Brand Backstory: Priya, 27, makes handmade silver jewellery inspired by traditional Indian designs. She sells via Instagram and local exhibitions. Customers love her unique pieces but often compare her prices to mass-produced jewellery in stores. She needs to decide whether to keep premium pricing to reflect craftsmanship or lower prices slightly to increase sales volume. Goal: Choose a pricing model that communicates premium quality while staying competitive. Prompt: "You are a brand positioning and pricing consultant. Analyse premium pricing vs competitive pricing for a handmade silver jewellery brand. **Include:** Competitor price comparison table (online and offline sellers). Perceived value vs actual cost mapping. Social media engagement impact on pricing perception. Pricing tiers for exclusive, limited, and bulk items." Inputs Required: Average production time per item Material costs Competitor price points Target profit margin



## 33. Prompt 8 — Pricing Strategy Analysis for a Fitness App

Pricing Strategy Analysis for a Fitness App Backstory: Arjun, 30, has built a mobile app that provides guided workout videos, progress tracking, and personalized nutrition plans. His audience is Indian millennials and Gen Z looking for affordable, at-home fitness solutions. He is unsure whether to go with a one-time purchase, a monthly subscription, or a freemium model with paid upgrades. Goal: Maximize recurring revenue while ensuring app adoption in a competitive market. Prompt: "You are a fitness tech pricing strategist. Evaluate one-time purchase, monthly subscription, and freemium + in-app purchase models for a fitness app targeting Indian youth. **Include:** Competitor pricing analysis (Nike Training Club, Cult.fit, etc.). Revenue projections for each model. Conversion rate benchmarks for freemium models. Recommendations for introductory pricing and upsell offers." Inputs Required: App development and maintenance costs Number of planned premium features Marketing budget Target user acquisition goal



## 34. Prompt 9 — Pricing Strategy Analysis for a Digital Marketing Agency

Pricing Strategy Analysis for a Digital Marketing Agency Backstory: Simran, 32, runs a boutique digital marketing agency in Delhi, serving small and medium-sized businesses. She offers SEO, social media management, and paid ads. She's debating between project-based pricing, hourly rates, or monthly retainers. Clients want transparency, but she also needs stable cash flow. Goal: Identify the most profitable and sustainable pricing model for agency services. Prompt: "You are a business consultant for service-based businesses. Compare project-based, hourly, and retainer pricing for a digital marketing agency serving Indian SMEs. **Provide:** Pros and cons of each model. Case study projections for a 12-month client relationship. Risk analysis for scope creep. Recommendations for hybrid pricing models." Inputs Required: Current client size and project scope examples Average hours spent per project Overhead costs Competitor agency pricing



## 35. Prompt 10 — Pricing Strategy Analysis for a Co-working Space

Pricing Strategy Analysis for a Co-working Space Backstory: Varun, 31, is launching a co-working space in Pune targeting freelancers and early-stage startups. Competitors offer daily passes, monthly memberships, and corporate packages. He needs to determine whether to undercut competitors to quickly fill seats or differentiate through premium pricing with added services like networking events and business support. Goal: **Create** a competitive yet profitable pricing structure

for a co-working space. Prompt: "You are a commercial real estate pricing expert. Develop a pricing strategy for a co-working space targeting Indian freelancers and startups. **Include:** Competitor benchmarking for Pune and similar cities. Profitability analysis for daily, weekly, and monthly passes. Impact of value-added services on willingness to pay. Seasonal demand variation pricing recommendations." Inputs Required: Operational costs per seat Competitor price list Amenities offered Occupancy target



### 36. Prompt 11 — Pricing Strategy Analysis for a Wedding Photography Business

Pricing Strategy Analysis for a Wedding Photography Business Backstory: Rhea, 30, is a professional wedding photographer based in Jaipur. She offers candid, traditional, and cinematic wedding shoots. Competitors in her area offer packages that vary widely in price and deliverables. Some offer flat rates, while others customize based on the number of hours, events, and locations. Rhea wants to create pricing that reflects her unique artistic style but also attracts a consistent flow of bookings. Goal: **Create** a flexible yet premium pricing model that balances profitability and client acquisition. Prompt: "You are a creative service pricing strategist. Analyse and recommend a pricing model for a wedding photography business in Jaipur. **Include:** Competitor pricing analysis for similar styles and packages. Cost breakdown for travel, assistants, and editing. Recommendations for tiered packages (basic, standard, premium). Ideas for add-ons (photo albums, drone shots, same-day edits). Strategies for seasonal pricing adjustments." Inputs Required: Average number of weddings per year Travel and equipment costs Desired annual income Competitor package rates



### 37. Prompt 12 — Pricing Strategy Analysis for an Organic Skincare Brand

Pricing Strategy Analysis for an Organic Skincare Brand Backstory: Ananya, 28, launched a small-batch organic skincare brand that sells face creams, serums, and scrubs. Her products are handmade, use eco-friendly packaging, and are free from synthetic chemicals. Competitors range from luxury boutique brands to budget-friendly herbal products. She's unsure whether to price at a premium for her unique selling points or stay mid-range to attract more customers. Goal: **Develop** a pricing structure that highlights premium quality while ensuring steady sales. Prompt: "You are a consumer goods pricing analyst. **Create** a pricing strategy for an organic skincare brand. **Include:** Competitor and market positioning map. Production cost analysis vs desired margin. Bundle pricing options for multiple products. Pricing psychology recommendations (₹999, ₹1499 tiering). Subscription discount feasibility for repeat buyers." Inputs Required: Ingredient costs per product Packaging costs Target market segment Competitor price range



### 38. Prompt 13 — Pricing Strategy Analysis for a Food Truck Business

Pricing Strategy Analysis for a Food Truck Business Backstory: Rajat, 32, runs a gourmet food truck in Mumbai offering fusion street food. He operates in high-footfall areas near IT parks and college campuses. Competitors include both other food trucks and small cafes. Rajat wants to experiment with dynamic pricing for peak vs off-peak hours but is unsure of customer reaction. Goal: Determine the viability and impact of dynamic pricing in a food truck business. Prompt: "You are a quick-service restaurant pricing consultant. Analyse static vs dynamic pricing for a gourmet food truck. **Provide:** Peak-hour and off-peak pricing recommendations. Impact on daily revenue

and customer satisfaction. Competitor benchmarking in similar areas. Menu engineering for high-margin items." Inputs Required: Average daily sales by time slot Ingredient costs per item Competitor menu pricing Customer feedback data



### 39. Prompt 14 — Pricing Strategy Analysis for an Online Tutoring Platform

Pricing Strategy Analysis for an Online Tutoring Platform Backstory: Ishaan, 29, runs an online tutoring service for competitive exams like UPSC, CAT, and GATE. He offers live classes, recorded sessions, and test series. Competitors include big edtech platforms and individual tutors. Pricing needs to balance affordability for students and profitability for the business. Goal: **Design** a competitive pricing structure that maximizes enrolment while sustaining operations. Prompt: "You are an edtech pricing strategist. **Recommend** pricing for an online tutoring platform offering live and recorded classes. **Include**: Comparison of pay-per-course vs monthly subscription. Group vs one-on-one session pricing. Impact of offering trial classes. Long-term discounts for committed learners." Inputs Required: Teacher payment rates Platform maintenance costs Competitor pricing data Student target audience income range



### 40. Prompt 15 — Pricing Strategy Analysis for a Handmade Furniture Store

Pricing Strategy Analysis for a Handmade Furniture Store Backstory: Dev, 33, owns a workshop in Kerala that makes custom wooden furniture using locally sourced materials. His craftsmanship is top-notch, but high production costs make his furniture more expensive than mass-produced alternatives. He's unsure whether to adopt a cost-plus model, value-based pricing, or a combination. Goal: Select a pricing model that reflects craftsmanship and drives profitability. Prompt: "You are a retail furniture pricing expert. **Create** a pricing model for handmade wooden furniture. **Include**: Cost-plus vs value-based pricing analysis. Impact of offering made-to-order customization. Suggested retail and wholesale prices. Strategies for positioning against mass-produced competitors." Inputs Required: Material and labour costs Production time per piece Competitor furniture prices Target customer profile



### 41. Prompt 16 — Pricing Strategy Analysis for a Language Learning App

Pricing Strategy Analysis for a Language Learning App Backstory: Priya, 27, developed a mobile app that teaches spoken Hindi, Tamil, and Bengali to non-native speakers. The app includes beginner-to-advanced lessons, voice recognition for pronunciation feedback, and gamified quizzes. She's deciding between a freemium model, where only core lessons are free, and a subscription model for full access. Competitors range from free apps with ads to premium courses costing ₹5,000+ annually. Goal: Determine the most profitable pricing model without alienating new users. Prompt: "You are a SaaS product pricing consultant. **Create** a pricing strategy for a multilingual learning app. **Include**: Competitor freemium vs subscription success analysis. Tiered subscription options with feature breakdown. Strategies for converting free users to paid users. Regional pricing recommendations for Tier 1 and Tier 2 cities. Limited-time offers for onboarding early users." Inputs Required: Cost per active monthly user Marketing budget per month Average session time Competitor subscription rates



## 42. Prompt 17 — Pricing Strategy Analysis for a Local Fitness Studio

Pricing Strategy Analysis for a Local Fitness Studio Backstory: Amit, 31, opened a boutique fitness studio in Bengaluru offering yoga, HIIT, and Zumba classes. He's competing with large gym chains and online fitness apps. His classes have a personalised touch with smaller batch sizes. Currently, he offers monthly memberships at ₹2,500 but wants to explore class packs and corporate tie-ups.

Goal: **Create** a flexible yet premium pricing plan to attract both individuals and corporate clients.

Prompt: "**You are** a fitness industry pricing strategist. **Design** a pricing model for a boutique fitness studio. **Include**: Membership vs class-pack comparison. Corporate wellness pricing packages.

Seasonal discounts to boost low-demand months. Loyalty rewards for long-term members. Pricing psychology to promote higher-value memberships."

Inputs Required: Studio capacity per class

Instructor salary per session Competitor rates for similar formats Target monthly revenue



## 43. Prompt 18 — Pricing Strategy Analysis for a Cloud Kitchen

Pricing Strategy Analysis for a Cloud Kitchen Backstory: Neha, 30, operates a cloud kitchen in Delhi offering gourmet biryani and kebabs. She sells via Swiggy and Zomato but wants to increase her direct order share. Delivery platforms take a 25–30% commission, which is cutting into her margins. She's considering adjusting menu prices depending on the channel. Goal: **Create** a dual-channel pricing strategy to maximize profits without losing customers. Prompt: "**You are** a food service pricing analyst. **Develop** a pricing strategy for a cloud kitchen selling on aggregators and direct.

**Include**: Aggregator menu vs direct order menu pricing difference. Bundled meal pricing to increase average order value. Impact analysis of delivery charges on customer behaviour.

Suggestions for limited-time promotions during festivals."

Inputs Required: Food cost percentage per dish Average order size via each channel Commission rates for delivery apps Direct order

platform setup cost



## 44. Prompt 19 — Pricing Strategy Analysis for a Social Media Marketing Agency

Pricing Strategy Analysis for a Social Media Marketing Agency Backstory: Kabir, 29, runs a boutique social media agency in Hyderabad serving small businesses. He charges a flat monthly fee but often ends up doing extra work like video editing and paid ad management without charging more. Competitors have started offering performance-based pricing. Goal: Revamp pricing to ensure fair pay and competitive positioning. Prompt: "**You are** a digital marketing pricing consultant. **Recommend** a pricing structure for a boutique agency. **Include**: Flat-fee vs performance-based model comparison. Hourly rates for extra services. Retainer package breakdown for different client sizes. Strategies to prevent scope creep through pricing."

Inputs Required: Average hours worked per client monthly Ad spend managed per client Competitor pricing in the region Client retention rate



## 45. Prompt 20 — Pricing Strategy Analysis for a Co-Working Space

Pricing Strategy Analysis for a Co-Working Space Backstory: Sneha, 32, operates a co-working space in Pune with 100 seats, private cabins, and meeting rooms. She's competing with big chains offering rock-bottom rates for long-term contracts. Her advantage is location and community events, but she needs pricing that highlights value without racing to the bottom. Goal: Set competitive yet

value-driven pricing for different seat and cabin configurations. Prompt: "**You are** a real estate and workspace pricing strategist. **Create** a pricing plan for a co-working space. **Include**: Flexible daily, weekly, and monthly rates. Private cabin premium calculation. Discounting model for long-term contracts. Event-based pricing for meeting rooms." Inputs Required: Occupancy rate by seat type Competitor rates in the area Facility maintenance cost per seat Seasonal demand variation



## 46. Prompt 21 — Pricing Strategy Analysis for an Online Handmade Jewellery Store

Pricing Strategy Analysis for an Online Handmade Jewellery Store Backstory: Shalini, 28, sells handmade silver and gemstone jewellery via Instagram and Etsy. She struggles to price her products competitively because raw material costs fluctuate. She wants a formula that automatically adjusts her prices while keeping them attractive to buyers. Goal: **Develop** a dynamic pricing model based on cost changes and market demand. Prompt: "**You are** an e-commerce jewellery pricing expert. **Create** a dynamic pricing formula. **Include**: Raw material cost variation tracking. Competitor price monitoring tools. Premium pricing triggers for festive seasons. Discounts for bulk buyers." Inputs Required: Current silver/gemstone rates Average production time per item Competitor price range Seasonal sales trends



## 47. Prompt 22 — Pricing Strategy Analysis for a Pet Grooming Salon

Pricing Strategy Analysis for a Pet Grooming Salon Backstory: Manav, 34, runs a pet grooming salon in Chandigarh. He offers basic grooming, spa treatments, and vet checkups. Competitors in the area have highly varied pricing. He's considering adding a subscription model for regular grooming customers. Goal: **Create** a balanced per-service and subscription-based pricing structure. Prompt: "**You are** a pet services pricing consultant. **Design** pricing for a grooming salon. **Include**: Per-service pricing by pet size. Subscription packages for frequent clients. Festive/seasonal promotional rates. Cross-selling opportunities with pet accessories." Inputs Required: Cost per grooming session Average visit frequency Competitor subscription rates Space and equipment costs



## 48. Prompt 23 — Pricing Strategy Analysis for a Local Bakery

Pricing Strategy Analysis for a Local Bakery Backstory: Divya, 30, owns a bakery in Lucknow specializing in custom cakes and pastries. She's considering offering tiered cake pricing based on flavour, design complexity, and delivery location. She also wants to increase margins on smaller, impulse-purchase items. Goal: **Develop** a pricing system that captures full value while staying attractive. Prompt: "**You are** a bakery pricing strategist. **Create** a tiered pricing system for cakes and pastries. **Include**: Base price for standard designs. Complexity-based surcharges. Delivery-based price variations. Impulse-item upselling strategy." Inputs Required: Ingredient cost per product Staff labour per order Delivery radius and cost Competitor product pricing



## 49. Prompt 24 — Pricing Strategy Analysis for a Travel Planning Service

Pricing Strategy Analysis for a Travel Planning Service Backstory: Aniket, 31, runs a personalised travel planning service. He helps clients design unique itineraries, book accommodations, and

arrange activities. Competitors either charge a flat consulting fee or earn from commissions. Aniket wants to test hybrid models. Goal: Select the most sustainable pricing model for a travel planning service. Prompt: "**You are** a travel industry pricing advisor. **Design** a hybrid pricing model. **Include**: Flat planning fee + commission structure. Tiered pricing for domestic vs international trips. Loyalty discounts for repeat clients. Premium charges for last-minute planning." Inputs Required: Average trip cost per client Time spent per itinerary Commission rates from vendors Competitor pricing models



## 50. Prompt 25 — Pricing Strategy Analysis for a Freelance Graphic Design Business

Pricing Strategy Analysis for a Freelance Graphic **Design** Business Backstory: Meera, 26, works as a freelance graphic designer creating logos, social media creatives, and brand kits. She currently charges hourly rates but is considering moving to project-based pricing. She's unsure how to value her time without underpricing her skills. Goal: Shift from hourly to project-based pricing without losing clients. Prompt: "**You are** a creative services pricing consultant. **Create** a project-based pricing model for graphic design. **Include**: Price calculation formula based on hours and complexity. Retainer packages for long-term clients. Premium charges for urgent projects. Scope definition to avoid extra work without pay." Inputs Required: Average hours per project Client budget range Competitor project-based rates Types of design services offered



## Process Optimisation Guides

### 51. Prompt 1 — Process Optimisation Guide for a Handmade Apparel E-Commerce Brand

Process Optimisation Guide for a Handmade Apparel E-Commerce Brand Backstory: Ananya, 29, runs an online store selling handmade sarees and ethnic wear sourced from rural artisans. While her products are in demand, her backend operations are chaotic. Orders get delayed because she manually tracks inventory, coordinates with multiple artisans via WhatsApp, and relies on couriers without tracking integrations. She's losing repeat customers due to fulfillment delays and occasional wrong deliveries. She wants a step-by-step process optimisation guide to handle orders, inventory, and shipping more efficiently. Goal: **Create** a lean, tech-enabled operational workflow that reduces delivery delays, improves order accuracy, and supports scaling. Prompt: "**You are** a business process optimisation consultant. **Create** a detailed process optimisation guide for a handmade apparel e-commerce store. Your guide should: Map the current order-to-delivery workflow and identify bottlenecks. **Recommend** digital tools for inventory management, artisan communication, and courier tracking. Suggest SOPs for order verification, packing, and quality checks. **Create** a training checklist for staff and artisan partners. **Provide** a 3-month phased implementation plan with KPIs to measure success." Inputs Required: Current monthly order volume Average order processing time Number of SKUs and artisan partners Budget for process automation tools



### 52. Prompt 2 — Process Optimisation Guide for a Cloud Kitchen

Process Optimisation Guide for a Cloud Kitchen Backstory: Raghav, 32, operates a cloud kitchen specialising in healthy meal prep subscriptions in Mumbai. His business is growing, but he's

struggling with meal preparation timing, ingredient stock-outs, and inconsistent packaging quality. He uses spreadsheets to manage orders and purchases ingredients from multiple suppliers. Food wastage is increasing because of poor forecasting, and customers occasionally receive wrong meal plans. Goal: Streamline kitchen operations, procurement, and delivery to reduce wastage and improve consistency. Prompt: "You are a food operations process improvement expert. **Develop** a process optimisation guide for a cloud kitchen. Your guide should: Map the daily meal prep workflow from ingredient procurement to delivery. **Recommend** a demand forecasting system based on subscription patterns. Suggest quality control steps at each stage of cooking and packing. **Create** a supplier management SOP to prevent ingredient shortages. Outline a training module for kitchen staff to ensure standardisation." Inputs Required: Number of meal plans offered Average daily orders Supplier lead times for ingredients Current wastage percentage



### 53. Prompt 3 — Process Optimisation Guide for a Digital Marketing Agency

Process Optimisation Guide for a Digital Marketing Agency Backstory: Simran, 27, runs a small social media and SEO agency with a team of 8 freelancers and part-time employees. Projects often miss deadlines due to poor task allocation, delayed client approvals, and overlapping responsibilities. She uses Google Drive and Trello but finds files misplaced and communication scattered. She wants a system that ensures transparency, accountability, and smoother client delivery. Goal: **Build** a scalable project management workflow to handle multiple clients without delays. Prompt: "You are an agency workflow optimisation consultant. **Create** a process optimisation guide for a digital marketing agency. **Include**: A client onboarding SOP with document and asset collection steps. Task allocation and deadline setting framework for remote teams. File management and naming conventions for shared drives. A client approval process to avoid bottlenecks. A dashboard format to track project progress across all accounts." Inputs Required: Number of active clients Tools currently used for task management Average project duration Communication preferences (email, Slack, etc.)



### 54. Prompt 4 — Process Optimisation Guide for a Boutique Fitness Studio

Process Optimisation Guide for a Boutique Fitness Studio Backstory: Ayesha, 31, owns a boutique fitness studio in Gurugram offering Pilates, functional training, and Zumba. She has three trainers, but class schedules often clash, members sometimes show up for full classes without prior booking, and payment tracking is inconsistent. This leads to trainer downtime, member dissatisfaction, and revenue leakage. Goal: **Create** a system for class scheduling, member management, and payment tracking that runs smoothly. Prompt: "You are a fitness operations process expert. **Create** a detailed process optimisation guide for a boutique studio. Your guide should: Implement an online booking and class cap system. Automate membership renewals and payment reminders. **Create** SOPs for trainer substitutions and emergency cancellations. Suggest ways to optimise trainer schedules for maximum utilisation. **Provide** monthly reporting templates for attendance and revenue tracking." Inputs Required: Number of classes per week Average class size Trainer availability Current payment tracking method



### 55. Prompt 5 — Process Optimisation Guide for a Handmade Chocolate Manufacturing Unit

Process Optimisation Guide for a Handmade Chocolate Manufacturing Unit Backstory: Mehul, 34, runs a small artisanal chocolate business in Ahmedabad. His unit produces 500–800 bars per week. He struggles with maintaining production consistency, tracking raw cocoa bean quality, and scheduling deliveries for both B2B and B2C orders. Seasonal festivals increase demand, but his current workflow can't scale without errors. Goal: Standardise production, quality checks, and seasonal scaling processes. Prompt: "**You are** a small-scale manufacturing process consultant. **Develop** a process optimisation guide for an artisanal chocolate business. **Include:** A production flowchart with quality checkpoints at each stage. Raw material inspection SOPs for cocoa beans and ingredients. Demand-based production scheduling for seasonal peaks. Packing and labelling guidelines to ensure consistency. Delivery routing suggestions to optimise time and cost." Inputs Required: Current weekly production capacity Supplier lead times Peak season demand percentage increase Number of retail partners and direct customers



## 56. Prompt 6 — Process Optimisation Guide for a Co-Working Space

Process Optimisation Guide for a Co-Working Space Backstory: Prateek, 30, manages a mid-sized co-working space in Bengaluru catering to freelancers, startups, and small agencies. His biggest issues are under-utilised meeting rooms, inconsistent maintenance schedules, and delayed resolution of member complaints. Billing is handled manually, which causes errors and delayed payments. He wants a process that maximises occupancy, ensures smooth facility management, and improves customer satisfaction. Goal: **Create** a centralised workflow for space utilisation, billing automation, and member support. Prompt: "**You are** a workspace operations consultant. **Create** a process optimisation guide for a co-working space that includes: A booking system for desks, meeting rooms, and event spaces with real-time availability. Automated invoicing and payment tracking. Preventive maintenance schedules for facilities and equipment. A complaint resolution SOP with defined turnaround times. Occupancy analytics to optimise layout and pricing." Inputs Required: Number of desks and meeting rooms Average monthly occupancy rate Current billing method Staff strength for facility management



## 57. Prompt 7 — Process Optimisation Guide for a Home-Based Bakery

Process Optimisation Guide for a Home-Based Bakery Backstory: Ishita, 26, runs a home-based bakery in Kolkata selling customised cakes and desserts. She gets most orders via Instagram DMs, which makes it difficult to track inquiries and payments. Last-minute rush orders disrupt her baking schedule, and inconsistent supplier delivery impacts ingredient freshness. She wants a streamlined process to manage orders, supplies, and deliveries without burnout. Goal: **Create** an order and inventory management process that reduces last-minute chaos. Prompt: "**You are** a bakery operations expert. **Develop** a process optimisation guide for a home-based bakery. **Include:** A standard inquiry-to-confirmation process with advance payment collection. Supplier coordination and inventory tracking methods. Production scheduling to manage multiple orders efficiently. Delivery partnerships and SOPs for safe packaging. Seasonal menu planning for festive rush periods." Inputs Required: Average number of orders per week Lead time needed per order Number of regular suppliers Delivery methods used



## 58. Prompt 8 — Process Optimisation Guide for a Local Event Management Company

Process Optimisation Guide for a Local Event Management Company Backstory: Karan, 33, runs a small event company in Jaipur managing weddings, corporate functions, and private parties. His team often faces last-minute crises due to vendor delays, unclear client briefs, and poor on-site communication. He uses WhatsApp groups for coordination, which makes it hard to track responsibilities and progress. Goal: Implement a structured event execution and vendor management system. Prompt: "**You are** an event operations strategist. **Create** a process optimisation guide for a small event company that covers: Client onboarding and detailed requirement documentation. Vendor sourcing and contract management SOPs. Event-day execution checklist and task assignments. Communication channels for real-time updates. Post-event review and vendor performance tracking." Inputs Required: Number of events per month Types of events handled Vendor categories used Average team size per event



## 59. Prompt 9 — Process Optimisation Guide for a Small IT Services Firm

Process Optimisation Guide for a Small IT Services Firm Backstory: Rahul, 28, runs a web and app development agency with 12 employees in Pune. He struggles with delayed project delivery due to unclear task breakdowns, lack of standard coding practices, and poor time estimation. Client change requests derail timelines, and there is no formal QA process in place. Goal: Standardise project workflows to improve delivery speed and quality. Prompt: "**You are** an IT process optimisation consultant. **Develop** a process optimisation guide for a small IT firm. Your guide should: Define a project initiation checklist and task breakdown format. Introduce standard coding and documentation guidelines. Implement a change request process to manage scope creep. **Create** a QA and testing SOP for all deliverables. Suggest project tracking dashboards for clients and internal teams." Inputs Required: Number of projects handled at a time Tech stack used Average project size and budget Client feedback mechanisms in place



## 60. Prompt 10 — Process Optimisation Guide for a Small Logistics Company

Process Optimisation Guide for a Small Logistics Company Backstory: Devendra, 35, operates a small courier and delivery service in Indore. His challenges include inefficient route planning, high fuel costs, and delays in delivery updates to clients. Tracking is manual, and there is no clear escalation process for lost or damaged goods. Goal: Reduce delivery times and operational costs through better planning and tracking. Prompt: "**You are** a logistics process improvement consultant. **Create** a process optimisation guide for a small courier company. **Include**: Route optimisation methods using technology. Real-time delivery tracking and customer notification systems. SOP for handling lost/damaged goods and client compensation. Preventive vehicle maintenance schedules. KPIs for delivery time, cost per trip, and customer satisfaction." Inputs Required: Number of delivery vehicles Average delivery distance Current delivery tracking method Monthly order volume



## 61. Prompt 11 — Process Optimisation Guide for a Microbrewery

Process Optimisation Guide for a Microbrewery Backstory: Siddharth, 34, co-owns a microbrewery in Goa. They struggle with inventory management for ingredients like hops and yeast, inconsistent brewing quality between batches, and delays in keg deliveries to partner restaurants. Compliance paperwork is also scattered, leading to penalties. Goal: Streamline brewing, inventory, and compliance processes. Prompt: "**You are** a brewery operations consultant. **Develop** a process optimisation guide for a microbrewery that covers: Batch tracking and brewing SOPs. Ingredient

procurement and storage standards. Keg and bottle delivery scheduling. Compliance documentation management. Quality control and tasting protocols." Inputs Required: Number of beer varieties brewed Brewing capacity per batch Supplier lead times Partner restaurant list



## 62. Prompt 12 — Process Optimisation Guide for a Yoga Retreat Centre

Process Optimisation Guide for a Yoga Retreat Centre Backstory: Meera, 31, runs a yoga retreat centre in Rishikesh. Bookings often overlap, instructors' schedules clash, and catering orders get delayed. Payment follow-ups are frequent, and guest feedback is not systematically recorded. She wants a smoother system to handle multiple retreats a month without chaos. Goal: **Create** a retreat operations guide that coordinates bookings, staff, and vendors. Prompt: "**You are** a retreat operations planner. **Create** a process optimisation guide for a yoga retreat centre. **Include**: Booking confirmation and deposit policy. Instructor and guest scheduling system. Meal planning and vendor coordination SOPs. Payment tracking and follow-up automation. Post-retreat feedback collection and review process." Inputs Required: Number of retreats per month Average group size Number of instructors on call Catering arrangements



## 63. Prompt 13 — Process Optimisation Guide for a Boutique Hotel

Process Optimisation Guide for a Boutique Hotel Backstory: Vivek, 33, manages a 15-room boutique hotel in Udaipur. His issues include delayed housekeeping, inconsistent check-in/check-out processes, and difficulty tracking minibar usage. Guest requests are often missed because they are verbally passed between staff. Goal: Improve guest experience through standardised operations. Prompt: "**You are** a hospitality operations expert. **Develop** a process optimisation guide for a boutique hotel that includes: Check-in and check-out SOPs. Housekeeping and room inspection schedules. Minibar inventory and billing process. Digital guest request tracking. Monthly staff training checklists." Inputs Required: Number of staff Average occupancy rate Room service offerings Booking sources



## 64. Prompt 14 — Process Optimisation Guide for a Handmade Jewellery Business

Process Optimisation Guide for a Handmade Jewellery Business Backstory: Shruti, 29, sells handmade jewellery through Instagram and local exhibitions. Order tracking is manual, and she often loses track of which pieces are in production, ready to ship, or delivered. Packaging delays cause customer frustration, and she struggles to forecast which designs will sell. Goal: Implement a production-to-delivery workflow that improves order fulfilment. Prompt: "**You are** a craft business process consultant. **Create** a process optimisation guide for a handmade jewellery business. **Include**: Order intake and production scheduling. Inventory tracking for raw materials and finished goods. Packaging and quality control steps. Delivery coordination with couriers. Sales forecasting based on past data." Inputs Required: Average monthly orders Number of designs in rotation Packaging suppliers Delivery methods



## 65. Prompt 15 — Process Optimisation Guide for a Tattoo Studio

Process Optimisation Guide for a Tattoo Studio Backstory: Rohan, 28, owns a tattoo studio in Mumbai with two artists. Appointment bookings sometimes clash, consent forms are not always collected, and aftercare instructions vary by artist. He wants a standard process that ensures hygiene, safety, and a consistent customer experience. Goal: **Build** a streamlined appointment, service, and aftercare workflow. Prompt: "You are a tattoo studio process advisor. **Create** a process optimisation guide for a tattoo studio. **Include**: Appointment booking and deposit policy. Pre-service client consultation checklist. Standard hygiene and safety SOPs. Unified aftercare instruction sheets. Monthly supply inventory tracking." Inputs Required: Average monthly appointments Number of artists Tattoo styles offered Sterilisation equipment available



## 66. Prompt 16 — Process Optimisation Guide for a Fitness Studio

Process Optimisation Guide for a Fitness Studio Backstory: Ananya, 27, owns a small fitness studio in Hyderabad offering group classes like Zumba, yoga, and strength training. She struggles with managing class schedules, tracking memberships, and handling instructor substitutions. Equipment maintenance is reactive rather than planned, and there's no clear onboarding process for new members, which affects retention. Goal: **Create** a process that streamlines class management, member experience, and facility upkeep. Prompt: "You are a fitness operations specialist. **Create** a process optimisation guide for a small fitness studio that covers: Class scheduling with real-time updates for members. Membership tracking and automated renewal reminders. Instructor substitution protocols. Preventive maintenance schedules for all equipment. Onboarding process for new members to improve retention." Inputs Required: Number of classes per week Average class size Types of membership plans Number of instructors



## 67. Prompt 17 — Process Optimisation Guide for a Pet Grooming Salon

Process Optimisation Guide for a Pet Grooming Salon Backstory: Ritika, 31, runs a pet grooming salon in Gurgaon. Bookings are made through phone calls, which often leads to double bookings. There's no standard process for recording pet health conditions or allergies before service. Grooming supplies are ordered ad hoc, causing last-minute shortages, and billing is done manually. Goal: **Create** a structured workflow to improve customer service and inventory control. Prompt: "You are a pet grooming business consultant. **Create** a process optimisation guide for a grooming salon. **Include**: Appointment booking system with time buffers between clients. Pet health and allergy information capture forms. Inventory management for grooming supplies. Standard grooming service checklist. Automated billing and receipt generation." Inputs Required: Number of grooming stations Average daily appointments List of grooming services offered Supplier lead time for restocking



## 68. Prompt 18 — Process Optimisation Guide for a Photography Studio

Process Optimisation Guide for a Photography Studio Backstory: Manav, 29, owns a photography studio in Delhi focusing on weddings, portraits, and corporate shoots. He struggles with managing shoot schedules, storing and organising photo files, and ensuring timely delivery to clients. There's no structured process for editing requests or feedback, which leads to multiple reworks. Goal: Establish a streamlined process for shoot planning, file management, and client delivery. Prompt: "You are a photography business workflow consultant. **Create** a process optimisation guide for a photography studio. **Include**: Pre-shoot consultation and contract process. Shoot scheduling with

buffer days for post-processing. File naming and storage conventions for easy retrieval. Client review and feedback loop with limited revisions. Delivery formats and timelines." Inputs Required: Number of shoots per month Average turnaround time for editing Storage solutions used Types of photography services offered



## 69. Prompt 19 — Process Optimisation Guide for a Mobile Repair Shop

Process Optimisation Guide for a Mobile Repair Shop Backstory: Suresh, 35, runs a small mobile repair shop in Lucknow. He struggles with keeping track of devices in repair, ensuring timely spare part procurement, and updating customers about repair status. Invoices are handwritten, and warranty claims are difficult to track. Goal: **Create** a system for repair tracking, spare part management, and customer communication. Prompt: "You are a small electronics repair business consultant. **Create** a process optimisation guide for a mobile repair shop. **Include**: Device intake and repair tracking system. Spare part inventory management. Repair workflow with quality checks. Customer notification system for repair progress. Warranty claim tracking process." Inputs Required: Average monthly repair volume Common types of repairs handled Spare part suppliers and lead times Warranty period offered



## 70. Prompt 20 — Process Optimisation Guide for a Local Grocery Store

Process Optimisation Guide for a Local Grocery Store Backstory: Ashok, 40, runs a neighbourhood grocery store in Bhopal. Stockouts happen frequently because ordering is based on guesswork. Billing queues get long during peak hours, and there's no home delivery system in place despite demand from regular customers. Goal: Streamline inventory, billing, and delivery services. Prompt: "You are a retail process improvement consultant. **Create** a process optimisation guide for a local grocery store. **Include**: Inventory tracking and reorder point system. Peak-hour staffing and billing counter management. Home delivery service workflow. Supplier negotiation and bulk ordering strategies. Monthly sales analysis for demand forecasting." Inputs Required: Number of SKUs stocked Average daily sales volume Current billing method Delivery radius and frequency



## 71. Prompt 21 — Process Optimisation Guide for a Language Coaching Centre

Process Optimisation Guide for a Language Coaching Centre Backstory: Shalini, 33, runs a language coaching centre in Chennai offering English and French classes. Student attendance is inconsistent, and there's no centralised way to track progress or collect feedback. Scheduling clashes between classes lead to confusion for both teachers and students. Goal: Introduce a process that improves student engagement, scheduling, and performance tracking. Prompt: "You are an education process consultant. **Create** a process optimisation guide for a language coaching centre. **Include**: Class scheduling software to avoid clashes. Attendance and performance tracking systems. Feedback collection after every module. Communication channels for student updates. Teacher allocation and substitution protocols." Inputs Required: Number of students enrolled Number of teachers Class formats (online/offline) Course duration



## 72. Prompt 22 — Process Optimisation Guide for a Street Food Stall Chain

Process Optimisation Guide for a Street Food Stall Chain Backstory: Imran, 28, operates three popular street food stalls in Ahmedabad. Quality and taste vary between locations because recipes are not standardised. Ingredient shortages occur due to irregular supplier schedules. Staff turnover is high, and there is no formal training system. Goal: Standardise food quality and improve supply consistency. Prompt: "You are a food business process consultant. **Create** a process optimisation guide for a small street food chain. **Include**: Standardised recipes and portion sizes. Supplier contracts with fixed delivery schedules. Training manual for new staff. Hygiene and safety SOPs. Daily sales and wastage tracking system." Inputs Required: Number of menu items Number of stalls and staff per stall Average daily sales volume Supplier list



### 73. Prompt 23 — Process Optimisation Guide for a Small Fashion Boutique

Process Optimisation Guide for a Small Fashion Boutique Backstory: Nidhi, 30, runs a small boutique in Mumbai selling designer clothes. She struggles with managing seasonal stock, tracking orders for customised outfits, and coordinating with tailors. Delays in fittings and alterations cause missed delivery dates. Goal: Streamline order management, tailoring, and customer delivery. Prompt: "You are a fashion retail operations consultant. **Create** a process optimisation guide for a boutique. **Include**: Order intake and measurement recording process. Tailoring and alteration tracking system. Seasonal stock rotation strategy. Quality control for finished garments. Customer delivery and follow-up process." Inputs Required: Number of active designs in stock Number of tailors Average monthly custom orders Fabric suppliers



### 74. Prompt 24 — Process Optimisation Guide for a Bookstore-Café

Process Optimisation Guide for a Bookstore-Café Backstory: Arjun, 32, owns a bookstore-café in Kochi. He struggles to balance inventory between books and café supplies, leading to stockouts in both areas. Staff roles overlap, causing confusion during busy hours, and events like book readings are often poorly coordinated. Goal: Integrate book and café operations into a seamless process. Prompt: "You are a hybrid business operations consultant. **Create** a process optimisation guide for a bookstore-café. **Include**: Inventory tracking for both books and café supplies. Staff role allocation and shift planning. Event coordination process for readings and workshops. Loyalty program for regular customers. Monthly sales and footfall analysis." Inputs Required: Number of book titles stocked Café menu size Average daily footfall Event frequency



### 75. Prompt 25 — Process Optimisation Guide for a Small Organic Farm

Process Optimisation Guide for a Small Organic Farm Backstory: Prakash, 38, runs a 3-acre organic farm in Maharashtra selling produce directly to local customers. Harvesting schedules are inconsistent, leading to either surplus or shortage. He struggles with coordinating delivery routes and maintaining proper storage for perishable goods. Goal: **Create** a farm-to-customer process that reduces waste and improves delivery efficiency. Prompt: "You are an agricultural process consultant. **Create** a process optimisation guide for a small organic farm. **Include**: Crop planning and harvesting schedules. Storage and packaging best practices for freshness. Delivery route planning for efficiency. Customer order management system. Seasonal marketing strategies." Inputs Required: Types of crops grown Average weekly yield per crop Delivery areas covered Storage facilities available

## Investor Pitch Deck Prompts

### 76. Prompt 1 — Seed-Stage Pitch Deck for a Sustainable Packaging Startup

Seed-Stage Pitch Deck for a Sustainable Packaging Startup Backstory: Ritika, 29, from Bengaluru, has developed biodegradable packaging made from sugarcane waste for FMCG and e-commerce companies. She has early traction with two local clients but needs ₹1.5 crore in seed funding to scale production. She's pitching to angel investors with limited exposure to the sustainable packaging sector, so she needs to clearly communicate both the environmental impact and market opportunity. Goal: **Create** a compelling seed-stage pitch deck that balances problem awareness, market validation, and financial growth projections. Prompt: "You are a startup pitch consultant. **Create** a 10–12 slide seed-stage investor pitch deck for a sustainable packaging company. The deck should include: Problem statement — plastic waste crisis in India and regulatory push for alternatives. Solution — sugarcane waste packaging technology and benefits. Market opportunity with TAM, SAM, and SOM. Competitive landscape and differentiators. Traction and pilot results with current clients. Revenue model and pricing. Go-to-market plan. Financial projections for 3 years. Funding ask and utilisation. Team profile and credentials. Environmental impact metrics." Inputs Required: Annual revenue target Current production capacity Cost per unit and selling price Client case studies or testimonials

### 77. Prompt 2 — Series A Pitch Deck for a HealthTech Mobile App

Series A Pitch Deck for a HealthTech Mobile App Backstory: Aditya, 32, runs a telemedicine app providing instant doctor consultations for Tier 2 & Tier 3 cities. The app has crossed 1 million downloads and 50,000 monthly active users, but to improve AI-based triaging and expand into 5 more languages, he needs ₹20 crore in Series A funding. His investors are venture capitalists familiar with HealthTech but keen on clear monetisation and scalability plans. Goal: Prepare a growth-focused pitch deck that demonstrates traction, scalability, and strong revenue potential. Prompt: "You are a venture pitch strategist. **Create** a 12–15 slide Series A pitch deck for a telemedicine mobile app. **Include**: Problem — lack of accessible quality healthcare in smaller Indian cities. Product demo with key AI features. Current traction and user metrics. Revenue streams — subscription, consultation fee share, diagnostics partnerships. Unit economics. Customer acquisition cost (CAC) vs. lifetime value (LTV). Market expansion roadmap. Partnerships and integrations. Funding requirement and breakdown. Exit opportunities in the HealthTech space." Inputs Required: Current monthly revenue Average consultation fee and margins Number of doctors onboarded CAC and LTV

### 78. Prompt 3 — Angel Pitch Deck for a Regional Language EdTech Platform

Angel Pitch Deck for a Regional Language EdTech Platform Backstory: Megha, 27, has built an online learning platform for competitive exams entirely in Gujarati and Marathi. She has 10,000 paying users and wants to expand to 5 more regional languages within a year. She's seeking ₹75 lakh from angel investors who often prefer tech-enabled, high-retention businesses but may not fully understand the power of regional content. Goal: **Design** a pitch deck that highlights the niche, scalability, and early monetisation. Prompt: "You are an EdTech pitch consultant. **Create** a 10-slide investor pitch deck for a regional-language online learning platform. **Include**: Problem —

underserved regional-language learners. Product walkthrough. User acquisition and retention data. Market size and growth of regional edtech. Competitive advantages. Revenue model. Marketing strategy. Funding ask and use of funds. Team and advisors. Social impact potential." Inputs Required: Current churn rate Number of courses offered CAC and marketing channels used Partnerships with coaching institutes



## 79. Prompt 4 — Pre-Seed Pitch Deck for a Hyperlocal Delivery Service

Pre-Seed Pitch Deck for a Hyperlocal Delivery Service Backstory: Rohit, 25, wants to launch a delivery service focusing on essential items for elderly residents in Indore. The service offers phone-call ordering, cash on delivery, and trusted delivery agents from the same locality. He needs ■30 lakh in pre-seed funding to build the app and hire initial staff. Goal: **Build** a relatable, problem-focused pitch deck targeting impact-driven angel investors. Prompt: "**You are** a startup storytelling expert. **Create** a pre-seed pitch deck (8–10 slides) for a hyperlocal delivery service for senior citizens. **Include**: Personal story and empathy-driven problem statement. Solution — local, familiar delivery agents. Market validation and demand insights. Pilot testing feedback. Revenue model. Community partnerships. Funding requirements. Impact measurement framework." Inputs Required: Expected monthly delivery volume Pricing model Partnerships with local stores Pilot run results



## 80. Prompt 5 — Series B Pitch Deck for a D2C Skincare Brand

Series B Pitch Deck for a D2C Skincare Brand Backstory: Priya, 34, runs a natural skincare brand targeted at urban millennials. She has ■10 crore ARR, strong online sales, and is now expanding offline. She needs ■50 crore in Series B funding to scale manufacturing and open 20 experience stores across India. Goal: **Create** a pitch deck for institutional investors focused on aggressive expansion and brand dominance. Prompt: "**You are** a consumer brand pitch expert. **Create** a 15-slide Series B pitch deck for a D2C skincare brand. **Include**: Brand story and positioning. Sales growth trends. Omnichannel strategy. Product range and hero products. Customer loyalty metrics. Market share analysis. Offline expansion plan. Financial projections. Manufacturing capacity scale-up. ESG and sustainability initiatives. Exit strategy." Inputs Required: Current online/offline sales split Repeat purchase rate Manufacturing lead times Store location strategy



## 81. Prompt 6 — Crowdfunding Pitch Deck for an Eco-Friendly Fashion Brand

Crowdfunding Pitch Deck for an Eco-Friendly Fashion Brand Backstory: Neha, 28, is launching a slow fashion brand using organic cotton and natural dyes sourced from rural women's cooperatives in Rajasthan. She wants to run a crowdfunding campaign on platforms like Ketto and Kickstarter to raise ■20 lakh. Her backers will be socially conscious millennials who care about sustainability but need emotional storytelling to connect with the brand. Goal: **Create** a crowdfunding-focused pitch deck that inspires trust, emotional connection, and urgency to pledge. Prompt: "**You are** a crowdfunding storytelling specialist. **Create** a 7–9 slide pitch deck for an eco-friendly fashion brand targeting socially conscious backers. The deck should include: Founder story with authenticity. Problem — fast fashion waste and exploitation. Solution — sustainable fabrics and fair trade. Product photos and prototypes. Social impact metrics — jobs created, water saved. Reward tiers and delivery timelines. Call-to-action for pledging." Inputs Required: Number of artisans involved Average production cost per garment Photos of sample products Environmental savings data

## 82. Prompt 7 — Strategic Partnership Pitch Deck for a FoodTech Startup

Strategic Partnership Pitch Deck for a FoodTech Startup Backstory: Sameer, 31, runs a cloud kitchen network specialising in regional Indian cuisines. He wants to partner with a major food delivery app for exclusive promotions. The pitch must convince the partner that collaboration will increase orders and brand visibility. Goal: **Develop** a pitch deck for strategic partnerships, focusing on mutual benefits and integration potential. Prompt: "You are a business partnership consultant. **Create** an 8–10 slide pitch deck for a FoodTech startup proposing an exclusive tie-up with a delivery platform. **Include**: Introduction and USP — unique regional menu offerings. Data on current order volumes. Potential uplift from partnership. Revenue-sharing model. Marketing collaboration plan. Integration requirements. Long-term partnership roadmap." Inputs Required: Current monthly orders Average order value Partnership proposal terms Delivery coverage area

## 83. Prompt 8 — Impact Investment Pitch Deck for a Rural Solar Energy Company

Impact Investment Pitch Deck for a Rural Solar Energy Company Backstory: Arvind, 34, operates a company providing solar-powered irrigation pumps to farmers in Bihar. He's seeking ₹5 crore from impact investors to expand into Jharkhand. His pitch must balance financial return with measurable social and environmental impact. Goal: **Design** an impact-focused pitch deck for investors who prioritise ESG outcomes alongside profitability. Prompt: "You are an impact investment pitch expert. **Create** a 12-slide deck for a rural solar energy company. **Include**: Problem — unreliable grid access and costly diesel pumps. Solution — affordable solar pump systems. Farmer testimonials. Market size for solar irrigation. Business model and repayment plans. Impact metrics — CO<sub>2</sub> saved, income growth for farmers. Financial projections. Funding requirement and ROI potential. Scaling roadmap." Inputs Required: Number of pumps deployed to date Cost per pump and repayment period Environmental savings Target number of farmers for expansion

## 84. Prompt 9 — Pre-Series A Pitch Deck for a Mental Wellness App

Pre-Series A Pitch Deck for a Mental Wellness App Backstory: Isha, 30, built a mental wellness app offering guided meditations, therapist consultations, and AI mood tracking. She has 100,000 downloads and 5,000 paying subscribers. She's raising ₹3 crore in pre-Series A funding to expand content in Hindi and Tamil. Goal: Prepare a traction-driven pitch deck for health-focused venture funds. Prompt: "You are a HealthTech pitch strategist. **Create** a 10–12 slide pre-Series A pitch deck for a mental wellness app. **Include**: Problem — rising mental health issues among young Indians. Product demo. User growth and engagement metrics. Retention rates. Revenue model — subscription tiers. Expansion plans. Financials and funding ask. Team expertise." Inputs Required: Monthly active users Subscriber growth rate Content creation costs Languages planned for rollout

## 85. Prompt 10 — Franchise Expansion Pitch Deck for a Quick-Service Restaurant (QSR)

Franchise Expansion Pitch Deck for a Quick-Service Restaurant (QSR) Backstory: Kunal, 33, runs a profitable QSR chain in Pune serving healthy wraps and bowls. He wants to attract franchise

partners to expand into Mumbai and Bengaluru. His pitch must appeal to both investors and franchisees by showing profitability and brand potential. Goal: **Develop** a franchise recruitment deck with clear ROI projections. Prompt: "You are a franchise growth consultant. **Create** an 8–10 slide pitch deck for a healthy QSR brand's franchise expansion. **Include**: Brand story and positioning. Menu highlights. Existing outlet performance. Franchise model and costs. Expected ROI timeline. Operational support offered. Territory exclusivity terms. Testimonials from current partners." Inputs Required: Average monthly revenue per outlet Initial franchise fee and royalty percentage Marketing support plan Expansion target cities



## 86. Prompt 11 — Seed Funding Pitch Deck for an AgriTech Supply Chain Startup

Seed Funding Pitch Deck for an AgriTech Supply Chain Startup Backstory: Vikram, 29, is digitising procurement for small grocery stores by connecting them directly with farmers via a mobile app. He needs ■2 crore seed funding to expand to 3 more states. His investors will be early-stage VCs who want proof of cost savings and operational efficiency. Goal: **Create** a pitch deck that showcases efficiency, scalability, and margin improvements. Prompt: "You are an AgriTech startup pitch designer. **Create** a 10-slide seed funding pitch deck. **Include**: Problem — inefficient supply chain and middlemen costs. Solution — direct farm-to-store app. Pilot results — cost savings achieved. Market opportunity. Revenue streams. Competitive differentiation. Expansion plan. Funding ask and projected impact." Inputs Required: Cost savings per transaction Average order volume Number of farmers onboarded Gross margin percentage



## 87. Prompt 12 — Social Impact Pitch Deck for an NGO Skill Development Initiative

Social Impact Pitch Deck for an NGO Skill Development Initiative Backstory: Shweta, 31, runs an NGO that trains rural youth in digital skills. She needs ■1 crore in funding from CSR arms of large corporates. Her pitch must show alignment with CSR mandates and measurable social outcomes. Goal: **Create** a CSR-focused deck that inspires corporate sponsorship. Prompt: "You are a CSR proposal consultant. **Create** a 9–11 slide pitch deck for a rural digital skills NGO. **Include**: Problem — unemployment and lack of digital literacy. Solution — structured training programs. Impact metrics — number of youth trained and placed. Case studies. CSR alignment with Schedule VII. Funding requirement and usage. Long-term sustainability plan." Inputs Required: Number of beneficiaries Training duration and curriculum highlights Corporate partners engaged so far Placement rate



## 88. Prompt 13 — Pre-IPO Investor Roadshow Pitch Deck for a SaaS Company

Pre-IPO Investor Roadshow Pitch Deck for a SaaS Company Backstory: Rajeev, 35, runs a profitable SaaS company in workforce management. After crossing ■100 crore ARR, he's preparing for IPO and wants to create an investor roadshow presentation to attract institutional investors. Goal: **Develop** a sophisticated, data-rich deck for public market investors. Prompt: "You are a capital markets pitch expert. **Create** a 15–18 slide pre-IPO investor deck for a SaaS company. **Include**: Business overview. Product suite. Historical financials. Growth drivers. Market leadership proof. Expansion into global markets. Corporate governance and ESG. IPO use of proceeds. Risk management." Inputs Required: Current valuation Year-on-year revenue growth

International client share Key IPO timeline milestones



## 89. Prompt 14 — Cross-Border Expansion Pitch Deck for a D2C Brand

Cross-Border Expansion Pitch Deck for a D2C Brand Backstory: Ayesha, 28, runs a premium herbal tea brand selling mainly in India. She's targeting the Middle East and Europe for export. She needs ₹8 crore funding to set up distribution channels abroad. Goal: **Create** a cross-border expansion pitch for investors interested in global growth. Prompt: "You are a global brand expansion consultant. **Create** a 12-slide pitch deck for a herbal tea brand's international expansion. **Include**: Brand positioning and story. Target foreign markets and entry strategy. Distribution partnerships. Regulatory compliance steps. Marketing campaigns for foreign audiences. Projected overseas sales. Funding needs and allocation." Inputs Required: Export readiness status Target countries Projected demand and pricing Distribution partner leads



## 90. Prompt 15 — Technology Upgrade Pitch Deck for a Manufacturing SME

Technology Upgrade Pitch Deck for a Manufacturing SME Backstory: Manoj, 34, owns a mid-sized manufacturing unit producing automotive components. He wants to raise ₹4 crore to upgrade machinery and adopt Industry 4.0 technologies. His investors are likely to be private equity funds focused on efficiency gains. Goal: **Create** a tech-upgrade pitch that blends ROI projections with operational benefits. Prompt: "You are an SME growth consultant. **Create** a 10–12 slide pitch deck for a manufacturing SME's technology upgrade. **Include**: Current production process. Gaps and inefficiencies. Proposed tech upgrades. Cost-benefit analysis. Productivity improvement projections. Funding requirement and ROI period. Risk mitigation." Inputs Required: Current production capacity Downtime percentage Estimated efficiency gains Cost of new technology



## 91. Prompt 16 — Sustainability Grant Pitch Deck for a Waste Management Startup

Sustainability Grant Pitch Deck for a Waste Management Startup Backstory: Pratik, 30, has built a startup that converts organic waste from hotels and restaurants into biogas and organic fertiliser. He's applying for a ₹50 lakh government sustainability grant. The pitch must demonstrate environmental impact, scalability, and alignment with government green initiatives. Goal: **Create** a grant-focused pitch deck with impact evidence and scalability plan. Prompt: "You are a sustainability funding strategist. **Create** an 8–10 slide pitch deck for a waste-to-energy startup applying for a government grant. **Include**: Problem — urban waste management crisis. Solution — biogas and compost production. Environmental benefits — reduced landfill waste, lower methane emissions. Market potential and demand. Alignment with government sustainability policies. Scalability plan. Funding requirement and utilisation breakdown." Inputs Required: Tonnes of waste processed monthly Biogas output per tonne Fertiliser sales figures List of current hotel/restaurant partners



## 92. Prompt 17 — Angel Investor Pitch Deck for an EdTech Skill Training Platform

Angel Investor Pitch Deck for an EdTech Skill Training Platform Backstory: Pooja, 27, founded an online platform that offers industry-specific skill training for graduates. With 20,000 registered learners, she's looking to raise ₹1.5 crore from angel investors to expand into tier-2 and tier-3 cities. Goal: **Create** a pitch deck that shows strong market demand and clear revenue potential. Prompt: "You are an EdTech investment pitch expert. **Create** a 10–12 slide deck for a skill training platform raising funds from angel investors. **Include**: Education gap and employability problem. Product demo and features. Learner success stories. Pricing model. Growth metrics. Expansion strategy for smaller cities. Funding ask and projected ROI." Inputs Required: Number of paid vs. free learners Course completion rates Revenue per learner Partnership with universities/colleges



### 93. Prompt 18 — Series B Pitch Deck for a FinTech Lending Platform

Series B Pitch Deck for a FinTech Lending Platform Backstory: Aman, 32, operates a digital lending app that has disbursed ₹500 crore in small business loans. He's seeking ₹50 crore in Series B funding to expand underwriting technology and partnerships with banks. Goal: **Create** a growth-stage investor deck that highlights scale, competitive advantage, and profitability trajectory. Prompt: "You are a FinTech fundraising consultant. **Create** a 12–14 slide Series B pitch deck for a digital lending platform. **Include**: Problem — MSME credit gap. Solution — fast, collateral-free loans. Loan performance and default rates. Market size and competitive positioning. Proprietary underwriting algorithm. Financial performance. Partnerships with banks/NBFCs. Funding ask and usage plan." Inputs Required: Disbursal volume per month NPA (Non-Performing Asset) percentage Customer acquisition cost Repeat loan customer percentage



### 94. Prompt 19 — Acquisition Pitch Deck for Selling a Profitable E-commerce Brand

Acquisition Pitch Deck for Selling a Profitable E-commerce Brand Backstory: Ritika, 29, has built a profitable D2C skincare brand with annual revenues of ₹12 crore. She wants to sell the brand to a larger beauty conglomerate. The pitch must make a compelling case for brand acquisition value. Goal: **Create** an acquisition pitch deck that highlights brand equity, customer loyalty, and financial stability. Prompt: "You are a business acquisition pitch designer. **Create** a 10-slide pitch deck for selling a D2C skincare brand. **Include**: Brand story and positioning. Product portfolio. Customer demographics. Revenue and profit margins. Brand awareness metrics. Growth potential under larger ownership. Acquisition price expectations." Inputs Required: Customer retention rate Annual growth rate SKU profitability breakdown Social media engagement stats



### 95. Prompt 20 — Seed Pitch Deck for a Hyperlocal Logistics Startup

Seed Pitch Deck for a Hyperlocal Logistics Startup Backstory: Rohan, 26, is building a hyperlocal delivery platform targeting kirana stores in small towns. He needs ₹1 crore seed funding to expand to 15 new towns in Uttar Pradesh. Goal: **Create** a pitch deck that emphasises operational efficiency and untapped market opportunity. Prompt: "You are a logistics startup pitch consultant. **Create** an 8–10 slide seed funding deck for a hyperlocal delivery platform. **Include**: Problem — lack of affordable delivery in small towns. Solution — efficient localised delivery model. Pilot city performance metrics. Market size and expansion potential. Revenue model. Funding requirement and use. Roadmap for scale." Inputs Required: Average delivery cost per order Number of partner kirana stores Delivery time averages Towns shortlisted for expansion

## 96. Prompt 21 — Government Tender Bid Pitch Deck for a Tech Services Company

Government Tender Bid Pitch Deck for a Tech Services Company Backstory: Saurabh, 35, runs an IT services company and is bidding for a ₹25 crore government tender to digitise public health records. He needs a presentation that wins over bureaucrats and procurement officers. Goal: **Create** a government-tender-focused pitch deck with compliance and execution proof. Prompt: "You are a public sector tender pitch expert. **Create** a 10–12 slide deck for an IT company bidding for a public health record digitisation contract. **Include**: Company background and credentials. Problem statement from the government's perspective. Proposed technical solution. Case studies of similar work. Compliance with tender requirements. Implementation roadmap. Pricing and value proposition." Inputs Required: Years in operation Past government projects handled Technical team strength Estimated project delivery time

## 97. Prompt 22 — Strategic Investor Pitch Deck for a Co-Living Space Startup

Strategic Investor Pitch Deck for a Co-Living Space Startup Backstory: Ananya, 28, runs a co-living space company for working professionals in metro cities. She wants ₹7 crore investment from a strategic real estate partner. Goal: **Create** a partnership-focused pitch deck showcasing market demand, brand value, and expansion potential. Prompt: "You are a real estate partnership strategist. **Create** an 8–10 slide pitch deck for a co-living startup. **Include**: Problem — lack of affordable, community-driven housing. Solution — fully furnished, flexible rental spaces. Occupancy rates and revenue. Target market insights. Expansion locations. Strategic fit for the investor partner." Inputs Required: Current occupancy percentage Average rent per occupant Churn rate Number of properties in portfolio

## 98. Prompt 23 — Follow-on Funding Pitch Deck for a Health Supplement Brand

Follow-on Funding Pitch Deck for a Health Supplement Brand Backstory: Mehul, 31, runs a plant-based protein supplement brand. After raising ₹2 crore in seed funding, he now seeks ₹5 crore in follow-on investment to launch new SKUs and expand online marketing. Goal: Prepare a follow-on funding deck with growth proof and product diversification plan. Prompt: "You are a consumer brand pitch deck consultant. **Create** a 9–11 slide deck for a plant-based supplement brand raising follow-on funding. **Include**: Seed funding utilisation report. Sales growth metrics. Product portfolio expansion plan. Marketing strategy for new SKUs. Revenue projections post-expansion. Funding ask and allocation." Inputs Required: Sales growth percentage since seed funding Best-selling SKUs Marketing ROI from past campaigns Projected revenue from new products

## 99. Prompt 24 — Technology Licensing Pitch Deck for a DeepTech Patent Holder

Technology Licensing Pitch Deck for a DeepTech Patent Holder Backstory: Dr. Ajay, 38, has patented a low-cost water purification technology. He wants to license it to manufacturing

companies. His pitch must explain the tech's uniqueness, scalability, and commercial potential. Goal: **Create** a licensing pitch deck that attracts corporate manufacturing partners. Prompt: "**You are** a technology commercialisation specialist. **Create** an 8–10 slide licensing pitch deck for a patented water purification technology. **Include**: Problem — lack of affordable clean drinking water. Technology overview and patent proof. Cost advantage over competitors. Use cases. Market size and adoption potential. Licensing terms and revenue model." Inputs Required: Patent number and filing details Production cost per unit Target industries for licensing Expected royalty rates



## 100. Prompt 25 — Diversity & Inclusion Impact Pitch Deck for an HRTech Startup

Diversity & Inclusion Impact Pitch Deck for an HRTech Startup Backstory: Tanya, 30, founded an HRTech platform that helps companies improve workplace diversity. She's seeking ₹3 crore from ESG-focused funds to enhance AI analytics and onboarding tools. Goal: **Create** an ESG-aligned pitch deck highlighting social impact and product strength. Prompt: "**You are** an ESG investment pitch expert. **Create** a 10–12 slide deck for an HRTech diversity platform. **Include**: Workplace diversity problem and business impact. Platform features for inclusive hiring. Case studies of client success. Market opportunity. Impact metrics — diversity ratios improved. Financial projections and funding ask." Inputs Required: Number of client companies Diversity improvement metrics Pricing model Roadmap for feature upgrades



## Marketing Calendar Planning

### 101. Prompt 1 — Annual Marketing Calendar for a D2C Skincare Brand

Annual Marketing Calendar for a D2C Skincare Brand Backstory: Ritika, 29, runs a D2C organic skincare brand selling through Instagram and her Shopify store. She has steady monthly sales but wants to plan a year-long marketing calendar that aligns product launches with seasonal trends, festivals, and influencer collaborations. Her goal is to improve consistency in campaigns, avoid last-minute rushes, and ensure content matches the buying mood of her audience. Goal: **Design** a 12-month marketing calendar integrating product launches, seasonal promotions, and influencer campaigns for maximum reach and conversions. Prompt: "**You are** a marketing strategist for D2C brands. **Create** a month-by-month marketing calendar for an organic skincare brand. **Include**: Monthly theme aligned with skincare needs (e.g., summer tan removal, winter hydration). Key campaign dates — festivals, awareness days, and sale periods. Product launch timings. Influencer collaboration plan. Social media posting schedule. Email & WhatsApp campaign dates. Offline event or pop-up participation if relevant. **Include** KPIs to track success each month." Inputs Required: Product categories & SKUs Target customer demographics Seasonal demand trends Preferred social media channels



### 102. Prompt 2 — Quarterly Marketing Calendar for a SaaS Product Launch

Quarterly Marketing Calendar for a SaaS Product Launch Backstory: Nikhil, 32, is launching a SaaS platform for project management aimed at small businesses. His 3-month goal is to generate awareness, onboard beta users, and start converting to paid subscriptions. He wants a structured

marketing plan that includes webinars, targeted ads, and thought leadership content. Goal: **Develop** a 90-day marketing calendar that drives signups and builds product authority in the market. Prompt: "**You are** a B2B SaaS marketing consultant. **Create** a detailed quarterly marketing calendar for a project management SaaS product. **Include**: Pre-launch teaser activities. Launch day marketing actions. Weekly content themes for LinkedIn, YouTube, and blogs. Webinar dates and topics. Paid ad campaign phases. Influencer/partner outreach schedule. KPIs for signups, engagement, and conversions." Inputs Required: Launch date Primary target industries Paid ad budget Existing partner or influencer list



### 103. Prompt 3 — Social Media-First Marketing Calendar for a Fashion Boutique

Social Media-First Marketing Calendar for a Fashion Boutique Backstory: Ananya, 26, runs a boutique fashion store selling Indo-western outfits. Her primary sales come from Instagram, but she posts inconsistently. She wants a social-media-first marketing calendar that ensures regular posts, reels, live sessions, and festival-specific promotions. Goal: Plan a 6-month marketing calendar focusing entirely on Instagram & Facebook growth and conversion. Prompt: "**You are** a social media growth strategist. **Create** a 6-month marketing calendar for a boutique fashion brand. **Include**: Weekly content breakdown — reels, carousel posts, stories, and lives. Monthly fashion themes. Key festival promotions. Influencer collaboration slots. Contest & giveaway dates. Engagement tracking plan. Ensure all content ideas are visually rich and on-trend." Inputs Required: Product categories Average order value Target festivals/events Influencer marketing budget



### 104. Prompt 4 — B2B Industrial Product Marketing Calendar

B2B Industrial Product Marketing Calendar Backstory: Amit, 40, runs a company manufacturing industrial water filtration systems. Sales cycles are long and relationship-driven. He wants a 12-month marketing calendar with trade shows, industry publication features, and LinkedIn outreach to build credibility with procurement managers. Goal: **Create** a B2B marketing calendar that aligns with industry events and builds sustained engagement. Prompt: "**You are** a B2B industrial marketing expert. **Design** a 12-month marketing calendar for an industrial water filtration company. **Include**: Major industry trade shows and exhibition participation. LinkedIn article publishing schedule. Quarterly case study releases. Monthly client testimonial campaigns. Industry newsletter ads. Webinar series for engineers and procurement heads. **Include** KPIs for leads generated and deal conversions." Inputs Required: List of industry events Client case studies available Marketing budget split for online/offline Target industries & locations



### 105. Prompt 5 — Real Estate Launch Marketing Calendar

Real Estate Launch Marketing Calendar Backstory: Meera, 35, is launching a luxury residential project in Pune. She needs a 9-month marketing plan that builds pre-launch buzz, converts site visits, and maintains momentum until possession. Goal: **Create** a launch-to-possession marketing calendar integrating offline events, digital ads, and PR. Prompt: "**You are** a real estate marketing strategist. **Create** a 9-month marketing calendar for a luxury residential project. **Include**: Pre-launch teaser campaigns. PR coverage milestones. Influencer site visit invites. Digital ad campaign cycles. Festival-based booking offers. Monthly on-site event plan. Track KPIs like lead volume, site visit

bookings, and conversions." Inputs Required: Launch month Target audience income bracket Project USP Ad budget



## 106. Prompt 6 — Food Delivery Brand Seasonal Campaign Calendar

Food Delivery Brand Seasonal Campaign Calendar Backstory: Siddharth, 31, runs a cloud kitchen in Bengaluru that delivers gourmet sandwiches and healthy bowls through Zomato, Swiggy, and his own app. Sales spike during office lunch hours, but he wants to leverage seasons, festivals, and trending diets to increase orders year-round. He also wants to build customer loyalty via repeat order incentives and special menu days. Goal: **Develop** a 12-month marketing calendar integrating seasonal menu launches, festival-specific promotions, and loyalty campaigns. Prompt: "You are a food & beverage marketing planner. **Create** a 12-month marketing calendar for a gourmet cloud kitchen. **Include**: Seasonal menu launches (e.g., summer cold bowls, winter soups). Festival tie-in campaigns with limited-edition dishes. Weekly 'Chef's Special' promotions. Loyalty program pushes every quarter. Social media & food blogger collaborations. Paid ads for high-order days (Fridays, weekends). Track KPIs for order volume, repeat customer rate, and average order value." Inputs Required: Menu categories & flexibility for seasonal items Peak ordering times & days Target customer dietary preferences Delivery-only or dine-in options



## 107. Prompt 7 — Fitness Studio Marketing Calendar with Member Engagement

Fitness Studio Marketing Calendar with Member Engagement Backstory: Pooja, 27, owns a boutique fitness studio in Delhi offering yoga, HIIT, and Zumba. She notices a spike in sign-ups in January and before summer but struggles to retain members throughout the year. She wants a marketing calendar that aligns challenges, workshops, and content with peak fitness motivation periods. Goal: Plan a 12-month marketing calendar that boosts sign-ups, member retention, and brand visibility. Prompt: "You are a fitness marketing consultant. **Create** a 12-month marketing calendar for a boutique studio. **Include**: Quarterly fitness challenges. Festival wellness events (e.g., Diwali detox, New Year transformation). Monthly influencer collaborations. Weekly Instagram Live workouts. Referral program reminders. Seasonal offers (summer fat-loss bootcamp, winter immunity yoga). Track KPIs like member retention rate, challenge participation, and referral sign-ups." Inputs Required: Class types & capacity Seasonal customer behaviour Pricing packages Influencer partnerships availability



## 108. Prompt 8 — NGO Social Impact Campaign Calendar

NGO Social Impact Campaign Calendar Backstory: Ramesh, 34, manages an NGO that works on rural education initiatives in Maharashtra. Donor engagement is inconsistent, and event participation drops during monsoon. He wants a year-long campaign calendar that boosts awareness, volunteer participation, and donation consistency. Goal: **Develop** a 12-month impact marketing calendar for donor engagement and cause awareness. Prompt: "You are a non-profit communications expert. **Create** a year-long marketing calendar for an education NGO. **Include**: Monthly donor newsletter topics. Quarterly on-ground event dates. International awareness day campaigns. Corporate CSR collaboration timelines. Seasonal donation drives. Social media storytelling themes (student success stories, volunteer highlights). Track KPIs for donations, volunteer sign-ups, and social reach." Inputs Required: Event budget per quarter Key awareness days Target donor demographics Corporate partner list

## 109. Prompt 9 — YouTube Creator Content & Marketing Calendar

YouTube Creator Content & Marketing Calendar Backstory: Aarav, 25, is a YouTuber making finance and productivity videos for young Indians. He uploads inconsistently and struggles to balance content creation with promotion. He wants a 6-month marketing calendar that keeps him accountable, aligns uploads with trending topics, and ensures steady audience growth. Goal: **Design** a structured YouTube content and promotion calendar for consistent growth. Prompt: "**You are** a digital content strategist. **Create** a 6-month YouTube marketing calendar for a finance & productivity creator. **Include**: Weekly upload themes (budgeting tips, productivity hacks, stock market basics). Monthly trend research & integration. Cross-platform promotion slots (Instagram, LinkedIn). Quarterly collaboration videos. Subscriber engagement events (Q&A livestreams, giveaways). Monthly analytics review dates. Track KPIs for views, subscriber growth, and watch time." Inputs Required: Current subscriber base Content pillar topics Collaboration network Production capacity

## 110. Prompt 10 — E-commerce Festive Season Sales Calendar

E-commerce Festive Season Sales Calendar Backstory: Shivangi, 30, runs an online store selling home décor items across India. Festive sales are her biggest revenue driver, but she often starts planning too late. She wants a festive-focused marketing calendar to maximise reach, discounts, and brand recall from Raksha Bandhan to New Year. Goal: **Create** a marketing calendar optimised for India's festive shopping season. Prompt: "**You are** an e-commerce marketing expert. **Create** a 5-month festive sales marketing calendar for a home décor store. **Include**: Pre-festival teaser campaigns. Launch of special edition products. Influencer & blogger gifting schedule. Social media countdown posts. Paid ad campaigns with retargeting windows. Email & SMS marketing timelines. Track KPIs for conversion rates, revenue, and repeat purchases." Inputs Required: Festive season start & end dates Inventory availability Ad budget Influencer collaboration list

## 111. Prompt 11 — Co-working Space Marketing Calendar for Young Professionals

Co-working Space Marketing Calendar for Young Professionals Backstory: Ishaan, 28, manages a co-working space in Hyderabad that attracts freelancers, early-stage startups, and remote employees from IT firms. The space has high occupancy during weekdays but remains underutilised on weekends. He wants a year-long marketing calendar that not only fills desks but also positions the space as a vibrant professional community through networking events, learning workshops, and social media buzz. Goal: **Create** a 12-month marketing calendar that blends occupancy growth with community engagement. Prompt: "**You are** a workspace marketing strategist. **Develop** a 12-month marketing calendar for a co-working space targeting 20–35-year-old professionals. **Include**: Monthly community events (pitch nights, skill-sharing workshops). Seasonal offers (summer freelancer discounts, festive startup packages). Social media themes by month (success stories, workspace tours, member highlights). Collaborations with local cafes or productivity apps. Quarterly brand awareness campaigns. Weekend-only promotional drives. Track KPIs for occupancy rates, event participation, and social media reach." Inputs Required: Peak and off-peak occupancy data Event hosting capacity Target audience work profiles Budget for collaborations and ads

## 112. Prompt 12 — Women's Clothing Boutique Year-Round Calendar

Women's Clothing Boutique Year-Round Calendar Backstory: Meera, 32, runs a boutique in Jaipur specialising in Indo-western fusion wear. Her sales peak during wedding season but drop sharply in summer months. She wants a marketing calendar that keeps customers engaged throughout the year with style tips, seasonal drops, and collaborations with local influencers. Goal: **Design** a 12-month boutique marketing calendar to smooth revenue across all seasons. Prompt: "You are a fashion retail marketing consultant. **Create** a year-round marketing calendar for a women's clothing boutique. **Include**: Monthly product focus (summer linen edits, festive lehenga drops). Seasonal lookbook shoots. Influencer collaborations per quarter. Loyalty member preview events. Social content series (how-to-style reels, behind-the-scenes). Quarterly in-store pop-up experiences. Track KPIs for store footfall, online traffic, and sales per category." Inputs Required: Product launch timelines Available influencer partnerships Marketing budget split (offline vs online) Customer loyalty program details

## 113. Prompt 13 — Vegan Café Awareness & Sales Calendar

Vegan Café Awareness & Sales Calendar Backstory: Pranav, 27, owns a vegan café in Mumbai catering to health-conscious millennials and expats. While the café sees steady footfall, Pranav wants to attract more first-time visitors and convert them into regulars. He needs a calendar that aligns menu specials, educational events, and PR outreach to position his café as the go-to vegan destination. Goal: **Create** a 12-month vegan café marketing calendar focused on customer education and sales growth. Prompt: "You are a hospitality marketing expert. **Develop** a 12-month marketing calendar for a vegan café. **Include**: Monthly menu highlights tied to nutrition themes (gut health month, plant protein week). Cooking workshops with chefs. Collaborations with health influencers. PR outreach to food bloggers & magazines. Seasonal 'try vegan' campaigns. Community challenges (meat-free Mondays). Track KPIs for new customer acquisition, repeat visits, and average bill value." Inputs Required: Menu flexibility for specials Influencer/chef network Seasonal produce availability Local media contacts

## 114. Prompt 14 — Tech Startup Launch-to-Scale Marketing Calendar

Tech Startup Launch-to-Scale Marketing Calendar Backstory: Arvind, 30, is launching a SaaS tool for small businesses to manage invoices and payments. He has a 12-month runway before the next funding round and wants a calendar that drives early adopters, secures B2B partnerships, and positions the brand as an industry thought leader. Goal: **Build** a 12-month go-to-market calendar for a SaaS startup. Prompt: "You are a B2B SaaS marketing strategist. **Create** a 12-month marketing calendar for a fintech SaaS launch. **Include**: Pre-launch teaser campaigns. Product launch events/webinars. Monthly case study publications. Partner co-marketing schedules. Industry conference participation. Quarterly product update campaigns. Track KPIs for MRR (Monthly Recurring Revenue), sign-ups, and churn rate." Inputs Required: Launch date & product roadmap Partner network Content production bandwidth Budget for events & paid ads

## 115. Prompt 15 — Wedding Photography Studio Calendar

Wedding Photography Studio Calendar Backstory: Sanya, 29, runs a wedding photography studio in Udaipur. Bookings are strong during peak wedding months (Nov–Feb) but decline sharply otherwise. She wants a calendar that promotes off-season shoots (pre-wedding, destination, lifestyle) while maximising exposure during the high season. Goal: **Create** a year-long marketing calendar for a wedding photography business. Prompt: "You are a wedding industry marketing planner. **Build** a 12-month marketing calendar for a photography studio. **Include**: Seasonal shoot promotions (monsoon couple shoots, summer destination shoots). Festival content tie-ins. Quarterly portfolio refresh campaigns. Social contests for free shoots. Vendor cross-promotions (with makeup artists, planners). Wedding season blitz campaigns. Track KPIs for inquiries, confirmed bookings, and average package value." Inputs Required: High vs low season months Partner vendor list Types of photography packages Content production budget



## 116. Prompt 16 — Fitness Studio Seasonal Marketing Calendar

Fitness Studio Seasonal Marketing Calendar Backstory: Kavya, 26, owns a boutique fitness studio in Bangalore offering yoga, pilates, and functional training. Attendance peaks in January with New Year resolutions, then dips mid-year. She wants a year-round marketing calendar that keeps clients motivated, attracts corporate tie-ups, and introduces seasonal programs that create buzz every quarter. Goal: **Design** a 12-month fitness studio marketing calendar that balances retention and new member acquisition. Prompt: "You are a fitness marketing strategist. **Create** a 12-month marketing calendar for a boutique fitness studio. **Include**: Seasonal challenges (Summer Strength, Winter Wellness). Corporate wellness tie-up campaigns. Monthly free trial events. Social content pillars (client transformations, workout tips, nutrition advice). Partnerships with wellness brands. Quarterly themed workshops (prenatal yoga, posture correction). Track KPIs for client retention rate, new sign-ups, and class attendance." Inputs Required: Studio capacity & trainer availability Seasonal demand trends Existing brand partnerships Budget for ads & events



## 117. Prompt 17 — Home Décor E-commerce Calendar

Home Décor E-commerce Calendar Backstory: Rohan, 34, runs an e-commerce store selling artisanal home décor items made by rural craftsmen. Sales spike during Diwali but flatten during other months. He wants a marketing calendar that drives consistent sales, supports artisans' stories, and syncs with seasonal trends in home styling. Goal: Plan a year-long e-commerce marketing calendar that blends sales with storytelling. Prompt: "You are an e-commerce growth planner. **Build** a 12-month marketing calendar for an artisanal home décor store. **Include**: Monthly décor themes (Monsoon Minimalism, Festive Glamour). Storytelling series on artisans. Influencer-led styling videos. Seasonal discounts aligned with pay cycles. Cross-promotions with lifestyle magazines. Quarterly giveaway contests. Track KPIs for website traffic, repeat purchase rate, and cart value." Inputs Required: Festival calendar Artisan product availability Influencer network Content production budget



## 118. Prompt 18 — Educational App Marketing Calendar

Educational App Marketing Calendar Backstory: Ananya, 30, manages an ed-tech app for competitive exam preparation. The app sees a spike in downloads before exam season but struggles to keep users engaged year-round. She wants a marketing calendar that ensures consistent learning engagement and builds brand credibility. Goal: **Create** a year-long marketing

calendar for an educational app. Prompt: "**You are** an ed-tech marketing consultant. **Develop** a 12-month marketing calendar for a competitive exam prep app. **Include**: Monthly study challenges. Live Q&A sessions with toppers. Exam countdown campaigns. Seasonal scholarship contests. Collaborations with educational YouTubers. Push notification calendar for key dates. Track KPIs for DAU (Daily Active Users), retention rate, and paid subscription growth." Inputs Required: Exam schedules Teacher/tutor availability Ad budget allocation Content creation capacity



## 119. Prompt 19 — Luxury Spa Marketing Calendar

Luxury Spa Marketing Calendar Backstory: Simran, 33, owns a luxury spa in Delhi catering to high-income professionals and expats. While weekends are fully booked, weekdays remain underutilised. She wants a marketing calendar that boosts weekday bookings, leverages festive gifting, and positions the spa as a wellness retreat. Goal: **Design** a luxury spa marketing calendar to balance demand and upscale branding. Prompt: "**You are** a luxury brand marketer. **Build** a 12-month marketing calendar for a spa. **Include**: Weekday-exclusive offers. Seasonal wellness packages (Monsoon Detox, Summer Cooling Rituals). Festive gift card campaigns. Collaborations with luxury hotels. Social media influencer spa days. Quarterly wellness events. Track KPIs for weekday bookings, package sales, and high-value customer acquisition." Inputs Required: Service menu & pricing Partner hotel contacts Peak/off-peak occupancy rates Influencer outreach list



## 120. Prompt 20 — Digital Marketing Agency Calendar

Digital Marketing Agency Calendar Backstory: Akash, 28, co-founded a digital marketing agency serving SMEs. He wants a calendar that attracts new clients, showcases case studies, and keeps the agency visible across multiple platforms without overwhelming his small team. Goal: **Create** a manageable, high-impact marketing calendar for a small agency. Prompt: "**You are** an agency growth strategist. **Build** a 12-month marketing calendar for a digital marketing agency. **Include**: Monthly case study releases. Weekly industry trend breakdowns. Seasonal free audits for businesses. Client testimonial video campaigns. Participation in startup expos. Quarterly lead generation campaigns. Track KPIs for inbound leads, client conversion rate, and client retention." Inputs Required: Current client base & industries served Case study production capacity Event participation budget Team bandwidth



## 121. Prompt 21 — Travel Agency Marketing Calendar

Travel Agency Marketing Calendar Backstory: Neha, 31, runs a boutique travel agency in Goa offering curated trips for young Indian professionals. Her bookings are seasonal, peaking in December and May. She wants a calendar that spreads bookings across the year and capitalises on micro-moments like long weekends. Goal: **Design** a year-long marketing calendar for a boutique travel agency. Prompt: "**You are** a travel marketing expert. **Create** a 12-month marketing calendar for a boutique agency. **Include**: Long-weekend trip promotions. Seasonal destination highlights. Monthly Instagram Live travel talks. Referral-based reward campaigns. Partnerships with lifestyle influencers. Quarterly experiential travel events. Track KPIs for inquiries, confirmed bookings, and repeat clients." Inputs Required: Seasonal destination availability Partner hotels/vendors Marketing budget split (online/offline) Peak/off-peak travel dates



## 122. Prompt 22 — Restaurant Marketing Calendar

Restaurant Marketing Calendar Backstory: Chef Arjun, 34, runs a fine-dining Indian fusion restaurant in Mumbai. He wants a marketing calendar that boosts weekday reservations, leverages festive dining, and promotes seasonal tasting menus. Goal: **Build** a year-long restaurant marketing calendar for consistent table bookings. Prompt: "You are a restaurant growth consultant. **Develop** a 12-month marketing calendar for a fine-dining restaurant. **Include**: Seasonal tasting menus. Chef's table experiences. Festive dining campaigns. Collaborations with wine brands. Influencer tasting nights. Monthly loyalty program offers. Track KPIs for weekday bookings, table turn rate, and average bill value." Inputs Required: Seasonal menu plans Partner beverage brands Influencer/media list Reservation data



## 123. Prompt 23 — Bookstore Marketing Calendar

Bookstore Marketing Calendar Backstory: Ritu, 29, owns a small independent bookstore in Pune. She wants a marketing calendar that drives footfall, promotes new releases, and fosters a loyal reader community. Goal: **Create** a 12-month bookstore marketing calendar for engagement and sales. Prompt: "You are a bookstore marketing specialist. **Build** a year-long marketing calendar for an independent bookstore. **Include**: Monthly author events. Seasonal reading challenges. Quarterly book club meet-ups. Social campaigns for new releases. Partnerships with local cafes. Festival gift bundle promotions. Track KPIs for footfall, book sales, and repeat customer visits." Inputs Required: Release schedule of major titles Event space availability Cafe partner list Social media platforms used



## 124. Prompt 24 — Pet Store Marketing Calendar

Pet Store Marketing Calendar Backstory: Manav, 30, runs a premium pet store in Gurgaon. He wants a marketing calendar that promotes pet wellness products, increases grooming service bookings, and builds a pet-loving community. Goal: **Design** a year-long marketing calendar for a premium pet store. Prompt: "You are a pet industry marketing expert. **Develop** a 12-month marketing calendar for a premium pet store. **Include**: Monthly pet care awareness themes. Seasonal product bundles. Adoption event collaborations. Pet birthday celebration packages. Quarterly grooming discounts. Social media pet photo contests. Track KPIs for product sales, service bookings, and event attendance." Inputs Required: Product categories Grooming service capacity Local adoption NGOs Marketing budget



## 125. Prompt 25 — Nonprofit Awareness & Fundraising Calendar

Nonprofit Awareness & Fundraising Calendar Backstory: Shivani, 33, runs a nonprofit supporting rural education. She wants a marketing calendar that keeps donors engaged, drives volunteer participation, and ensures consistent fundraising throughout the year. Goal: **Create** a year-long marketing calendar for a nonprofit. Prompt: "You are a nonprofit communications strategist. **Build** a 12-month marketing calendar for a rural education NGO. **Include**: Monthly impact storytelling campaigns. Seasonal fundraising drives. Quarterly volunteer recruitment pushes. Partnerships with schools & corporates. Festival donation campaigns. Social media awareness series. Track KPIs for donor retention, fundraising totals, and volunteer sign-ups." Inputs Required: Project timelines &

impact milestones Donor database Corporate CSR contacts Social platform reach metrics

