

# EasyMy Learning Pvt. Ltd.

Prompt Book 21: Corporate Strategy & Consulting

Unlock frameworks, insights, and advisory support using prompts tailored for consultants and corporate leaders.

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# SWOT & PESTLE Analysis Templates

## 1. Prompt 1 — Tech Startup SWOT & PESTLE

Tech Startup SWOT & PESTLE Backstory: Aarav, 29, is co-founder of a SaaS-based HR tech startup in Bangalore that offers AI-powered recruitment tools for SMEs. The startup is preparing for Series A funding, and investors are asking for a detailed market positioning document. Aarav needs a SWOT & PESTLE analysis that highlights competitive advantages, anticipates regulatory changes, and identifies both local and global expansion risks. Goal: **Develop** a combined SWOT & PESTLE analysis that's investor-ready and includes actionable strategic recommendations.

Prompt: "You are a corporate strategy consultant. Prepare a SWOT & PESTLE analysis for a SaaS-based HR tech startup in India. Identify strengths (tech stack, team expertise, early traction) with supporting data. Highlight weaknesses (limited brand presence, dependency on early adopters). List opportunities (SME digitisation, HR tech adoption rates in Tier-2/3 cities). Flag threats (global competitors, regulatory compliance risks). For PESTLE: Analyse political (labour laws), economic (funding trends), social (workplace diversity), technological (AI adoption), legal (data privacy laws), environmental (remote work energy savings). End with 3 strategic action points for the next 12 months." Inputs Required: Current traction metrics (users, revenue) Competitor list Regulatory updates Tech roadmap



## 2. Prompt 2 — FMCG Brand Expansion in Rural India

FMCG Brand Expansion in Rural India Backstory: Priya, 31, works in the strategy team of a mid-sized FMCG company selling packaged snacks. The brand wants to enter rural markets in Maharashtra and Madhya Pradesh. Priya needs a SWOT & PESTLE analysis to assess the viability, factoring in rural consumer behaviour, distribution challenges, and local competition. Goal: **Create** a market-entry SWOT & PESTLE framework for rural FMCG expansion. Prompt: "You are an FMCG market strategist. Prepare a SWOT & PESTLE analysis for an FMCG brand entering rural Maharashtra and MP. SWOT to cover product strengths (affordability, taste profile), weaknesses (cold chain limitations), opportunities (rural festival seasons, government rural development programs), threats (local snack brands, seasonal crop failures). PESTLE to analyse political (food safety norms), economic (rural purchasing power), social (traditional snacking habits), technological (distribution tech adoption), legal (packaging regulations), environmental (monsoon logistics challenges). **Recommend** 3 tactical moves to overcome distribution barriers." Inputs Required: Product pricing & margins Rural distribution network data Competitor benchmarking Seasonal demand trends



## 3. Prompt 3 — EdTech Overseas Market Entry

EdTech Overseas Market Entry Backstory: Vikram, 30, manages business development for an Indian ed-tech firm specialising in STEM learning for children. The company wants to launch in the UAE, targeting Indian expat families. They need a detailed SWOT & PESTLE to understand cultural differences, pricing sensitivities, and competitive positioning in the Gulf market. Goal: Produce a comprehensive SWOT & PESTLE analysis for ed-tech market entry in the UAE. Prompt: "You are a market entry consultant. **Create** a SWOT & PESTLE analysis for an Indian ed-tech firm entering the UAE market. SWOT to identify strengths (Indian STEM expertise, existing content library), weaknesses (lack of Arabic content, no local team), opportunities (high demand for after-school programs, digital adoption), threats (established global ed-tech players). PESTLE to examine

political (education regulations), economic (high expat income levels), social (parental focus on STEM), technological (online learning platforms usage), legal (licensing norms), environmental (energy consumption policies for online platforms). Suggest 3 market adaptation strategies." Inputs Required: Content formats Pricing model UAE competitor list Local curriculum standards



#### 4. Prompt 4 — Electric Vehicle Manufacturing in India

Electric Vehicle Manufacturing in India Backstory: Nisha, 33, is leading the strategy team for a new electric two-wheeler manufacturing startup. The company wants to position itself as a premium yet affordable EV brand in Tier-1 and Tier-2 Indian cities. She needs a SWOT & PESTLE that not only analyses competitors like Ola Electric and Ather but also factors in evolving EV policies and infrastructure challenges. Goal: Deliver a competitive positioning SWOT & PESTLE for the Indian EV market. Prompt: "**You are** an EV industry strategist. Prepare a SWOT & PESTLE analysis for a premium electric two-wheeler brand in India. SWOT to highlight strengths (R&D innovation, battery efficiency), weaknesses (charging network dependency), opportunities (government subsidies, fuel price hikes), threats (foreign imports, battery raw material scarcity). PESTLE to examine political (EV subsidies), economic (inflation impact on manufacturing costs), social (eco-conscious consumer shift), technological (battery swapping tech), legal (vehicle safety norms), environmental (battery disposal regulations). **Recommend** a 2-year market penetration roadmap." Inputs Required: Vehicle specs Competitor feature comparison Policy updates Charging infra availability



#### 5. Prompt 5 — Healthcare Diagnostics Chain

Healthcare Diagnostics Chain Backstory: Dr. Raghav, 35, owns a chain of pathology labs across North India. He is exploring a franchise model for Tier-2 and Tier-3 cities. To secure partnerships and bank funding, he needs a SWOT & PESTLE that highlights the scalability potential, operational risks, and healthcare policy implications. Goal: **Develop** a franchise expansion SWOT & PESTLE for a healthcare diagnostics chain. Prompt: "**You are** a healthcare business strategist. **Create** a SWOT & PESTLE analysis for a pathology lab chain expanding via franchises. SWOT to include strengths (brand reputation, NABL accreditation), weaknesses (high equipment cost), opportunities (rising preventive health awareness), threats (local unaccredited labs, policy changes). PESTLE to assess political (healthcare licensing), economic (insurance penetration), social (preventive health trends), technological (AI-based diagnostics), legal (data privacy norms), environmental (bio-waste disposal rules). Suggest 3 operational standardisation measures." Inputs Required: Current branch performance data Regulatory checklist Franchisee qualification criteria Equipment sourcing details



#### 6. Prompt 6 — Boutique Hotel Chain in Goa

Boutique Hotel Chain in Goa Backstory: Kavya, 28, runs a boutique hotel chain in Goa catering to millennial travellers and digital nomads. With tourism recovering post-pandemic, she is planning to expand into eco-friendly themed properties. However, she needs to evaluate competition from budget hostels, premium resorts, and Airbnb rentals. The SWOT & PESTLE must highlight brand differentiation and seasonality risks while assessing opportunities in sustainable tourism. Goal: **Create** an expansion-focused SWOT & PESTLE for boutique hotels in Goa. Prompt: "**You are** a hospitality strategist. Prepare a SWOT & PESTLE analysis for a boutique hotel chain in Goa expanding into eco-tourism. SWOT to detail strengths (unique themed stays, local partnerships), weaknesses (seasonal occupancy dips), opportunities (eco-conscious travel segment, remote

working visas), threats (Airbnb penetration, extreme weather). PESTLE to assess political (tourism policy), economic (currency fluctuations affecting foreign tourists), social (shift to sustainable travel), technological (contactless check-in), legal (coastal zone regulations), environmental (waste management). **Provide** 3 marketing campaigns that leverage eco-tourism trends." Inputs Required: Occupancy rate data Competitor pricing Tourism board policy updates Sustainable property features

## 7. Prompt 7 — Organic Skincare Brand

Organic Skincare Brand Backstory: Ananya, 30, founded a D2C organic skincare brand that uses Ayurveda-based formulations. She plans to target both Indian metros and international markets via e-commerce. The SWOT & PESTLE must cover brand authenticity, export regulations, and competition from both established beauty giants and indie brands. Goal: **Design** a market positioning SWOT & PESTLE for an organic skincare D2C brand. Prompt: "You are a D2C strategy consultant. Prepare a SWOT & PESTLE analysis for an Ayurveda-based organic skincare brand entering both Indian and global markets. SWOT to highlight strengths (authentic Ayurvedic formulations), weaknesses (limited manufacturing capacity), opportunities (global wellness trend, influencer marketing), threats (counterfeit products, regulatory delays). PESTLE to assess political (export incentives), economic (luxury spending trends), social (natural ingredient preference), technological (e-commerce growth), legal (FDA/AYUSH approvals), environmental (sustainable sourcing). Suggest 3 market-entry strategies for the US & EU." Inputs Required: Ingredient sourcing details Target export markets Brand certifications Influencer partnerships

## 8. Prompt 8 — Fintech Lending Startup

Fintech Lending Startup Backstory: Siddharth, 32, co-founded a fintech startup offering instant personal loans to salaried millennials. With RBI tightening digital lending norms, he needs a SWOT & PESTLE to adjust his business model. This must assess compliance risks, evolving consumer trust issues, and competitor moves from established NBFCs and neobanks. Goal: **Build** a compliance-aware SWOT & PESTLE for a fintech lending platform. Prompt: "You are a fintech policy and strategy consultant. Prepare a SWOT & PESTLE analysis for an Indian digital lending startup. SWOT to outline strengths (fast loan approval tech), weaknesses (limited capital reserves), opportunities (financial inclusion in Tier-2/3 cities), threats (RBI regulations, fraud risk). PESTLE to examine political (fintech regulation), economic (interest rate trends), social (millennial credit adoption), technological (AI risk scoring), legal (data privacy), environmental (paperless loan impact). **Recommend** 2 compliance-led growth strategies." Inputs Required: Loan default rates Partner NBFC details Regulatory notices Customer acquisition cost

## 9. Prompt 9 — Co-working Space Expansion

Co-working Space Expansion Backstory: Mehul, 31, manages a co-working space brand in Mumbai and Pune targeting freelancers and early-stage startups. He's considering expanding into Tier-2 cities, but needs a SWOT & PESTLE to understand local adoption rates, infrastructure limitations, and post-pandemic remote work trends. Goal: Generate an expansion SWOT & PESTLE for co-working spaces in Tier-2 cities. Prompt: "You are a workspace industry analyst. **Create** a SWOT & PESTLE analysis for a co-working brand expanding to Tier-2 Indian cities. SWOT to show strengths (flexible pricing models), weaknesses (brand recognition outside metros), opportunities

(remote work adoption, start-up boom), threats (real estate price volatility, competitors). PESTLE to cover political (urban development policies), economic (city-level business growth), social (freelancing trend), technological (workspace booking apps), legal (lease laws), environmental (energy-efficient infrastructure). Suggest 3 launch initiatives for Tier-2 entry." Inputs Required: Current occupancy rates Target city list Competitor formats Real estate partnerships



## 10. Prompt 10 — Agritech Supply Chain Startup

Agritech Supply Chain Startup Backstory: Ravi, 29, runs an agritech startup connecting farmers to wholesale buyers via a mobile platform. He's aiming to secure funding for scaling operations to multiple states. Investors require a SWOT & PESTLE detailing the scalability potential, infrastructure dependencies, and government agri-schemes. Goal: **Create** a funding-oriented SWOT & PESTLE for an agritech startup. Prompt: "**You are** an agritech business strategist. Prepare a SWOT & PESTLE analysis for a farm-to-market supply chain platform. SWOT to include strengths (direct farmer network), weaknesses (last-mile logistics gaps), opportunities (government agri-tech push), threats (weather disruptions, middlemen resistance). PESTLE to assess political (agriculture subsidies), economic (commodity price trends), social (farmer smartphone adoption), technological (AI crop forecasting), legal (contract farming laws), environmental (climate change). **Recommend** 2 scaling models and their pros/cons." Inputs Required: Number of farmers onboarded Crop categories Funding stage Government policy data



## 11. Prompt 11 — EV Charging Infrastructure Provider

EV Charging Infrastructure Provider Backstory: Tanvi, 34, heads strategy for a company installing EV charging stations in urban residential complexes. With the EV market growing, she wants a SWOT & PESTLE that covers both technical and policy factors while identifying residential adoption barriers. Goal: **Develop** an infrastructure growth SWOT & PESTLE for EV charging networks. Prompt: "**You are** an EV infrastructure strategist. Prepare a SWOT & PESTLE analysis for a company installing EV charging stations in housing societies. SWOT to capture strengths (early-mover advantage), weaknesses (high installation cost), opportunities (EV adoption incentives), threats (tech obsolescence, policy shifts). PESTLE to analyse political (EV subsidies), economic (urban income levels), social (residential EV uptake), technological (charging speed), legal (housing society approvals), environmental (grid sustainability). **Provide** 3 adoption-boosting initiatives." Inputs Required: Current installation footprint Charging speed & tech specs Policy incentives Housing society rules



## 12. Prompt 12 — Online Fitness Coaching Platform

Online Fitness Coaching Platform Backstory: Rhea, 27, runs an online fitness platform targeting working professionals. With growing competition from global fitness apps, she needs a SWOT & PESTLE to identify differentiation opportunities using localised programs, corporate tie-ups, and wellness trends in India. Goal: Produce a competitive edge SWOT & PESTLE for an online fitness brand. Prompt: "**You are** a health and wellness strategist. **Create** a SWOT & PESTLE analysis for an Indian online fitness coaching platform. SWOT to identify strengths (local trainer network), weaknesses (low app engagement), opportunities (corporate wellness partnerships), threats (global competitors, retention challenges). PESTLE to assess political (FSSAI supplements regulation), economic (fitness spending trends), social (work-from-home wellness), technological (wearable

integration), legal (online coaching liability), environmental (digital carbon footprint). Suggest 2 engagement-boosting program formats." Inputs Required: User engagement metrics Trainer count Partner brands Pricing models



### 13. Prompt 13 — AI-based Recruitment Platform

AI-based Recruitment Platform Backstory: Priya, 30, co-founded an AI-driven recruitment platform that matches candidates to jobs using skill-based scoring instead of resumes. While it has gained traction among Indian startups, she is eyeing expansion into mid-sized corporates and eventually Southeast Asia. She needs a SWOT & PESTLE to identify technological scalability, compliance with labor laws, and adoption challenges from HR departments used to traditional hiring. Goal: Prepare a market-entry readiness SWOT & PESTLE for an AI hiring platform. Prompt: "**You are** an HR tech strategist. **Develop** a SWOT & PESTLE analysis for an AI-driven recruitment platform expanding from startups to mid-sized corporates and new international markets. SWOT should assess strengths (AI-matching accuracy), weaknesses (limited enterprise integrations), opportunities (global talent shortages), threats (algorithm bias concerns, HR tech competition). PESTLE to cover political (labor law variations), economic (job market shifts), social (bias awareness in hiring), technological (AI explainability requirements), legal (data protection laws), environmental (remote hiring sustainability benefits). **Provide** 3 market-entry strategies with risk mitigation." Inputs Required: Current client base profile AI model explainability level Regional labor law summaries Integration partners



### 14. Prompt 14 — Specialty Coffee Chain

Specialty Coffee Chain Backstory: Arjun, 29, operates a chain of specialty coffee outlets in Bengaluru and Hyderabad targeting the urban youth market. He is considering expanding into Tier-1 malls and airports. The SWOT & PESTLE must evaluate the competitive landscape, customer price sensitivity, and potential for brand positioning as a premium lifestyle choice in India. Goal: Generate a retail expansion SWOT & PESTLE for a premium coffee brand. Prompt: "**You are** a retail food and beverage strategist. Prepare a SWOT & PESTLE for a specialty coffee chain expanding to high-footfall malls and airports in Tier-1 cities. SWOT should list strengths (premium sourcing, artisanal brewing methods), weaknesses (higher price point vs. local cafes), opportunities (increasing cafe culture, airport lounge partnerships), threats (coffee price volatility, global chains). PESTLE should cover political (import tariffs on coffee beans), economic (urban disposable income), social (third-wave coffee trend), technological (mobile ordering), legal (FSSAI compliance), environmental (single-use cup bans). Suggest 2 innovative product launches tied to expansion." Inputs Required: Bean sourcing data Airport/mall footfall stats Competitor menu analysis Consumer price sensitivity survey



### 15. Prompt 15 — Renewable Energy Startup (Solar Microgrids)

Renewable Energy Startup (Solar Microgrids) Backstory: Nikhil, 32, runs a renewable energy startup that installs solar microgrids in rural villages. He aims to scale operations to 200+ villages in the next three years and secure government grants. The SWOT & PESTLE must examine regulatory barriers, rural adoption patterns, and supply chain risks for solar equipment. Goal: **Build** a policy-aligned SWOT & PESTLE for rural solar microgrids. Prompt: "**You are** an energy policy and business consultant. **Create** a SWOT & PESTLE analysis for a solar microgrid company

targeting rural electrification in India. SWOT should assess strengths (low-cost clean power), weaknesses (dependency on subsidies), opportunities (rural development programs), threats (import delays, grid competition). PESTLE to cover political (renewable energy targets), economic (rural income patterns), social (awareness of solar benefits), technological (battery storage improvements), legal (energy distribution licensing), environmental (seasonal sunlight variation). **Recommend** 3 funding sources and outreach strategies." Inputs Required: Current installed capacity Rural household income stats Solar equipment suppliers Government subsidy details



## 16. Prompt 16 — Online Mental Health Platform

Online Mental Health Platform Backstory: Shruti, 27, founded an online therapy platform connecting licensed psychologists to clients across India. With increasing demand but also rising competition, she needs a SWOT & PESTLE to refine positioning, tackle mental health stigma, and navigate telemedicine regulations. Goal: **Design** a stigma-aware SWOT & PESTLE for an online mental health brand. Prompt: "You are a digital health strategist. **Create** a SWOT & PESTLE for an online mental health platform in India. SWOT should cover strengths (qualified therapist network), weaknesses (low repeat engagement), opportunities (corporate wellness tie-ups), threats (competition from free apps, misinformation). PESTLE to examine political (healthcare policy), economic (insurance coverage trends), social (mental health stigma reduction), technological (secure video platforms), legal (telemedicine compliance), environmental (digital therapy's lower carbon footprint). Propose 2 long-term brand trust-building campaigns." Inputs Required: Session completion rates Therapist credentials Regulatory updates Corporate HR partnerships



## 17. Prompt 17 — EdTech for Competitive Exams

EdTech for Competitive Exams Backstory: Aman, 31, runs an EdTech platform for UPSC and banking exam preparation. With increased digital adoption post-COVID, he wants a SWOT & PESTLE to assess product-market fit, competitive differentiation, and rural internet penetration challenges. Goal: Produce a scale-readiness SWOT & PESTLE for a competitive exam EdTech brand. Prompt: "You are an education technology strategist. **Develop** a SWOT & PESTLE for an EdTech platform focused on UPSC and banking exams. SWOT should include strengths (top educator roster), weaknesses (high churn post-exam season), opportunities (Tier-3 city penetration), threats (free YouTube content, low-cost competitors). PESTLE should assess political (education policy), economic (affordable pricing needs), social (parental influence on learning modes), technological (AI practice test generators), legal (edtech advertising compliance), environmental (data center energy use). **Recommend** 2 rural engagement initiatives." Inputs Required: Active user stats by region Educator retention rate Competitive pricing data Internet speed penetration map



## 18. Prompt 18 — Luxury Handloom Brand

Luxury Handloom Brand Backstory: Meera, 34, runs a luxury handloom brand working with rural weavers across India. She wants to enter international markets via high-end e-commerce platforms. The SWOT & PESTLE must highlight cultural storytelling, premium branding, and trade compliance factors. Goal: **Create** a cultural branding SWOT & PESTLE for an export-oriented luxury handloom label. Prompt: "You are a fashion and export strategist. Prepare a SWOT & PESTLE for a luxury handloom brand entering global e-commerce. SWOT should assess strengths (heritage designs,

skilled artisans), weaknesses (limited production volume), opportunities (global slow-fashion trend), threats (mass-produced imitations, fluctuating export costs). PESTLE to cover political (export duty changes), economic (luxury spending trends), social (cultural heritage appeal), technological (AR try-on features), legal (intellectual property for designs), environmental (eco-friendly dyeing). Propose 3 storytelling campaign ideas." Inputs Required: Artisan community locations Target export markets Pricing benchmarks Certification details

## 19. Prompt 19 — Farm-to-Table Organic Restaurant Chain

Farm-to-Table Organic Restaurant Chain Backstory: Sanjay, 33, runs a small chain of farm-to-table restaurants in Pune and Mumbai that source all ingredients from certified organic farms. He wants to expand to Delhi and Bengaluru but is concerned about supply chain consistency, price sensitivity among urban diners, and competition from health-food brands. He needs a SWOT & PESTLE to prepare for scaling without compromising quality. Goal: Generate a scale-ready SWOT & PESTLE for an organic restaurant chain. Prompt: "**You are** a sustainable food business consultant. **Create** a detailed SWOT & PESTLE for an organic farm-to-table restaurant chain expanding into new metros. SWOT should assess strengths (fresh organic produce, farm partnerships), weaknesses (higher menu prices, sourcing constraints), opportunities (growing health-conscious consumer base), threats (seasonal availability, supply chain disruption). PESTLE should evaluate political (FSSAI certification policies), economic (urban disposable income), social (healthy eating trends), technological (online table booking apps), legal (food safety compliance), environmental (organic farming's climate impact). **Recommend** 3 ways to optimize supply chain resilience while scaling." Inputs Required: Current sourcing agreements Menu price comparison to competitors Seasonal supply data Customer demographics

## 20. Prompt 20 — AI-powered Logistics Optimization Platform

AI-powered Logistics Optimization Platform Backstory: Ravi, 30, founded a SaaS startup offering AI-based logistics optimization for SMEs in India. The product helps reduce delivery times and fuel costs. With interest from mid-sized e-commerce brands, he wants a SWOT & PESTLE to assess adoption readiness, competitive edge, and regulatory compliance around transport data sharing. Goal: **Design** a market-entry SWOT & PESTLE for a logistics tech platform. Prompt: "**You are** a supply chain and technology strategist. **Develop** a SWOT & PESTLE for an AI logistics optimization SaaS targeting Indian SMEs and e-commerce brands. SWOT should assess strengths (route optimization algorithms), weaknesses (limited large-scale client case studies), opportunities (growing e-commerce delivery demand), threats (data privacy concerns, bigger players). PESTLE should examine political (logistics policy), economic (fuel price trends), social (consumer delivery expectations), technological (real-time GPS tracking), legal (data protection laws), environmental (reduced carbon emissions). Suggest 2 partnerships to accelerate adoption." Inputs Required: AI model accuracy rate Client case studies Competitor features Fuel cost data trends

## 21. Prompt 21 — Fitness & Wellness App for Women

Fitness & Wellness App for Women Backstory: Ananya, 28, developed a fitness and wellness app specifically for Indian women, integrating home workouts, menstrual tracking, and nutrition tips based on Ayurvedic principles. She wants a SWOT & PESTLE to understand retention challenges, expand to rural women via low-data mode, and attract investor interest. Goal: **Create** a

growth-oriented SWOT & PESTLE for a women-focused wellness app. Prompt: "You are a digital health and fitness strategist. Prepare a SWOT & PESTLE for a women's wellness app combining workouts, menstrual tracking, and Ayurveda-based nutrition. SWOT should assess strengths (personalized plans), weaknesses (urban-centric adoption), opportunities (women's health awareness), threats (data misuse fears, free competitors). PESTLE should cover political (women's health initiatives), economic (spending on wellness), social (body positivity movement), technological (AI personalization), legal (data privacy), environmental (digital health's low carbon footprint). Suggest 3 rural outreach and engagement strategies." Inputs Required: User demographics Feature usage analytics Privacy compliance level Partner nutritionists



## 22. Prompt 22 — Co-living Spaces for Young Professionals

Co-living Spaces for Young Professionals Backstory: Kabir, 29, manages a co-living brand in Gurgaon offering fully furnished, community-driven rental spaces for young professionals. He wants to expand to Pune and Bengaluru while ensuring high occupancy rates and unique value compared to PGs and rentals. The SWOT & PESTLE must evaluate market demand, zoning laws, and lifestyle trends. Goal: **Build** an expansion SWOT & PESTLE for a co-living space brand. Prompt: "You are a real estate and lifestyle market strategist. Create a SWOT & PESTLE for a co-living brand targeting 22–35-year-old professionals in Tier-1 cities. SWOT should assess strengths (community living experience, prime locations), weaknesses (higher rent vs. PGs), opportunities (urban migration of young workers), threats (real estate price fluctuations, zoning law changes). PESTLE should examine political (urban housing policy), economic (rental affordability trends), social (work-from-home culture), technological (smart home integrations), legal (tenant-landlord regulations), environmental (eco-friendly housing demand). Recommend 2 marketing campaigns to boost occupancy during expansion." Inputs Required: Current occupancy rates Target city rental market data Customer satisfaction surveys Property acquisition costs



## 23. Prompt 23 — Blockchain-based Supply Chain Transparency Tool

Blockchain-based Supply Chain Transparency Tool Backstory: Ishaan, 31, is building a blockchain platform that enables complete traceability for agricultural produce from farm to store. Target clients include organic food brands and exporters. He needs a SWOT & PESTLE to highlight transparency benefits, adoption challenges, and cross-border compliance. Goal: Generate a compliance-focused SWOT & PESTLE for a blockchain agri-supply chain platform. Prompt: "You are a blockchain adoption consultant. Prepare a SWOT & PESTLE for a supply chain transparency platform targeting agriculture and food export sectors. SWOT should assess strengths (immutable records), weaknesses (farmer onboarding difficulty), opportunities (global demand for traceable food), threats (blockchain regulation changes, tech literacy gap). PESTLE should cover political (agriculture policy), economic (export market growth), social (consumer trust in traceable goods), technological (IoT integration), legal (cross-border data compliance), environmental (sustainable sourcing benefits). Recommend 3 strategies to improve farmer onboarding." Inputs Required: Blockchain platform features Export regulation data Target client segments Farmer literacy levels



## 24. Prompt 24 — Online Language Learning Platform

Online Language Learning Platform Backstory: Ritika, 26, runs a language-learning platform focusing on Indian regional languages for professionals relocating within India. She now wants to

add international languages for students and job seekers. She needs a SWOT & PESTLE to gauge demand, partnership opportunities, and tech scalability. Goal: **Create** a market-expansion SWOT & PESTLE for a language learning platform. Prompt: "You are an edtech market strategist. **Develop** a SWOT & PESTLE for a language learning platform expanding from Indian regional languages to international ones. SWOT should assess strengths (native speaker trainers), weaknesses (limited international presence), opportunities (global job seekers), threats (Duolingo and other free apps). PESTLE should cover political (education policy), economic (job market requirements), social (migration trends), technological (AI speech recognition), legal (copyright for course materials), environmental (fully digital delivery). Suggest 2 strategic alliances for market growth." Inputs Required: Current course completion rates Target audience regions Competitive feature comparison Language demand data



## 25. Prompt 25 — VR-based Industrial Safety Training Company

VR-based Industrial Safety Training Company Backstory: Vivek, 34, operates a company providing virtual reality safety training for manufacturing and construction workers. With India's industrial safety regulations tightening, he wants a SWOT & PESTLE to position the company for government contracts and large enterprise deals. Goal: Produce a regulation-aligned SWOT & PESTLE for a VR safety training firm. Prompt: "You are an industrial safety technology consultant. **Create** a SWOT & PESTLE for a VR-based safety training provider targeting manufacturing and construction companies. SWOT should assess strengths (immersive learning, reduced accidents), weaknesses (high VR equipment cost), opportunities (OSHA compliance demand), threats (low VR adoption in small firms). PESTLE should cover political (workplace safety laws), economic (industrial growth), social (worker training needs), technological (VR hardware improvements), legal (liability in training), environmental (reduced resource use vs. physical training). **Recommend** 2 pilot programs for government adoption." Inputs Required: VR module completion rates Hardware vendor details Industry safety regulation data Target client industry list



## Competitor Benchmarking Reports

### 26. Prompt 1 — D2C Skincare Brand Benchmarking Against Market Leaders

D2C Skincare Brand Benchmarking Against Market Leaders Backstory: Megha, 29, founded a D2C skincare startup in Mumbai that uses natural, cruelty-free ingredients sourced from Indian farms. Her brand has seen moderate traction online but faces heavy competition from brands like Mamaearth, Plum, and Forest Essentials. She wants a detailed competitor benchmarking report to understand price points, marketing channels, influencer strategies, and repeat purchase rates so she can position herself better and tap into Gen Z and millennial buyers. Goal: Generate a comprehensive competitor benchmarking report for a D2C skincare brand, focusing on market positioning, pricing, and retention strategies. Prompt: "You are a D2C skincare market analyst. Prepare a detailed competitor benchmarking report comparing the user's skincare brand with at least 5 leading Indian and global competitors. Compare product pricing, ingredient sourcing transparency, packaging sustainability, and certifications. Evaluate online presence across Instagram, YouTube, and influencer collaborations, including average engagement rates. Analyze customer reviews (positive and negative themes), repeat purchase rates, and customer service quality. **Provide** a SWOT for the user's brand in comparison to the competitors. **Recommend** 3 marketing and product development strategies to close gaps or differentiate." Inputs Required: List of direct competitors Product SKUs and pricing Social media handles Customer review sources

## 27. Prompt 2 — EV Two-Wheeler Manufacturer vs. Market Leaders

EV Two-Wheeler Manufacturer vs. Market Leaders Backstory: Rohit, 32, runs a startup in Bengaluru producing electric two-wheelers targeting daily commuters. His company wants to benchmark against Ola Electric, Ather, and Hero Electric to identify gaps in battery efficiency, after-sales service, and financing schemes. The focus is on attracting middle-income urban riders aged 20–35 who care about affordability without sacrificing style and performance. Goal: Produce a feature-performance-cost benchmarking report for an EV two-wheeler startup. Prompt: "**You are** an electric vehicle industry strategist. **Create** a competitor benchmarking report comparing the user's EV two-wheeler brand to at least 3 established players in India. Benchmark battery range, charging time, speed, design aesthetics, and warranty terms. Compare financing options, EMI affordability, and insurance tie-ups. Analyze after-sales service networks, app integrations, and customer feedback ratings. **Provide** market share estimates and positioning gaps. Suggest 2 product upgrades and 2 promotional offers to improve competitiveness." Inputs Required: Product specifications Dealer/service network data Target city demographics Price and EMI details

## 28. Prompt 3 — Online Upskilling Platform vs. Edtech Leaders

Online Upskilling Platform vs. Edtech Leaders Backstory: Anjali, 27, co-founded a bootcamp-style online upskilling platform for tech skills like UI/UX design, data analytics, and AI development. She wants to benchmark against Scaler, Great Learning, and Coursera to see where her platform can differentiate in pricing, course completion rates, mentor quality, and placement support. Goal: **Design** a competitor benchmarking report for an online upskilling edtech platform. Prompt: "**You are** an edtech competitive intelligence analyst. Prepare a benchmarking report comparing the user's online upskilling platform to 3–5 leading edtech competitors in India. Compare course pricing, average completion rates, and curriculum structure. Benchmark faculty/mentor-to-student ratio, mentor credentials, and feedback quality. Evaluate job placement assistance, hiring partner networks, and alumni success stories. Analyze marketing funnels, ad spend patterns, and lead conversion rates. **Provide** 3 strategic recommendations for differentiation based on your analysis." Inputs Required: Course list and pricing Completion rate data Mentor bios Placement records

## 29. Prompt 4 — Craft Beer Brand vs. Established Breweries

Craft Beer Brand vs. Established Breweries Backstory: Vikram, 31, owns a microbrewery in Goa serving craft beers with unique Indian flavors like mango IPA and cardamom stout. He wants to benchmark against brands like Bira 91, Simba, and White Owl to evaluate taste innovation, distribution channels, pricing, and customer loyalty programs. His target audience is tourists and urban millennials seeking premium experiences. Goal: Generate a product-experience-market reach benchmarking report for a craft beer brand. Prompt: "**You are** a beverage industry analyst. Prepare a competitor benchmarking report comparing the user's craft beer brand with at least 3 leading Indian breweries. Compare flavor portfolios, seasonal releases, and alcohol content variations. Evaluate retail presence (restaurants, bars, retail outlets) and online ordering options. Benchmark pricing per pint, branding aesthetics, and loyalty programs. Analyze brand perception through social media sentiment analysis. Suggest 2 partnership opportunities and 1 new flavor idea inspired by market trends." Inputs Required: Current beer lineup Pricing data Distribution channels Social media links

### 30. Prompt 5 — SaaS CRM for Small Businesses vs. Global Tools

SaaS CRM for Small Businesses vs. Global Tools Backstory: Arun, 30, has developed a SaaS CRM tailored for Indian small businesses with features like WhatsApp integration and GST billing. He wants to benchmark against Zoho CRM, Freshsales, and HubSpot to assess UI ease-of-use, automation depth, integration range, and pricing competitiveness. Goal: **Create** a CRM SaaS benchmarking report to highlight competitive advantages and gaps. Prompt: "You are a SaaS product benchmarking consultant. **Develop** a competitor benchmarking report for a CRM product targeting Indian SMEs. Compare onboarding experience, user interface intuitiveness, and mobile app functionality. Benchmark automation workflows, reporting features, and third-party integrations. Analyze customer support response time, multilingual support availability, and training resources. Compare pricing tiers, free trial offerings, and contract flexibility. **Recommend** 2 UI enhancements and 1 feature addition based on gaps in competitor offerings." Inputs Required: CRM feature list Competitor product demos/trials Current pricing model Support team performance metrics

### 31. Prompt 6 — Healthtech Teleconsultation App vs. Market Leaders

Healthtech Teleconsultation App vs. Market Leaders Backstory: Priya, 28, runs a healthtech startup offering 24/7 teleconsultation services with general physicians and specialists. She wants to benchmark against Practo, mfine, and Apollo 24|7 to assess doctor onboarding quality, consultation pricing, waiting time, prescription digitisation, and patient satisfaction scores. Her target is the urban working professional who values speed, privacy, and reliability. Goal: **Develop** a competitive benchmarking report for a teleconsultation app serving the Indian market. Prompt: "You are a healthtech market analyst. **Create** a competitor benchmarking report comparing the user's teleconsultation app to at least 3 major players. Compare doctor onboarding standards, specialist variety, and consultation availability times. Benchmark consultation pricing, payment flexibility, and insurance tie-ins. Evaluate app UX/UI, waiting time, and prescription delivery methods. Analyze patient ratings, reviews, and NPS scores from public platforms. **Provide** 2 tech upgrades and 2 marketing suggestions to improve adoption rates." Inputs Required: App feature list Consultation pricing model Doctor network size and specialties User feedback data

### 32. Prompt 7 — Budget Airlines vs. Full-Service Competitors

Budget Airlines vs. Full-Service Competitors Backstory: Karan, 33, manages a budget airline startup focusing on domestic routes between tier-2 and tier-1 cities in India. He needs to benchmark against IndiGo, SpiceJet, and Vistara in terms of ticket pricing, punctuality, add-on services, baggage policies, and loyalty programs to find a balance between affordability and experience. Goal: Generate a competitor benchmarking report for a budget airline. Prompt: "You are an aviation industry consultant. Prepare a competitor benchmarking report for the user's budget airline comparing it to both budget and full-service carriers. Benchmark ticket pricing across peak/off-peak times, baggage policies, and cancellation flexibility. Compare punctuality records, boarding experience, and cabin crew training quality. Evaluate in-flight amenities, add-on services, and loyalty program attractiveness. Analyze customer sentiment from online reviews. Suggest 1 cost-optimization and 1 customer experience upgrade strategy." Inputs Required: Flight routes and schedules Pricing data Operational performance metrics Competitor loyalty program details

### 33. Prompt 8 — Organic Grocery Delivery Startup vs. E-Grocery Giants

**Backstory:**

Organic Grocery Delivery Startup vs. E-Grocery Giants Backstory: Nisha, 26, runs an organic produce delivery startup in Delhi-NCR sourcing from small farmers. She wants to benchmark against BigBasket, Zepto, and Blinkit in terms of delivery times, inventory freshness, packaging, app UX, and customer retention schemes. Her audience is health-conscious urban families. Goal: **Create** a detailed competitor benchmarking report for an organic grocery delivery service. Prompt: "**You are** a grocery e-commerce analyst. **Develop** a competitor benchmarking report comparing the user's organic grocery delivery business to 3–5 large e-grocery platforms. Benchmark delivery times, packaging sustainability, and cold-chain management. Compare product freshness, sourcing transparency, and certification display. Evaluate app user experience, product categorisation, and checkout speed. Analyze repeat purchase rates and loyalty incentives. **Recommend** 2 retention strategies and 1 operational improvement." Inputs Required: Product list with sourcing details  
Delivery area and speed  
Packaging process  
Customer feedback

### 34. Prompt 9 — Digital Payments App vs. UPI Leaders

Digital Payments App vs. UPI Leaders Backstory: Sameer, 30, is building a niche digital payments app for freelancers that automates invoicing, GST tracking, and UPI/credit card collection. He wants to benchmark against PhonePe, Paytm, and Google Pay for transaction speed, security, integrations, and rewards programs. Goal: Benchmark the performance, security, and loyalty capabilities of a payments app. Prompt: "**You are** a fintech benchmarking consultant. Produce a competitor benchmarking report comparing the user's payments app to 3 leading UPI-based apps. Benchmark transaction completion times, failure rates, and refund timelines. Compare security measures, fraud detection systems, and compliance certifications. Evaluate loyalty/rewards programs and referral incentives. Analyze integration capabilities with accounting tools. Suggest 1 unique feature and 1 partnership opportunity." Inputs Required: App architecture and features  
Transaction data  
Reward system details  
Integration roadmap

### 35. Prompt 10 — Boutique Fitness Studio vs. Gym Chains

Boutique Fitness Studio vs. Gym Chains Backstory: Ritika, 31, owns a boutique Pilates and functional training studio in Pune targeting corporate professionals and women aged 25–40. She wants to benchmark against Cult.fit, Gold's Gym, and Anytime Fitness to understand pricing, class variety, trainer certifications, and client retention. Goal: **Create** a competitor benchmarking report for a boutique fitness business. Prompt: "**You are** a fitness industry strategist. **Build** a competitor benchmarking report comparing the user's studio to 3–4 major gym and fitness chains. Benchmark membership pricing, session formats, and trainer qualifications. Compare retention rates, referral programs, and corporate tie-ups. Evaluate facility cleanliness, equipment quality, and ambiance. Analyze brand positioning through social media content and ads. **Recommend** 2 service additions and 1 event-based marketing initiative." Inputs Required: Class schedule and pricing  
Trainer bios  
Customer retention data  
Social media accounts

### 36. Prompt 11 — Sustainable Fashion Brand vs. Fast Fashion Giants

Sustainable Fashion Brand vs. Fast Fashion Giants Backstory: Arpita, 29, runs a sustainable clothing label using handwoven fabrics and zero-waste packaging. She wants to benchmark against H&M Conscious, FabIndia, and Uniqlo in terms of price, sustainability certification, online visibility, and influencer collaborations. Goal: **Develop** a competitive analysis for a sustainable fashion brand. Prompt: "You are a fashion industry benchmarking expert. **Create** a competitor benchmarking report comparing the user's sustainable brand with 3 major competitors. Compare price ranges, material sourcing, and sustainability certifications. Evaluate e-commerce presence, product photography quality, and influencer tie-ups. Analyze customer sentiment towards sustainability claims. Benchmark packaging practices and return policies. **Recommend** 2 brand storytelling approaches and 1 influencer campaign." Inputs Required: Product catalogue Pricing list Certification details Social media strategy



### 37. Prompt 12 — Language Learning App vs. Edtech Giants

Language Learning App vs. Edtech Giants Backstory: Imran, 27, developed a gamified Hindi and regional language learning app targeting young professionals and NRIs. He wants to benchmark against Duolingo, HelloEnglish, and LingQ to improve retention, monetisation, and gamification design. Goal: Benchmark app engagement and learning outcomes in language edtech. Prompt: "You are a language edtech benchmarking specialist. Prepare a competitor benchmarking report comparing the user's app to 3–4 leading language learning apps. Benchmark UI design, gamification elements, and reward loops. Compare subscription models, free vs. premium content, and trial conversions. Analyze retention rates, daily active usage, and lesson completion rates. Evaluate community features and peer learning elements. Suggest 2 feature enhancements to increase user stickiness." Inputs Required: App feature set Pricing tiers Engagement metrics User feedback



### 38. Prompt 13 — Cloud Kitchen vs. Food Delivery Giants

Cloud Kitchen vs. Food Delivery Giants Backstory: Dev, 30, operates a multi-brand cloud kitchen in Hyderabad serving biryani, pizza, and vegan bowls. He wants to benchmark against Rebel Foods, Swiggy Access, and Zomato Kitchens for delivery time, packaging, menu engineering, and customer feedback loops. Goal: Benchmark operations, menu, and customer retention for a cloud kitchen. Prompt: "You are a foodtech industry analyst. **Develop** a competitor benchmarking report for the user's cloud kitchen comparing it with 3 market leaders. Benchmark delivery speed, packaging durability, and temperature retention. Compare menu diversity, bestseller ratios, and seasonal specials. Analyze order frequency, repeat rates, and customer loyalty programs. Evaluate online ratings and review response strategies. Suggest 1 operational tweak and 2 menu innovation ideas." Inputs Required: Brand menu list Delivery data Packaging specifications Customer reviews



### 39. Prompt 14 — Renewable Energy Startup vs. Large EPC Players

Renewable Energy Startup vs. Large EPC Players Backstory: Siddharth, 34, runs a solar panel installation company focusing on rooftop solutions for SMEs. He wants to benchmark against Tata Power Solar, Vikram Solar, and Adani Solar in terms of cost per kW, installation time, warranty coverage, and financing schemes. Goal: Produce a competitor benchmarking report for a renewable energy business. Prompt: "You are a renewable energy industry consultant. **Create** a competitor benchmarking report comparing the user's solar installation business with 3–4 leading

EPC players. Benchmark installation costs, timelines, and efficiency ratings. Compare warranty terms, maintenance contracts, and financing availability. Evaluate after-sales service networks and customer satisfaction. Analyze government subsidy leverage and compliance readiness.

**Recommend** 2 sales approaches and 1 value-added service." Inputs Required: Installation pricing Service area details Financing options Warranty policies

## 40. Prompt 15 — Co-Working Space vs. Workspace Chains

Co-Working Space vs. Workspace Chains Backstory: Tanvi, 28, manages a boutique co-working space in Jaipur targeting startups, freelancers, and creative agencies. She wants to benchmark against WeWork, Awfis, and 91Springboard to evaluate pricing, amenities, community events, and tech integration. Goal: Generate a competitor benchmarking report for a co-working space. Prompt: "**You are** a workspace industry analyst. **Develop** a competitor benchmarking report comparing the user's co-working space to 3–5 leading workspace providers. Benchmark pricing plans, seat configurations, and meeting room facilities. Compare community-building events, networking opportunities, and mentorship access. Evaluate design aesthetics, ergonomics, and location accessibility. Analyze online reviews for common praise and complaints. Suggest 1 amenity addition and 2 marketing campaigns for member acquisition." Inputs Required: Current pricing plans Facility list Event calendar Customer review sources

## 41. Prompt 16 — AI SaaS Tool vs. Global AI Platforms

AI SaaS Tool vs. Global AI Platforms Backstory: Ananya, 29, has launched an AI-powered content generation SaaS aimed at SMEs in India, offering copywriting, image generation, and social media scheduling in one tool. She wants to benchmark against Jasper, Copy.ai, and Writesonic for pricing, feature breadth, accuracy, customer support, and integration ecosystem. Goal: Benchmark product value, scalability, and integration capabilities for an AI SaaS tool. Prompt: "**You are** a SaaS industry benchmarking analyst. **Create** a competitor benchmarking report comparing the user's AI content SaaS to 3 leading AI platforms. Benchmark pricing tiers, credit usage, and value-for-money perception. Compare feature sets, output quality, and AI model adaptability for multiple languages. Evaluate integrations with CMS, CRM, and marketing tools. Analyze customer onboarding, support responsiveness, and knowledge base completeness. **Recommend** 2 monetisation strategies and 1 integration partnership." Inputs Required: SaaS feature list Pricing structure Customer support process Integration list

## 42. Prompt 17 — B2B Logistics Platform vs. Freight Aggregators

B2B Logistics Platform vs. Freight Aggregators Backstory: Raj, 35, operates a digital freight matching platform for SME exporters. He wants to benchmark against Freightos, Blackbuck, and Rivigo for route coverage, price transparency, tracking accuracy, payment security, and customer acquisition. Goal: **Develop** a competitor benchmarking report for a B2B logistics platform. Prompt: "**You are** a B2B logistics consultant. Prepare a competitor benchmarking report comparing the user's platform with 3 market leaders. Benchmark freight pricing transparency, commission models, and rate volatility. Compare shipment tracking accuracy, real-time updates, and exception handling. Evaluate payment protection, insurance coverage, and dispute resolution speed. Analyze digital marketing channels and lead generation methods used by competitors. Suggest 1 customer acquisition campaign and 1 retention-focused loyalty program." Inputs Required: Platform features

Pricing and commission structure Shipment tracking data Marketing channels

### 43. Prompt 18 — Online Mental Health Platform vs. Therapy Apps

Online Mental Health Platform vs. Therapy Apps Backstory: Meera, 32, founded an online counselling platform with live therapy sessions and self-help courses. She wants to benchmark against BetterHelp, MindPeers, and YourDOST to assess therapist quality, session booking UX, confidentiality safeguards, and content depth. Goal: Benchmark therapy accessibility, quality, and trust factors. Prompt: "You are a mental health industry benchmarking specialist. Produce a competitor benchmarking report comparing the user's platform to 3–4 leading therapy apps. Benchmark therapist vetting processes, qualifications, and session availability. Compare booking flow UX, payment flexibility, and subscription models. Evaluate privacy safeguards, HIPAA compliance, and data security. Analyze user retention, repeat bookings, and peer review ratings. Suggest 1 feature to boost trust and 1 content addition to enhance engagement." Inputs Required: Therapist onboarding criteria Booking process details Security measures Engagement data

### 44. Prompt 19 — Specialty Coffee Brand vs. Premium Cafes

Specialty Coffee Brand vs. Premium Cafes Backstory: Vikram, 31, runs a specialty coffee roasting brand selling online and via cafes. He wants to benchmark against Blue Tokai, Starbucks, and Third Wave Coffee for bean sourcing transparency, taste profile diversity, store ambiance, and pricing. Goal: Benchmark brand perception, product quality, and retail experience for coffee brands. Prompt: "You are a food and beverage industry consultant. Create a competitor benchmarking report comparing the user's coffee brand with 3–4 market leaders. Benchmark coffee sourcing transparency, roast profiles, and freshness claims. Compare in-store experience, ambiance, and staff coffee knowledge. Evaluate pricing strategies for retail and online sales. Analyze brand storytelling in social media and packaging. Recommend 1 product innovation and 1 in-store event format." Inputs Required: Bean sourcing details Pricing models Store layout photos Social media links

### 45. Prompt 20 — Pet Care Subscription Box vs. E-commerce Giants

Pet Care Subscription Box vs. E-commerce Giants Backstory: Isha, 27, launched a monthly subscription box for pet owners with curated treats, toys, and grooming supplies. She wants to benchmark against Heads Up For Tails, BarkBox, and Amazon Pet Store for pricing, product quality, customer delight, and retention. Goal: Create a competitor benchmarking report for a pet care subscription service. Prompt: "You are a pet care industry analyst. Develop a competitor benchmarking report comparing the user's subscription box to 3–4 competitors. Benchmark product variety, seasonal customisation, and quality control. Compare pricing, discounts, and free shipping policies. Evaluate unboxing experience, packaging quality, and surprise factor. Analyze repeat subscription rates, churn reasons, and loyalty perks. Suggest 1 retention tactic and 1 seasonal campaign idea." Inputs Required: Product list per box Pricing tiers Customer retention data Packaging design samples

### 46. Prompt 21 — Boutique Travel Agency vs. Luxury Tour Operators

Boutique Travel Agency vs. Luxury Tour Operators Backstory: Neel, 36, runs a boutique travel agency curating luxury cultural experiences in Rajasthan. He wants to benchmark against Thomas Cook Luxury, SOTC, and bespoke operators for pricing, itinerary exclusivity, customer service, and after-trip engagement. Goal: Benchmark service quality and brand appeal for luxury travel agencies. Prompt: "**You are** a travel and hospitality benchmarking consultant. **Create** a competitor benchmarking report comparing the user's boutique travel agency with 3–4 luxury tour operators. Benchmark itinerary uniqueness, experience design, and cultural authenticity. Compare per-person pricing, inclusions, and flexibility in customization. Evaluate concierge services, on-ground assistance, and emergency handling. Analyze post-trip follow-up and loyalty building methods. **Recommend** 1 premium add-on service and 1 partnership with a luxury brand." Inputs Required: Sample itineraries Pricing sheets Customer service SOPs Loyalty initiatives



## 47. Prompt 22 — Online Art Marketplace vs. Global Platforms

Online Art Marketplace vs. Global Platforms Backstory: Radhika, 34, founded an online art marketplace connecting Indian artists to global buyers. She wants to benchmark against Saatchi Art, Etsy, and Mojarto for commission rates, shipping logistics, art curation, and marketing reach. Goal: Benchmark curation, sales process, and international visibility for an art marketplace. Prompt: "**You are** an art business strategist. **Develop** a competitor benchmarking report comparing the user's platform to 3–4 global art marketplaces. Benchmark commission rates, listing fees, and payment schedules. Compare art curation standards, photography quality, and artist support services. Evaluate global shipping speed, packaging safety, and customs handling. Analyze marketing strategies, influencer partnerships, and PR reach. Suggest 1 marketplace feature and 1 international expansion tactic." Inputs Required: Artist onboarding process Commission model Logistics setup Marketing plan



## 48. Prompt 23 — Skill-based Gaming App vs. Industry Leaders

Skill-based Gaming App vs. Industry Leaders Backstory: Kunal, 29, operates a real-money skill-based gaming app targeting fantasy cricket and rummy players. He wants to benchmark against Dream11, MPL, and Junglee Rummy for user acquisition, retention, compliance, and reward systems. Goal: Benchmark growth, compliance, and engagement in skill-based gaming. Prompt: "**You are** a gaming industry benchmarking consultant. **Create** a competitor benchmarking report comparing the user's app with 3–4 top skill-based gaming platforms. Benchmark onboarding flow, referral systems, and bonus distribution. Compare reward structures, tournament formats, and leaderboard engagement. Evaluate compliance with gaming laws and KYC processes. Analyze user retention, daily activity levels, and churn triggers. **Recommend** 1 new tournament format and 1 risk management feature." Inputs Required: Game formats offered Reward structure Compliance SOPs Retention metrics



## 49. Prompt 24 — HR Tech Platform vs. Recruitment Giants

HR Tech Platform vs. Recruitment Giants Backstory: Pooja, 33, built an AI-driven recruitment platform that screens candidates and schedules interviews automatically. She wants to benchmark against Naukri, LinkedIn Jobs, and HireVue for AI accuracy, job seeker engagement, recruiter dashboards, and employer branding tools. Goal: Benchmark automation, matching accuracy, and recruiter UX in HR tech. Prompt: "**You are** an HR tech benchmarking specialist. **Develop** a

competitor benchmarking report comparing the user's recruitment platform to 3–4 top competitors. Benchmark AI matching accuracy, resume parsing quality, and recommendation speed. Compare recruiter dashboard features, analytics, and reporting tools. Evaluate employer branding options, candidate engagement, and application drop-off rates. Analyze API integrations with HRMS and ATS software. Suggest 1 employer branding feature and 1 analytics enhancement." Inputs Required: AI feature list Recruiter dashboard screenshots Branding options offered Integration capabilities



## 50. Prompt 25 — Online Cooking Class Platform vs. Culinary Edtech Leaders

Online Cooking Class Platform vs. Culinary Edtech Leaders Backstory: Shivani, 30, runs an online platform for live and recorded Indian cooking classes. She wants to benchmark against MasterClass, Skillshare, and Udemy for course quality, chef credentials, monetisation, and global reach. Goal: Benchmark content quality, monetisation, and community engagement in culinary edtech. Prompt: "**You are** an edtech industry benchmarking consultant. **Create** a competitor benchmarking report comparing the user's cooking platform with 3–4 major platforms. Benchmark course quality, video production standards, and chef expertise. Compare monetisation models, pricing tiers, and course bundling strategies. Evaluate global reach, localisation, and multi-language support. Analyze community features, peer review systems, and live Q&A formats. Suggest 1 gamification element and 1 chef collaboration idea." Inputs Required: Course list and pricing Instructor profiles Language support Engagement features



## Strategic Roadmap Documents

### 51. Prompt 1 — 5-Year Digital Transformation Roadmap for a Mid-Sized Manufacturing Company

5-Year Digital Transformation Roadmap for a Mid-Sized Manufacturing Company Backstory: Rajeev, 38, is the COO of a mid-sized auto components manufacturer in Pune. The company has been operating with traditional machinery and manual processes for over two decades. Post-pandemic, Rajeev wants to initiate a 5-year digital transformation journey — integrating IoT for machine monitoring, implementing ERP for operations, and adopting predictive maintenance analytics. He also wants a sustainability component in the roadmap to meet new ESG compliance norms. Goal: **Create** a detailed 5-year roadmap that sequences digital adoption while minimising disruption to production. Prompt: "**You are** a corporate strategy consultant. **Develop** a 5-year digital transformation strategic roadmap for a mid-sized manufacturing company. Outline key transformation phases (assessment, adoption, scaling, optimisation). Identify digital tools (IoT sensors, ERP systems, predictive analytics platforms) for each stage. **Include** change management plans, workforce training, and budget allocation estimates. Incorporate sustainability targets aligned with ESG requirements. Suggest key KPIs and quarterly milestones to track progress." Inputs Required: Current technology stack Production workflow Budget range for digital projects ESG compliance requirements



### 52. Prompt 2 — Strategic Roadmap for Expanding a Regional EdTech Company into Southeast Asia

Strategic Roadmap for Expanding a Regional EdTech Company into Southeast Asia Backstory: Meera, 34, runs an EdTech company that offers live skill-based courses for working professionals in India. After 5 years of steady domestic growth, she sees potential in expanding to Southeast Asian markets like Indonesia, Malaysia, and Vietnam. However, she needs a 3-year roadmap covering localisation, partnerships, regulatory approvals, and marketing rollout in phases. Goal: **Design** a market expansion roadmap for entry into three new countries within three years. Prompt: "You are an international business expansion strategist. Prepare a 3-year strategic roadmap for expanding an Indian EdTech company into Southeast Asia. Identify market research and validation activities for each country. Map localisation requirements — language, curriculum adaptation, cultural alignment. Outline regulatory approval processes and partnership strategies with local institutions. Phase marketing and influencer collaborations according to market readiness. **Provide** quarterly action plans and resource allocation guidelines." Inputs Required: Current course offerings Market research data Potential local partners Budget range for expansion



### 53. Prompt 3 — Strategic Roadmap for Achieving Carbon Neutrality by 2030

Strategic Roadmap for Achieving Carbon Neutrality by 2030 Backstory: An FMCG company based in Bengaluru has committed to becoming carbon-neutral by 2030. Their operations involve multiple manufacturing plants, a large supply chain network, and significant energy usage. Leadership wants a step-by-step plan that integrates renewable energy, sustainable sourcing, waste reduction, and carbon offsetting projects. Goal: **Build** a long-term sustainability roadmap with measurable yearly progress towards carbon neutrality. Prompt: "You are a sustainability strategy consultant. **Develop** a strategic roadmap for an FMCG company to achieve carbon neutrality by 2030. Conduct baseline carbon footprint assessment. Identify high-impact interventions (renewable energy, efficiency upgrades, supplier sustainability audits). Map yearly milestones with percentage reduction targets. Integrate stakeholder engagement and consumer communication strategies. Suggest measurement tools and third-party verification methods." Inputs Required: Carbon footprint baseline Energy and supply chain data Budget for sustainability projects Public communication goals



### 54. Prompt 4 — Strategic Roadmap for Merging Two Mid-Sized Tech Startups

Strategic Roadmap for Merging Two Mid-Sized Tech Startups Backstory: Two SaaS startups in Mumbai — one specialising in HR tech and the other in payroll automation — have decided to merge to create a unified workforce management platform. The founders want a 24-month roadmap that covers product integration, brand unification, team restructuring, and investor communication without losing existing customers. Goal: **Create** a merger integration roadmap that balances operational efficiency with customer retention. Prompt: "You are a mergers and acquisitions integration consultant. Prepare a 24-month strategic roadmap for merging two mid-sized SaaS startups. Outline integration phases (due diligence, tech integration, brand merge, cultural alignment). **Create** customer communication timelines to maintain trust during the transition. Identify overlapping roles and restructure teams. Align product roadmaps to avoid redundancy and accelerate innovation. Suggest investor update cadence and PR milestones." Inputs Required: Current product features from both companies Team structures Customer base details Merger deal terms



## 55. Prompt 5 — Strategic Roadmap for Launching a D2C Skincare Brand

Strategic Roadmap for Launching a D2C Skincare Brand Backstory: Anita, 30, is a dermatologist who wants to launch her own premium natural skincare line. She envisions starting online in India, then expanding to offline retail. She needs a 2-year roadmap for product development, regulatory compliance, influencer partnerships, and distribution strategy. Goal: Map the product launch journey from concept to omnichannel distribution. Prompt: "**You are** a consumer goods launch strategist. **Create** a 2-year strategic roadmap for launching a premium D2C skincare brand. Detail product R&D, formulation testing, and certification timelines. Outline branding, packaging, and storytelling milestones. Plan influencer onboarding and content creation phases. Map e-commerce platform selection, fulfilment setup, and retail expansion sequence. **Provide** KPIs for launch success and brand awareness growth." Inputs Required: Product formulations Budget for R&D and marketing Target audience personas Preferred sales channels



## 56. Prompt 6 — Strategic Roadmap for Becoming a Market Leader in Electric Two-Wheelers

Strategic Roadmap for Becoming a Market Leader in Electric Two-Wheelers Backstory: A Bengaluru-based EV startup has gained traction with its affordable electric scooters. To challenge Ola Electric and Ather, they need a 5-year roadmap to scale manufacturing, expand charging infrastructure, and launch premium models. Goal: **Create** a leadership-focused growth roadmap for an EV manufacturer. Prompt: "**You are** an automotive strategy consultant. **Develop** a 5-year strategic roadmap for an EV two-wheeler startup to become a market leader. Map capacity expansion targets for each year. Identify charging infrastructure partnerships and roll-out schedule. Plan R&D for premium models and feature innovation. Detail geographic expansion priorities (domestic & export). Define brand positioning campaigns and EV adoption advocacy efforts." Inputs Required: Current production capacity Product roadmap Target cities for expansion R&D budget



## 57. Prompt 7 — Strategic Roadmap for IPO Preparation in 3 Years

Strategic Roadmap for IPO Preparation in 3 Years Backstory: A profitable SaaS firm in Gurugram aims to list on the NSE in three years. While the financials are strong, they need to align governance, scale revenue, diversify clientele, and tighten compliance to meet listing requirements. Goal: **Build** a 3-year IPO readiness roadmap. Prompt: "**You are** a corporate finance strategist. **Create** a 3-year strategic roadmap for preparing a SaaS company for IPO. Define quarterly revenue growth targets and client diversification plans. Outline governance improvements (board structure, audit committees). Identify compliance upgrades to meet SEBI regulations. Plan investor relations strategy and pre-IPO marketing. Suggest key documentation and reporting templates." Inputs Required: Current financials Governance structure Compliance gaps Target IPO valuation



## 58. Prompt 8 — Strategic Roadmap for Building a Circular Economy Model

Strategic Roadmap for Building a Circular Economy Model Backstory: A home appliances manufacturer wants to transition to a circular economy model — focusing on product repairability, component reuse, and recycling programs. They need a 4-year phased plan to integrate this into their operations and brand messaging. Goal: **Create** a circular economy adoption roadmap with measurable impact. Prompt: "**You are** a sustainability and manufacturing consultant. **Develop** a

4-year strategic roadmap for adopting a circular economy model. Identify product design changes for repairability and modularity. Map reverse logistics for returns and recycling. Plan customer incentive programs for product take-back. Integrate sustainability metrics into annual reports. Suggest partnerships with recycling firms and eco-certification bodies." Inputs Required: Current product range Supply chain partners Budget for redesign Recycling options



## 59. Prompt 9 — Strategic Roadmap for Establishing a Corporate Innovation Lab

Strategic Roadmap for Establishing a Corporate Innovation Lab Backstory: A large bank wants to set up an in-house innovation lab to develop fintech solutions. The CEO wants a 3-year plan to identify talent, set up infrastructure, partner with startups, and integrate successful pilots into core banking operations. Goal: **Build** an innovation lab roadmap with clear deliverables and integration process. Prompt: "You are a corporate innovation strategist. **Create** a 3-year strategic roadmap for setting up and scaling a bank's innovation lab. Define talent acquisition strategy (internal transfers & external hires). Outline lab infrastructure and tech requirements. Plan startup scouting, accelerator programs, and POC development cycles. Map KPIs for pilot success and integration timelines. **Recommend** governance and budget allocation practices." Inputs Required: Innovation focus areas Available space & infrastructure Budget range Existing startup partnerships



## 60. Prompt 10 — Strategic Roadmap for Non-Profit Expansion into Tier-2 Cities

Strategic Roadmap for Non-Profit Expansion into Tier-2 Cities Backstory: An NGO working on women's digital literacy in metro cities wants to expand into Tier-2 cities over the next 5 years. They need a roadmap that covers program adaptation, local partner onboarding, fundraising, and impact measurement. Goal: Plan an impact-driven growth roadmap for non-profit expansion. Prompt: "You are a non-profit growth strategist. **Develop** a 5-year strategic roadmap for expanding women's digital literacy programs into Tier-2 cities. Map needs assessment and curriculum adaptation for rural contexts. Identify local NGOs, community leaders, and influencers for partnerships. Plan phased rollout and resource allocation by region. Integrate fundraising milestones and grant application cycles. Define monitoring and evaluation frameworks for impact measurement." Inputs Required: Current program curriculum Partner database Funding sources Target cities list



## 61. Prompt 11 — Strategic Roadmap for Digitising a Traditional Retail Chain

Strategic Roadmap for Digitising a Traditional Retail Chain Backstory: Kavita, 42, owns a family-run retail chain of 35 stores selling apparel in Gujarat. Sales have plateaued due to the rise of e-commerce giants. She wants to go omnichannel — introducing an online store, integrating POS systems, and enabling real-time inventory management. She needs a 3-year roadmap that transitions her business without losing loyal in-store customers. Goal: **Create** an omnichannel adoption roadmap for a traditional retail chain. Prompt: "You are a retail transformation strategist. **Develop** a 3-year strategic roadmap for digitising a traditional apparel retail chain. Map key technology adoption phases (POS integration, e-commerce launch, CRM setup). Outline staff training plans for tech adoption. **Create** marketing campaigns for encouraging in-store customers to shop online. Plan inventory sync across online and offline channels. Suggest KPIs for customer retention and sales growth." Inputs Required: Store locations Current tech systems Marketing

budget Customer demographics



## 62. Prompt 12 — Strategic Roadmap for Global Supply Chain Risk Mitigation

Strategic Roadmap for Global Supply Chain Risk Mitigation Backstory: A mid-sized electronics exporter faced severe delays during the pandemic due to overdependence on Chinese suppliers. The CEO now wants a 4-year plan to diversify suppliers, strengthen local manufacturing, and implement predictive risk monitoring systems. Goal: **Design** a risk-resilient supply chain roadmap. Prompt: "You are a global supply chain strategist. Prepare a 4-year strategic roadmap to mitigate supplier risk. Identify supplier diversification targets and potential sourcing geographies. Plan local manufacturing capabilities and timelines. **Recommend** digital supply chain monitoring tools. Map contingency planning for geopolitical or climate disruptions. Define cost-benefit analysis for diversification vs. local sourcing." Inputs Required: Current supplier list Annual procurement volume Budget for localisation Risk tolerance level



## 63. Prompt 13 — Strategic Roadmap for Entering the Luxury Hospitality Sector

Strategic Roadmap for Entering the Luxury Hospitality Sector Backstory: A real estate developer in Goa wants to diversify into luxury resorts. They have prime beachfront land but no experience in hospitality. They want a 5-year plan that covers design, brand positioning, partnerships with global operators, and soft launch before scaling. Goal: **Create** a market entry roadmap into luxury hospitality. Prompt: "You are a hospitality strategy consultant. **Develop** a 5-year roadmap for entering the luxury resort market. Plan property design and construction timelines. Identify luxury hospitality partners and brand licensing options. Map pre-opening marketing campaigns targeting global travellers. Outline phased launch strategy — soft launch, feedback, grand opening. Suggest key guest experience KPIs." Inputs Required: Land size and location details Budget for construction and branding Target guest profiles Preferred global operators



## 64. Prompt 14 — Strategic Roadmap for Transforming into a SaaS-Based Model Backstory:

Strategic Roadmap for Transforming into a SaaS-Based Model Backstory: A B2B software company in Chennai currently sells on-premise HR software. With competition moving to SaaS, the CEO wants to transition in 3 years without losing current enterprise clients. The roadmap must balance migration, product upgrades, and new revenue models. Goal: **Design** a SaaS migration roadmap. Prompt: "You are a software transformation strategist. **Develop** a 3-year strategic roadmap for transitioning from on-premise to SaaS. Define migration stages and client onboarding sequences. Plan backend infrastructure upgrades for scalability. Outline subscription pricing models and upsell opportunities. **Create** customer success programs to reduce churn. Suggest KPIs for SaaS adoption rate." Inputs Required: Current software architecture Number of enterprise clients Budget for cloud infrastructure Target SaaS pricing range



## 65. Prompt 15 — Strategic Roadmap for Building a Franchise Network

Strategic Roadmap for Building a Franchise Network Backstory: A popular quick-service restaurant in Delhi wants to expand nationally through franchising. The founders need a 4-year plan to develop franchise packages, train franchisees, ensure quality control, and build brand consistency. Goal: **Create** a scalable franchise growth roadmap. Prompt: "You are a franchise development consultant. Prepare a 4-year roadmap for building a national franchise network. Define franchise models and fee structures. **Develop** franchisee training programs and operational manuals. Plan regional marketing and brand standardisation efforts. Map franchise territory allocation and expansion pace. Suggest monitoring systems for franchisee performance." Inputs Required: Current outlet performance Menu standardisation readiness Marketing budget Expansion priority cities



## 66. Prompt 16 — Strategic Roadmap for Diversifying Revenue Streams

Strategic Roadmap for Diversifying Revenue Streams Backstory: A fitness startup in Bengaluru currently depends on in-person training revenue. Post-pandemic, they want to diversify into online fitness classes, merchandise, and nutrition consulting. They need a 2-year plan to phase in new revenue streams without overwhelming operations. Goal: **Design** a revenue diversification roadmap. Prompt: "You are a business diversification consultant. **Create** a 2-year strategic roadmap for adding new revenue streams to a fitness business. Prioritise revenue streams by ROI and operational feasibility. Plan product/service launches in sequential quarters. Identify cross-selling opportunities to existing customers. Allocate marketing resources per new stream. Track revenue contribution from each stream." Inputs Required: Current customer base size Available trainers/nutritionists Product sourcing options Budget for digital marketing



## 67. Prompt 17 — Strategic Roadmap for Scaling a Fintech Startup

Strategic Roadmap for Scaling a Fintech Startup Backstory: A UPI-based lending app serving college students in India has hit 1 million downloads. Investors now want the startup to expand into small business lending and credit cards. They need a 3-year plan to handle regulatory compliance, risk management, and tech scaling. Goal: **Build** a fintech scaling roadmap. Prompt: "You are a fintech growth strategist. **Develop** a 3-year strategic roadmap for scaling a lending app into new product lines. Map product launch sequence (SME loans, credit cards). Outline RBI compliance requirements for each. Plan tech stack upgrades for higher transaction volumes. **Create** customer segmentation and targeting strategies. Suggest KPIs for market penetration." Inputs Required: Current transaction volume Regulatory licenses held Funding availability Customer data analytics



## 68. Prompt 18 — Strategic Roadmap for Cultural Transformation in a Legacy Company

Strategic Roadmap for Cultural Transformation in a Legacy Company Backstory: A 50-year-old textile company in Surat is struggling to attract young talent. The leadership wants to modernise workplace culture by introducing flexible work, performance-based rewards, and leadership development programs over 3 years. Goal: Plan a cultural transformation roadmap. Prompt: "You are an organisational culture consultant. **Create** a 3-year roadmap for cultural transformation in a legacy company. Assess current cultural barriers through surveys and focus groups. Plan leadership development and change agent programs. Implement flexible work policies and modern HR practices. Monitor cultural shift using engagement metrics. Integrate transformation stories into

employer branding." Inputs Required: Employee engagement scores HR policy documents Budget for training programs Talent attraction goals



## 69. Prompt 19 — Strategic Roadmap for Expanding into E-Commerce Aggregator Platforms

Strategic Roadmap for Expanding into E-Commerce Aggregator Platforms Backstory: A D2C home décor brand wants to expand sales by listing on multiple e-commerce aggregator platforms like Amazon, Flipkart, and Meesho. They need a 12-month roadmap for onboarding, catalog optimisation, and running targeted ads on each platform. Goal: **Create** a marketplace expansion roadmap. Prompt: "**You are** an e-commerce growth strategist. **Develop** a 12-month roadmap for expanding onto aggregator platforms. Prioritise platforms based on audience match. Plan SKU optimisation and keyword-rich listings. Map ad budget allocation per platform. Define performance tracking dashboards. Suggest seasonal campaign ideas." Inputs Required: Current product catalog Brand photography Monthly ad budget Sales targets



## 70. Prompt 20 — Strategic Roadmap for MNC Entry into Indian Renewable Energy Market

Strategic Roadmap for MNC Entry into Indian Renewable Energy Market Backstory: A European renewable energy company wants to enter the Indian market by setting up solar farms. They require a 5-year plan covering regulatory approvals, land acquisition, local partnerships, and financing structures. Goal: **Design** a market entry roadmap for renewable energy. Prompt: "**You are** an energy sector strategist. **Create** a 5-year roadmap for entering India's renewable energy market. Identify high-potential states for solar projects. Map land acquisition and clearance timelines. Outline partnership opportunities with local EPC firms. Detail financing options and government incentives. Suggest public relations strategies to position as a sustainable brand." Inputs Required: Target investment size Preferred project capacity Technology type (PV, CSP) Market entry deadline



## 71. Prompt 21 — Strategic Roadmap for Turning a Side Hustle into a Scalable Business

Strategic Roadmap for Turning a Side Hustle into a Scalable Business Backstory: A 28-year-old content creator in Pune has been running a side hustle selling customised stationery online for three years, earning about ₹4 lakh annually. She now wants to turn it into a full-time venture, scaling production, expanding product lines, and building a distribution network. She needs a 2-year plan that balances risk, finances, and gradual brand building. Goal: **Develop** a growth roadmap for scaling a passion project into a business. Prompt: "**You are** a small business scaling strategist. **Create** a 2-year roadmap for turning a stationery side hustle into a scalable brand. Outline production capacity expansion options (outsourcing vs. in-house). Plan new product line launches by quarter. Map marketing campaigns to increase brand awareness. Define key financial milestones (breakeven, profit margin targets). Suggest partnership or retail tie-up opportunities." Inputs Required: Current sales data Manufacturing capabilities Marketing budget Target revenue goal



## 72. Prompt 22 — Strategic Roadmap for Achieving Carbon Neutrality

Strategic Roadmap for Achieving Carbon Neutrality Backstory: A mid-sized manufacturing company in Tamil Nadu has committed to becoming carbon neutral by 2030. They want a phased roadmap to measure, reduce, and offset emissions, incorporating renewable energy, waste management, and supply chain sustainability initiatives. Goal: **Design** a corporate sustainability roadmap. Prompt: "You are a sustainability strategy consultant. **Develop** a 7-year roadmap to achieve carbon neutrality. Map current carbon footprint and key emission sources. Plan renewable energy adoption for manufacturing plants. Introduce waste reduction and recycling programs. Outline offsetting mechanisms (tree plantations, carbon credits). Suggest annual progress reporting formats for stakeholders." Inputs Required: Current energy consumption Emission audit reports Budget for renewable energy Timeline flexibility



## 73. Prompt 23 — Strategic Roadmap for Building a Regional Industry Leadership Position

Strategic Roadmap for Building a Regional Industry Leadership Position Backstory: A B2B logistics firm in Karnataka wants to become the top provider for last-mile delivery in South India. They have strong operations in Bengaluru but limited reach elsewhere. They need a 5-year roadmap for regional dominance through partnerships, tech upgrades, and aggressive sales campaigns. Goal: **Create** a leadership positioning roadmap. Prompt: "You are a market expansion strategist. Prepare a 5-year roadmap for a logistics company to dominate South India's last-mile delivery sector. Identify expansion priority cities and customer segments. Plan acquisition or partnership opportunities with local players. Map tech upgrades for delivery tracking and optimisation. **Design** sales incentive programs for rapid client acquisition. Suggest PR and branding strategies to build regional authority." Inputs Required: Current market share Fleet size and tech tools Expansion budget Competitor analysis



## 74. Prompt 24 — Strategic Roadmap for Integrating AI Across Business Functions

Strategic Roadmap for Integrating AI Across Business Functions Backstory: A medium-sized FMCG company in India wants to leverage AI for demand forecasting, personalised marketing, and inventory optimisation. The leadership is concerned about cost, adoption speed, and change management. They need a 4-year roadmap that delivers measurable ROI at each stage. Goal: Plan an AI adoption roadmap for an FMCG firm. Prompt: "You are an AI transformation strategist. **Create** a 4-year roadmap for implementing AI in an FMCG company. Prioritise AI use cases based on ROI potential. Plan data infrastructure readiness and integration timelines. Outline change management and employee upskilling programs. Define measurable outcomes for each AI initiative. Suggest vendor selection criteria and partnership models." Inputs Required: Current tech stack Data availability and quality AI adoption budget Leadership readiness level



## 75. Prompt 25 — Strategic Roadmap for Reviving a Declining Product Line

Strategic Roadmap for Reviving a Declining Product Line Backstory: A home appliance brand's best-selling washing machine model has been losing market share due to cheaper imports and

changing consumer preferences. They want a 2-year roadmap to either reposition the product or transition customers to a newer model, without damaging brand loyalty. Goal: **Design** a product revival/transition roadmap. Prompt: "You are a product strategy consultant. **Develop** a 2-year roadmap to address a declining washing machine product line. Conduct market research to identify decline reasons. Map repositioning options (price drop, feature upgrades, rebranding). Plan marketing campaigns targeting existing customers. **Design** customer migration programs to newer models. Suggest KPIs for revival or transition success." Inputs Required: Sales trend data Competitor pricing R&D capabilities Marketing budget



## Change Management Communication

### 76. Prompt 1 — Communicating a Department Restructure to Employees

Communicating a Department Restructure to Employees Backstory: A mid-sized IT services firm in Pune is reorganising its departments to improve efficiency. Two teams will be merged, and some roles will be redefined. Employees are anxious about job security, and rumours are spreading in WhatsApp groups. The HR head wants a transparent yet reassuring internal communication to explain the reasons, timeline, and support measures. Goal: Draft a clear and empathetic internal email announcing the restructure. Prompt: "You are an HR communication specialist. Draft an internal email to announce a departmental restructure. Open with a transparent explanation of why the change is happening. Outline exactly what is changing and what remains the same. **Provide** a clear timeline for the restructure. Address potential employee concerns (job security, reporting lines). Reassure staff about support measures like training or redeployment assistance. Tone: Professional, empathetic, and transparent." Inputs Required: Department names Key changes in structure Implementation date Support resources available



### 77. Prompt 2 — Announcing a Change in Leadership

Announcing a Change in Leadership Backstory: A popular Indian e-commerce startup is seeing its Head of Marketing step down, with a new leader joining from another major brand. The company needs a formal announcement to staff, blending gratitude for the outgoing leader's contributions with excitement about the incoming leader's vision. Goal: Write a leadership transition announcement. Prompt: "You are an internal communications manager. Draft a staff announcement email for a leadership change in the marketing department. Acknowledge the contributions of the outgoing leader with specifics. Introduce the incoming leader, highlighting their experience and vision. Reassure the team about continuity in strategy during the transition. **Provide** a date when the new leader officially takes over. Tone: Warm, appreciative, and forward-looking." Inputs Required: Outgoing leader's name and achievements Incoming leader's name and credentials Transition timeline



### 78. Prompt 3 — Communicating Policy Changes on Remote Work

Communicating Policy Changes on Remote Work Backstory: A Bengaluru-based fintech firm has decided to revise its remote work policy after realising hybrid work improves collaboration. Employees will now be required to attend the office three days a week instead of full remote. Management fears pushback and wants to frame the message positively, highlighting benefits.

Goal: Draft a positive and clear communication for a policy change. Prompt: "You are a corporate communication specialist. Write an internal announcement about a new hybrid work policy. Start with the reason for the change (collaboration benefits, team bonding). Clearly outline the new policy (days in office, flexibility options). Highlight benefits to employees and the organisation. **Include** FAQs to address common concerns. Tone: Positive, encouraging, and inclusive." Inputs Required: Policy start date Office attendance requirements Any exceptions or flexibility provisions



## 79. Prompt 4 — Announcing New Compliance Requirements

Announcing New Compliance Requirements Backstory: A pharmaceutical company in Gujarat has updated its compliance guidelines following new government regulations. Employees must now complete an online certification course within 45 days. The compliance head needs a formal communication to ensure awareness and compliance without creating panic. Goal: Inform employees of new compliance obligations and deadlines. Prompt: "You are a compliance communication expert. Draft a company-wide memo to announce new compliance training requirements. Briefly explain the regulatory change and why compliance matters. Clearly state what employees need to do and by when. **Provide** a link to the online course and instructions. Outline consequences of non-compliance. Tone: Clear, authoritative, and supportive." Inputs Required: Name of the regulation Training completion deadline Access link to the course



## 80. Prompt 5 — Communicating Office Relocation

Communicating Office Relocation Backstory: A Mumbai-based advertising agency is relocating its office to a larger space to accommodate growth. Employees are attached to the current location and may feel nostalgic. Management wants the announcement to convey excitement, address logistical concerns, and highlight the benefits of the move. Goal: Write an upbeat office relocation announcement. Prompt: "You are an internal communications writer. Draft an internal email announcing the office relocation. Share the reason for the move (growth, better facilities). Highlight benefits of the new location (amenities, accessibility). **Provide** the relocation timeline and moving-day instructions. Address practical matters (commute options, parking, seating plans). Tone: Upbeat, inclusive, and motivating." Inputs Required: New office address Move-in date Key facility highlights



## 81. Prompt 6 — Communicating a New Organisational Culture Initiative

Communicating a New Organisational Culture Initiative Backstory: A Delhi-based consulting firm is rolling out a "Culture First" programme to improve collaboration and inclusivity across teams. The initiative includes monthly team-building sessions, leadership workshops, and a peer-recognition system. Some employees are sceptical, thinking it's just "HR talk." The HR director wants the first communication to feel authentic and action-oriented. Goal: Draft an inspiring internal launch message for a cultural transformation programme. Prompt: "You are an internal engagement strategist. Write a company-wide announcement introducing a new organisational culture initiative. **Explain** the current challenges that prompted this change (low engagement scores, siloed teams). Share the vision for the desired culture, using relatable and inspiring language. Outline the key activities planned, and how employees will participate. Highlight leadership's commitment and ways employees can provide feedback. Tone: Inspirational, inclusive, and authentic." Inputs Required: Name of the programme List of key activities Participation requirements Leadership sponsors

## 82. Prompt 7 — Announcing a Merger or Acquisition

Announcing a Merger or Acquisition Backstory: A Pune-based SaaS startup has been acquired by a larger global software company. Employees are concerned about layoffs, cultural fit, and changes in leadership. The CEO needs a carefully crafted announcement to build trust, address fears, and communicate the growth opportunities this acquisition brings. Goal: Draft a transparent and optimistic communication about a merger/acquisition. Prompt: "You are a corporate communication consultant. Draft an internal memo announcing a company acquisition. Clearly state the facts about the acquisition (who, what, when). Highlight benefits for employees and customers (new markets, resources). Address common fears (job security, culture changes). Provide a roadmap for the integration process. Tone: Clear, reassuring, and optimistic." Inputs Required: Names of both companies Acquisition date Key benefits for staff and customers Integration plan timeline

## 83. Prompt 8 — Communicating a Major Technology Upgrade

Communicating a Major Technology Upgrade Backstory: A logistics company in Chennai is replacing its decade-old ERP system with a cloud-based solution. The upgrade will require a week of phased downtime for certain processes. Employees need clear communication on how this change impacts daily work, with reassurance that training will be provided. Goal: Create an informative and confidence-building communication for a tech upgrade. Prompt: "You are an internal IT communications manager. Draft an email about an upcoming ERP system upgrade. Explain why the upgrade is happening and the benefits for employees. Provide a clear timeline of the upgrade phases. Detail the expected downtime and workarounds. Share training plans and support channels. Tone: Informative, reassuring, and solution-focused." Inputs Required: System name Upgrade dates and phases Training resources Contact point for issues

## 84. Prompt 9 — Communicating a Change in Performance Evaluation Process

Communicating a Change in Performance Evaluation Process Backstory: An EdTech company in Hyderabad is shifting from annual reviews to quarterly check-ins to encourage continuous feedback. Employees are unsure if this will mean more workload or scrutiny. HR wants a message that explains the rationale, benefits, and how the new process works. Goal: Write a clear announcement explaining a performance evaluation change. Prompt: "You are an HR process communication expert. Draft a company-wide message introducing a shift from annual to quarterly performance reviews. Explain why the change is happening (continuous improvement, timely feedback). Detail how the new process works, step-by-step. Highlight benefits to employees (more growth opportunities, faster recognition). Address concerns about time commitment. Tone: Transparent, positive, and supportive." Inputs Required: New review frequency Process steps Expected time per review Support/training available

## 85. Prompt 10 — Communicating Cost-Cutting Measures

Communicating Cost-Cutting Measures Backstory: A travel-tech company in Bengaluru has experienced a revenue dip due to global market changes. Management has decided on cost-cutting measures, including reducing travel budgets and pausing certain perks, but no layoffs. They want to

communicate this in a way that is honest yet morale-preserving. Goal: Draft a sensitive cost-cutting announcement. Prompt: "**You are** a corporate communication advisor. Draft an internal memo outlining cost-control measures without damaging morale. **Explain** the market context that led to these changes. Clearly list the measures being taken. Emphasise that jobs are not being cut. Reaffirm the company's long-term vision and recovery plans. Tone: Honest, empathetic, and forward-looking." Inputs Required: Specific measures being taken Reason for financial action Timeline for review of measures



## 86. Prompt 11 — Announcing a New Corporate Social Responsibility (CSR) Focus

Announcing a New Corporate Social Responsibility (CSR) Focus Backstory: A Noida-based manufacturing company is shifting its CSR focus from rural education to environmental sustainability projects. This decision came after consultations with employees and local communities. The CSR head needs to explain the new focus and invite employees to volunteer. Goal: Write a CSR shift announcement. Prompt: "**You are** a CSR communications lead. Draft an internal announcement about a change in CSR focus. Share why the shift is happening (data, feedback, impact potential). Introduce the new sustainability projects. **Explain** how employees can contribute or volunteer. **Provide** project timelines and goals. Tone: Inspiring, transparent, and action-oriented." Inputs Required: Old CSR focus New focus area and projects Volunteer opportunities Project milestones



## 87. Prompt 12 — Communicating a Change in Dress Code Policy

Communicating a Change in Dress Code Policy Backstory: A fast-growing startup in Gurgaon is moving to a more relaxed dress code to align with modern workplace culture. The current formal dress policy is being replaced with "smart casuals," except for client-facing roles. The HR team wants the change to feel progressive yet maintain professionalism. Goal: Draft a friendly dress code update. Prompt: "**You are** an HR communications specialist. Write a message announcing a shift to a smart casual dress code. Share the reasoning (modern workplace trends, comfort). Define what "smart casual" means with examples. State exceptions for client meetings. Encourage employees to embrace the change while maintaining professionalism. Tone: Friendly, inclusive, and clear." Inputs Required: Start date of new dress code Allowed and disallowed attire Exceptions for certain roles



## 88. Prompt 13 — Announcing Flexible Working Hours Policy

Announcing Flexible Working Hours Policy Backstory: A Gurugram-based BPO is introducing flexible work hours to help employees balance personal and professional commitments. The operations head needs to communicate how this will work without affecting productivity targets. Goal: Write a flexible work hours announcement. Prompt: "**You are** a workplace policy communication expert. Draft a memo introducing flexible working hours. **Explain** why flexibility is being introduced. Detail the parameters (core hours, total hours required). Outline how productivity will be tracked. Share examples of approved schedules. Tone: Positive, clear, and reassuring." Inputs Required: Start date Core working hours Tracking method



## 89. Prompt 14 — Communicating Diversity & Inclusion (D&I;) Initiatives

Communicating Diversity & Inclusion (D&I) Initiatives Backstory: A Bengaluru-based MNC is launching a new Diversity & Inclusion framework, including bias training, mentorship programmes, and inclusive hiring practices. Leadership wants to ensure employees see it as a real commitment, not a PR stunt. Goal: **Create** an inspiring D&I launch message. Prompt: "You are a D&I communications consultant. Draft an internal announcement introducing a new Diversity & Inclusion initiative. Share the company's vision for inclusivity. Outline the specific actions being taken. Invite employees to participate in training and initiatives. **Provide** a way to give feedback or suggest ideas. Tone: Empowering, authentic, and inclusive." Inputs Required: Name of the initiative List of activities Participation methods



## 90. Prompt 15 — Communicating Change in Client Management Processes

Communicating Change in Client Management Processes Backstory: A Mumbai-based digital marketing agency is shifting from account managers handling multiple clients to a "dedicated account" model. Clients will now have a single point of contact for all needs. Employees need clarity on their new roles and reporting structures. Goal: Draft a clear process change announcement. Prompt: "You are a client services communication lead. Draft a message explaining a shift to a dedicated account management model. **Explain** why the change is being made. Detail how the new model works. Highlight benefits for clients and employees. Outline transition steps and support available. Tone: Professional, explanatory, and encouraging." Inputs Required: Old model vs new model details Start date Role reassessments



## 91. Prompt 16 — Announcing a Relocation of Office Premises

Announcing a Relocation of Office Premises Backstory: A Kolkata-based fintech firm is moving its headquarters from a congested downtown building to a modern business park with better facilities. The relocation will happen over the next three months, with teams moving in phases. Employees need clarity on logistics, facilities, and commute options. Goal: Draft a relocation announcement with full logistical details. Prompt: "You are an internal communications manager. Draft a company-wide message announcing an office relocation. Share the reason for the move (better facilities, improved collaboration spaces, accessibility). **Provide** the relocation timeline with phases. Outline transport, parking, and cafeteria arrangements. Detail how employees will receive moving support. Tone: Practical, transparent, and upbeat." Inputs Required: New office address Relocation dates and phases Transport and parking details Support contact point



## 92. Prompt 17 — Communicating Leadership Transition

Communicating Leadership Transition Backstory: A Hyderabad-based healthtech startup's co-founder and CTO is stepping down, and a new CTO is joining from a global tech firm. The company needs to maintain stability, acknowledge the outgoing leader's contributions, and introduce the new leader warmly. Goal: Write a leadership transition announcement. Prompt: "You are a corporate communications consultant. Draft an email announcing a leadership change. Thank and recognise the contributions of the outgoing leader. Introduce the new leader with their background and achievements. Share the vision for the future under their leadership. **Provide**

details on upcoming meet-and-greet sessions. Tone: Respectful, welcoming, and forward-looking." Inputs Required: Names of outgoing and incoming leaders Effective date of transition Key achievements of both Next engagement opportunity



### 93. Prompt 18 — Announcing Organisational Restructuring

Announcing Organisational Restructuring Backstory: A Mumbai-based FMCG company is realigning its business units to focus more on e-commerce and digital sales. The restructuring affects reporting lines but does not involve layoffs. Employees need to understand the new org chart and why this shift will benefit the business. Goal: **Create** an org restructuring communication. Prompt: "**You are** an organisational change communication strategist. Draft a company-wide message about a restructuring. **Explain** the strategic reasons for the change. Share the updated reporting structure and departments. Highlight how this benefits the company and employees. **Provide** a visual org chart link. Tone: Clear, transparent, and confident." Inputs Required: Restructuring rationale New structure outline Effective date Org chart link



### 94. Prompt 19 — Communicating Compliance Policy Changes

Communicating Compliance Policy Changes Backstory: A Chennai-based pharmaceutical company is updating its compliance policies to meet new government regulations. The policies affect documentation, reporting, and audit timelines. Employees need clear guidance on what's changing and how to comply. Goal: Draft a compliance update announcement. Prompt: "**You are** a compliance communication expert. Draft an internal email about updates to compliance policies. State the regulatory reason for the changes. Outline the specific changes and their impact. **Provide** step-by-step instructions for compliance. Share resources and contacts for queries. Tone: Clear, formal, and supportive." Inputs Required: Regulatory source Specific changes Compliance deadline Support contact



### 95. Prompt 20 — Announcing a Change in Benefits Package

Announcing a Change in Benefits Package Backstory: An Ahmedabad-based IT company is enhancing its employee benefits to include mental health support, expanded parental leave, and a wellness stipend. HR wants to position this as a positive step towards employee well-being. Goal: **Create** an engaging benefits update announcement. Prompt: "**You are** an HR communication advisor. Draft a message announcing changes to the employee benefits package. Highlight the new benefits being added. **Explain** how these align with employee needs and feedback. **Provide** details on how to access the benefits. **Include** FAQs or a link for more information. Tone: Positive, appreciative, and motivating." Inputs Required: List of new benefits Eligibility criteria Activation steps Benefits FAQ link



### 96. Prompt 21 — Communicating Changes in Travel Policy

Communicating Changes in Travel Policy Backstory: A Pune-based consulting firm is updating its travel policy to include stricter expense caps and more sustainable travel options. The change is aimed at cost control and reducing the carbon footprint. Goal: Write a travel policy update. Prompt: "**You are** a corporate travel policy communication specialist. Draft an internal memo announcing

travel policy changes. Share the reasons for the update (cost, sustainability). List the new expense caps and approved travel modes. **Explain** the approval process. **Provide** a link to the full policy. Tone: Professional, concise, and informative." Inputs Required: Expense caps Approved travel modes Approval process steps Policy link



## 97. Prompt 22 — Announcing Shift to Remote/Hybrid Work Model

Announcing Shift to Remote/Hybrid Work Model Backstory: A Bengaluru-based SaaS startup is moving from fully remote work to a hybrid model requiring two days a week in-office. Leadership wants to communicate the business reasoning, schedule flexibility, and in-office benefits. Goal: Draft a hybrid work transition announcement. Prompt: "**You are** a workplace change communication consultant. Draft an email about moving to a hybrid work model. **Explain** the business need for this change. Detail the expected in-office days and flexibility options. Highlight benefits of in-office collaboration. Share next steps for scheduling. Tone: Balanced, empathetic, and clear." Inputs Required: Hybrid work start date In-office days requirement Flexibility rules



## 98. Prompt 23 — Communicating Change in Client Onboarding Process

Communicating Change in Client Onboarding Process Backstory: A Gurgaon-based SaaS company is streamlining its client onboarding by automating contract signing and training schedules. Sales and customer success teams need to know the new process in detail to avoid delays. Goal: **Create** a process change announcement. Prompt: "**You are** a process change communication expert. Draft an internal note about a new client onboarding workflow. **Explain** why the change is being made (efficiency, automation). Outline the new steps in detail. Share benefits for clients and teams. **Provide** training resources. Tone: Process-focused, informative, and supportive." Inputs Required: New workflow steps Automation tools used Training resources link



## 99. Prompt 24 — Announcing Policy on AI Use in the Workplace

Announcing Policy on AI Use in the Workplace Backstory: A tech consulting firm in Noida is introducing guidelines for safe and ethical use of AI tools in daily work. This includes rules on data privacy, bias checks, and acceptable use cases. Goal: Write an AI policy introduction. Prompt: "**You are** a policy communication strategist. Draft an internal communication introducing AI usage guidelines. **Explain** why the guidelines are being introduced. Outline key do's and don'ts. **Provide** examples of approved use cases. Share training and compliance monitoring plans. Tone: Educational, forward-thinking, and clear." Inputs Required: Key policy points Examples of good use Examples of misuse Training resources



## 100. Prompt 25 — Communicating Emergency Preparedness Plan Update

Communicating Emergency Preparedness Plan Update Backstory: A Delhi-based corporate headquarters is updating its emergency preparedness plan after recent extreme weather events. This includes evacuation protocols, work-from-home arrangements during emergencies, and contact trees. Goal: Draft an emergency preparedness communication. Prompt: "**You are** a corporate safety communications officer. Draft a company-wide message updating employees on emergency preparedness. **Explain** the reason for the update. Outline evacuation and remote work

protocols. Share important emergency contacts. **Provide** a link to the full safety manual. Tone: Reassuring, safety-focused, and precise." Inputs Required: Emergency protocols Contact list Safety manual link



## Industry Trend Reports

### 101. Prompt 1 — Annual Tech Industry Trends Report for India (2025 Edition)

Annual Tech Industry Trends Report for India (2025 Edition) Backstory: A Bengaluru-based corporate strategy team wants to prepare an annual industry trends report focused on India's technology sector for 2025. This report will be presented to the board and also shared with key investors. The audience expects deep market insights on emerging technologies like AI, blockchain, quantum computing, and cloud adoption, along with sector-specific growth forecasts. The team also wants to include policy changes, major mergers/acquisitions, and funding trends. Goal: Produce a comprehensive, data-driven annual trends report on the Indian tech sector for 2025. Prompt: "**You are** a senior industry analyst. **Create** a 20-page trends report for the Indian technology industry (2025). Cover macroeconomic factors influencing the sector. Analyse emerging technologies (AI, blockchain, quantum, IoT). Identify key funding and M&A activities. **Include** policy/regulatory changes impacting growth. **Add** market forecasts for the next 3 years. Output format: Executive summary, sector analysis, data visualisations, and strategic recommendations." Inputs Required: Target audience (board, investors, or public) Data sources available Preferred visualisation style Report length



### 102. Prompt 2 — Quarterly FMCG Consumer Trends Analysis

Quarterly FMCG Consumer Trends Analysis Backstory: A Mumbai-based FMCG conglomerate wants a Q2 trends report capturing shifting consumer preferences in packaged foods, beverages, and personal care products in urban and semi-urban India. The company is particularly interested in post-pandemic spending patterns, health-conscious purchases, and the rise of D2C brands. The goal is to inform product innovation and marketing strategies. Goal: Generate a quarterly FMCG trends report with actionable insights. Prompt: "**You are** a consumer insights specialist. Compile a Q2 FMCG trends report for India. Identify top-selling product categories and growth drivers. Analyse consumer sentiment and brand switching behaviour. Track D2C brand penetration and marketing tactics. Highlight regional differences in consumption trends. Output format: Slide deck with charts, case studies, and recommendations for product teams." Inputs Required: Sales data access Competitor benchmarks Regions to focus on Presentation format preference



### 103. Prompt 3 — Renewable Energy Investment Trends in India

Renewable Energy Investment Trends in India Backstory: A New Delhi-based clean energy consultancy wants to publish a mid-year investment trends report on solar, wind, and green hydrogen projects in India. The report will be used to attract foreign investors by showing growth potential, policy support, and technology cost reductions. Goal: **Create** an investor-friendly renewable energy trend report. Prompt: "**You are** a renewable energy market analyst. Prepare a mid-year investment trends report for India's clean energy sector. **Include** installed capacity growth by segment (solar, wind, hydrogen). Analyse investment flows and major project announcements.

Summarise government incentives and policy updates. Compare India's performance with global benchmarks. Output format: PDF with infographics, investment tables, and a summary for investors." Inputs Required: Time period to cover Target investor markets Level of technical detail required



## 104. Prompt 4 — Indian E-commerce Industry Trends (Festive Season Insights)

Indian E-commerce Industry Trends (Festive Season Insights) Backstory: An e-commerce analytics company in Gurugram is preparing a report for sellers and brands ahead of India's festive season sales. They want to analyse product category performance, payment method preferences, and consumer demographics from last year's festive season to forecast trends for the coming one. Goal: Deliver a pre-festive season e-commerce trend forecast. Prompt: "**You are** an e-commerce trend analyst. **Create** a festive season forecast report for the Indian online retail sector. Identify top product categories likely to grow. Analyse payment trends (UPI, BNPL, COD). Map customer demographics and spending patterns. Predict sales volume growth based on historical data. Output format: Dashboard-style report with charts, heatmaps, and SKU-level recommendations." Inputs Required: Previous year's festive sales data Number of product categories to track Target audience (sellers, brands, investors)



## 105. Prompt 5 — Healthcare Industry Emerging Technologies Report

Healthcare Industry Emerging Technologies Report Backstory: A Pune-based healthcare innovation firm is preparing a trends report on AI diagnostics, telemedicine, wearables, and personalised medicine in India. The report will be distributed at a healthcare innovation conference to position the company as a thought leader. Goal: Produce a technology adoption trend report for the healthcare sector. Prompt: "**You are** a healthcare technology research analyst. Prepare a trends report on emerging technologies in Indian healthcare. Analyse adoption rates of telemedicine, AI diagnostics, and wearables. Highlight key startups, funding activity, and strategic partnerships. Cover policy changes (e.g., telemedicine guidelines, data privacy laws). Predict adoption trajectory over the next 5 years. Output format: PDF with graphs, technology adoption timelines, and startup spotlight features." Inputs Required: Conference audience profile Data access (public or proprietary) Technologies to prioritise



## 106. Prompt 6 — Indian Real Estate Market Quarterly Update

Indian Real Estate Market Quarterly Update Backstory: A Chennai-based property advisory firm wants to publish a quarterly real estate trends report for residential, commercial, and industrial segments in Tier 1 and Tier 2 cities. The report will be used by property developers, institutional investors, and banks to make lending and investment decisions. They want to highlight price changes, demand hotspots, and policy changes like RERA amendments. Goal: Produce a quarterly Indian real estate trends and forecast report. Prompt: "**You are** a real estate market analyst. **Create** a quarterly trends report for the Indian real estate sector covering Tier 1 and Tier 2 cities. Track residential, commercial, and industrial property price changes. Identify demand hotspots using transaction volume data. Summarise policy and regulatory changes impacting the market. Forecast the next quarter's performance. Output format: 20-slide deck with city-level data tables, heatmaps, and a strategic recommendation section for developers and investors." Inputs Required: Cities to

include in the analysis Time period for comparison Data source preference (government, private, or both)



## 107. Prompt 7 — Fintech Adoption Trends in India

Fintech Adoption Trends in India Backstory: A Delhi-based fintech accelerator wants to prepare a trends report on mobile banking, UPI growth, digital lending, and insurtech adoption in India. They aim to use the report to attract global partners and investors by showcasing market scalability and consumer readiness. Goal: **Create** a fintech adoption trends report highlighting growth opportunities. Prompt: "You are a fintech industry researcher. Prepare a trends report on India's digital finance ecosystem. Analyse UPI transaction growth and user adoption rates. Map the rise of digital lending platforms. Identify key insurtech innovations and adoption challenges. **Include** funding trends and top 10 fintech deals of the year. Output format: PDF with data charts, trend timelines, and investor-friendly opportunity mapping." Inputs Required: Target investor regions (Asia, EU, US) Data cut-off period Sub-segments to focus on (banking, lending, insurance)



## 108. Prompt 8 — Indian Tourism & Hospitality Trends Post-2025

Indian Tourism & Hospitality Trends Post-2025 Backstory: A Goa-based tourism board is creating a trends report to reposition the state as a high-value destination post-2025. They want to analyse domestic and inbound tourism recovery, wellness tourism trends, and hospitality innovations like AI-driven booking and personalised travel itineraries. Goal: Deliver a tourism and hospitality recovery trends report with strategic positioning advice. Prompt: "You are a tourism market analyst. Prepare a trends report for India's tourism and hospitality industry post-2025. Analyse domestic and international tourist traffic patterns. Identify growth in niche segments like wellness tourism, eco-tourism, and adventure travel. Review tech adoption in hospitality services. **Recommend** positioning strategies for state tourism boards. Output format: 15-page report with case studies, traffic statistics, and experience innovation recommendations." Inputs Required: Target audience (policy makers, operators, investors) Regions to focus on Available tourism data sources



## 109. Prompt 9 — Indian Education Technology (EdTech) Growth Report

Indian Education Technology (EdTech) Growth Report Backstory: A Bengaluru-based EdTech VC firm wants to produce a trends report on online learning, hybrid education models, and skill-based certification adoption. This report will help guide investment decisions for 2026–2028. Goal: Prepare a comprehensive EdTech trends report for investment planning. Prompt: "You are an education industry researcher. **Create** a trends report on India's EdTech market. Analyse K-12, higher education, and upskilling segments. Track adoption of AI-based adaptive learning tools. Highlight top-funded startups and exits. **Include** user demographics and retention trends. Output format: Excel dashboard + PDF with visualisations and strategic recommendations for investors." Inputs Required: Focus segments (K-12, higher ed, upskilling) Time horizon for forecast Geographical scope



## 110. Prompt 10 — India's Electric Vehicle Industry Trends

India's Electric Vehicle Industry Trends Backstory: A Pune-based EV manufacturing startup wants a trends report to pitch to Series B investors. The focus will be on EV adoption rates, charging infrastructure expansion, battery technology improvements, and government subsidies. Goal: Produce an EV sector trends report to strengthen investor pitches. Prompt: "You are an EV market analyst. **Create** a trends report for India's electric vehicle industry. Track adoption rates for two-wheelers, cars, and commercial EVs. Map charging infrastructure growth. Summarise battery innovation progress and cost trends. Highlight policy incentives and global partnerships. Output format: Investor-ready slide deck with charts, adoption maps, and strategic projections." Inputs Required: Investor type (VC, PE, corporate) EV segments to focus on Data coverage period



## 111. Prompt 11 — Indian Renewable Energy Market Outlook

Indian Renewable Energy Market Outlook Backstory: A Hyderabad-based renewable energy consultancy is preparing an industry trends report to present at a national clean energy summit. They want to focus on the solar, wind, and biomass sectors in India, analysing capacity additions, project pipelines, and tariff changes. The report will also compare India's progress with global renewable adoption trends to attract foreign partnerships. Goal: Deliver a renewable energy market outlook with actionable investment insights. Prompt: "You are a renewable energy market researcher. **Create** a trends report for India's renewable energy sector. Analyse solar, wind, and biomass installed capacity growth over the last 5 years. Highlight policy updates, tariff changes, and financing opportunities. Compare India's renewable progress with global benchmarks. Identify top-performing states for investment. Output format: 20-slide presentation with state-level maps, charts, and investment recommendations." Inputs Required: Specific energy segments to focus on Target audience (investors, policymakers, developers) Time horizon for forecast



## 112. Prompt 12 — Indian Pharma & Biotech Trends Report

Indian Pharma & Biotech Trends Report Backstory: A Mumbai-based pharmaceutical research firm wants a trends report on India's pharma and biotech innovation landscape. This will include vaccine research pipelines, generics market competitiveness, biotech startups, and government R&D funding initiatives. The goal is to position the firm as a thought leader in the global health industry. Goal: Prepare a pharma & biotech trends report with innovation and funding insights. Prompt: "You are a healthcare market analyst. **Develop** a trends report for India's pharma and biotech sectors. Track R&D investment trends and government incentives. Map upcoming vaccine and biotech product pipelines. Highlight India's export competitiveness in generics. Identify top biotech startups and funding patterns. Output format: PDF with infographics, trend timelines, and policy analysis." Inputs Required: Therapeutic areas to prioritise Data sources (public health, industry associations) Time period for analysis



## 113. Prompt 13 — India's AI & Machine Learning Industry Trends

India's AI & Machine Learning Industry Trends Backstory: A Bengaluru AI startup incubator wants to publish an industry trends report on AI adoption across sectors like BFSI, healthcare, manufacturing, and retail. They aim to position India as a competitive AI hub and attract corporate partnerships. Goal: **Create** an AI industry trends report showing adoption patterns and growth areas. Prompt: "You are an AI industry researcher. Prepare a trends report on India's AI & ML adoption. Analyse sector-wise adoption levels and investment trends. Identify talent availability and

upskilling initiatives. Map major AI research hubs and corporate AI projects. Forecast adoption growth for the next 5 years. Output format: PDF + Tableau dashboard with adoption heatmaps and opportunity zones." Inputs Required: Sectors to focus on Data availability level (primary, secondary) Time frame for forecast



## 114. Prompt 14 — Indian Agriculture & AgriTech Trends

Indian Agriculture & AgriTech Trends Backstory: An agri-business venture fund wants to create a trends report covering digital farming adoption, precision agriculture tools, supply chain digitisation, and crop yield optimisation technologies. They will use this to decide investment priorities for the coming year. Goal: Deliver an agriculture and AgriTech trends report for investor decision-making. Prompt: "**You are** an AgriTech industry analyst. Prepare a trends report for India's agriculture sector. Analyse adoption of farm mechanisation and IoT in agriculture. Track investment in AgriTech startups. Highlight government subsidy schemes and digital platforms adoption. **Provide** a 3-year yield improvement projection. Output format: Excel dashboard + PDF with farmer-level case studies and policy insights." Inputs Required: Crop types to focus on Region-specific data needs Policy schemes of interest



## 115. Prompt 15 — India's Start-up Ecosystem Funding Trends

India's Start-up Ecosystem Funding Trends Backstory: A Delhi-based venture debt fund wants to prepare a report on India's startup funding landscape, segmented by stage (seed, Series A, growth) and sector (fintech, healthtech, SaaS, consumer). This will guide their portfolio expansion strategy. Goal: Produce a startup funding trends report segmented by stage and sector. Prompt: "**You are** a startup ecosystem researcher. **Create** a funding trends report for India. Break down funding volume and deal count by stage. Identify top sectors by capital inflow. Highlight major exits and IPO activity. **Provide** insights into emerging investment hotspots. Output format: Interactive dashboard + executive summary PDF." Inputs Required: Funding stages to include Time frame for analysis Sectors of primary interest



## 116. Prompt 16 — Indian E-commerce Trends Report

Indian E-commerce Trends Report Backstory: An e-commerce SaaS platform wants to publish a trends report on online retail growth in India, focusing on consumer spending patterns, regional adoption differences, and category-wise performance (fashion, electronics, groceries). Goal: **Develop** an e-commerce trends report highlighting growth opportunities. Prompt: "**You are** an e-commerce market analyst. **Create** a trends report for India's online retail sector. Analyse transaction growth by category. Highlight mobile commerce vs desktop usage trends. Identify emerging Tier 2/3 markets. Forecast GMV growth over the next 3 years. Output format: PDF with market maps, purchase funnel charts, and strategic recommendations." Inputs Required: Product categories to prioritise Data cut-off date Target audience (retailers, investors)



## 117. Prompt 17 — Indian Electric Vehicle (EV) Industry Trends

Indian Electric Vehicle (EV) Industry Trends Backstory: A Pune-based automotive parts manufacturer is considering entering the EV components market. Before making the investment,

they want a trends report covering India's EV adoption rates, charging infrastructure growth, government incentives, and major OEM strategies. They also need insights into consumer preferences and projected market share shifts between two-wheelers, three-wheelers, and four-wheelers. Goal: **Provide** an EV market trends report that informs product line expansion decisions. Prompt: "You are an automotive industry analyst. **Create** an EV industry trends report for India. Track EV sales growth by vehicle type over the last 5 years. Map charging infrastructure expansion by state. Analyse FAME II and other government incentives' impact. Compare OEM strategies for EV penetration. **Provide** a 5-year adoption forecast with risks and opportunities. Output format: 25-slide PPT + Excel forecast model." Inputs Required: Vehicle types to focus on States/regions of interest Time horizon for forecast



## 118. Prompt 18 — India's Digital Payments & Fintech Trends

India's Digital Payments & Fintech Trends Backstory: A Noida-based fintech startup wants to attract Series A funding by showcasing their deep understanding of India's digital payments ecosystem. They need a trends report that analyses UPI transaction volumes, wallet adoption, BNPL (Buy Now Pay Later) growth, and regulatory changes affecting payment aggregators. Goal: Deliver a digital payments trends report highlighting innovation and growth hotspots. Prompt: "You are a fintech industry researcher. Prepare a trends report for India's digital payments sector. Analyse UPI, wallets, and BNPL transaction trends. Highlight regulatory updates impacting payment systems. Identify major payment tech innovations and market disruptors. **Provide** competitive positioning of top fintech players. Output format: PDF + data visualisation dashboard." Inputs Required: Specific payment modes to focus on Target investor profile Time frame for historical data



## 119. Prompt 19 — Indian Hospitality & Tourism Trends Report

Indian Hospitality & Tourism Trends Report Backstory: A Goa-based resort chain is planning expansion into wellness tourism. They need an industry trends report covering post-pandemic travel recovery, domestic vs international tourist flows, preferred destinations, and spending habits. They also want insights into government tourism promotion schemes. Goal: Produce a hospitality trends report that guides expansion strategy into wellness tourism. Prompt: "You are a tourism industry analyst. **Create** a trends report for India's hospitality and tourism sector. Analyse domestic vs inbound tourist growth rates. Identify top emerging destinations. Map trends in wellness and eco-tourism demand. Review government policies supporting tourism growth. Output format: PDF + infographic on traveller demographics." Inputs Required: Tourism segments of focus Data cut-off year Specific states to analyse



## 120. Prompt 20 — India's Real Estate & Housing Trends

India's Real Estate & Housing Trends Backstory: A Gurugram-based real estate investment trust (REIT) wants to forecast demand shifts in residential, commercial, and co-living spaces. They need a trends report that includes urbanisation rates, rental yield trends, regulatory changes (RERA updates), and infrastructure project impacts. Goal: **Provide** a real estate trends report with actionable investment signals. Prompt: "You are a real estate market researcher. Prepare a trends report for India's property sector. Analyse residential, commercial, and co-living space demand. Track infrastructure projects influencing property values. Review RERA and other regulatory impacts. **Provide** a 3-year rental yield projection by city tier. Output format: Excel model + investor

summary PDF." Inputs Required: Property segment focus Target cities/tiers Investment time frame

## 121. Prompt 21 — Indian EdTech Industry Trends

Indian EdTech Industry Trends Backstory: A Bengaluru-based EdTech startup is preparing for global expansion. They want a trends report covering online learning adoption, government digital education initiatives, funding trends in EdTech, and competitive benchmarking of top players in India. Goal: **Create** an EdTech industry trends report highlighting market opportunities. Prompt: "**You are** an EdTech industry analyst. **Develop** a trends report for India's online education market. Analyse K-12, higher education, and skilling market segments. Track funding volumes and M&A activity in EdTech. Benchmark top EdTech players by revenue, users, and offerings. Forecast sector growth over 3 years. Output format: PDF + comparison charts + opportunity heatmap." Inputs Required: Education segment focus Data sources preference Time horizon for forecast

## 122. Prompt 22 — Indian Healthcare & MedTech Trends

Indian Healthcare & MedTech Trends Backstory: A Chennai-based MedTech device manufacturer wants to explore new product lines. They need a trends report covering diagnostic device adoption, telemedicine usage growth, health insurance penetration, and government healthcare spending trends. Goal: **Provide** a healthcare trends report guiding new product innovation. Prompt: "**You are** a healthcare market researcher. **Create** a trends report for India's MedTech and healthcare sector. Analyse adoption trends for diagnostic devices and telemedicine. Review insurance penetration rates by state. Map government healthcare spending patterns. Forecast demand for MedTech products over 5 years. Output format: PDF + dashboard with state-level demand forecast." Inputs Required: Device categories to focus on Target customer segments Time frame for analysis

## 123. Prompt 23 — Indian Logistics & Supply Chain Trends

Indian Logistics & Supply Chain Trends Backstory: A Kolkata-based logistics tech startup is building a pitch deck for investors. They want a trends report covering e-commerce-driven logistics demand, cold chain growth, port capacity utilisation, and last-mile delivery innovations. Goal: Deliver a logistics and supply chain trends report for investor engagement. Prompt: "**You are** a logistics industry analyst. Prepare a trends report for India's logistics and supply chain sector. Analyse growth in e-commerce-driven logistics. Track cold chain infrastructure expansion. Map port utilisation and capacity enhancements. Highlight last-mile delivery technology adoption. Output format: 15-page PDF + interactive logistics map." Inputs Required: Logistics segment to prioritise Region or state focus Time frame for forecast

## 124. Prompt 24 — India's Media & Entertainment Trends

India's Media & Entertainment Trends Backstory: A Mumbai-based OTT platform wants a trends report on the Indian media & entertainment sector, focusing on OTT subscriber growth, regional language content consumption, advertising revenue shifts, and competition from global streaming services. Goal: Produce a media & entertainment trends report highlighting growth strategies. Prompt: "**You are** a media industry researcher. **Create** a trends report for India's media & entertainment sector. Analyse OTT subscriber growth by platform. Track regional language content

consumption trends. Review advertising spend shifts from TV to digital. **Provide** competitive landscape analysis with global vs local OTT services. Output format: PDF with charts + consumer behaviour infographics." Inputs Required: Media segment to focus on Target audience type (investors, advertisers) Data cut-off date



## 125. Prompt 25 — India's FMCG Market Trends

India's FMCG Market Trends Backstory: A Delhi-based FMCG conglomerate is considering diversifying into organic packaged foods. They want a trends report on FMCG growth patterns, rural vs urban consumption differences, D2C brand growth, and consumer wellness product preferences. Goal: Deliver an FMCG trends report to guide diversification strategy. Prompt: "**You are** an FMCG market analyst. **Develop** a trends report for India's fast-moving consumer goods sector. Analyse growth in rural vs urban markets. Identify fastest-growing FMCG categories. Map D2C brand penetration and success stories. Forecast growth in organic and wellness product segments. Output format: PDF + dashboard + consumer persona profiles." Inputs Required: FMCG sub-category to prioritise Target geographies Forecast period

