

# Learning Materials: Prompt Framework Use Case – Start-up Owner / Founder

## Start-up Owner / Founder: Use Cases & Frameworks

*Founders wear many hats – from product visionary and marketer to fundraiser and team builder. This cheat-sheet pairs common start-up tasks with effective prompting frameworks, explains why they fit, notes pitfalls and offers starter prompts.*

| Use case                                         | Best-fit frameworks            | Why these work                                                                                                                                          | Failure modes                                                      | Prompt sample                                                                                                                                                                                                                                                         |
|--------------------------------------------------|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>**Fundraising &amp; cash management**</b>     | P.R.O.M.P.T., RISE, DEPTH, APE | P.R.O.M.P.T. structures investor materials; RISE lays out fundraising steps; DEPTH brings in legal, finance and marketing voices; APE accelerates tasks | Underestimating timelines, weak narrative, misaligned expectations | <b>**P.R.O.M.P.T.:**</b><br>Purpose: prepare a seed-round pitch. Role: founder. Output: deck with problem, solution, market size, traction, financials. Metrics: secure 5 investor meetings. Parameters: 10 slides max, clear language. Tone: visionary yet grounded. |
| <b>**Product roadmap &amp; MVP development**</b> | RISE, COAST, P.R.O.M.P.T., TAG | RISE structures features and timeline; COAST defines scope and tests; P.R.O.M.P.T. clarifies outputs; TAG ties features to business goals               | Feature creep, neglecting user feedback, missed deadlines          | <b>**COAST:**</b><br>Context: developing v1 of an AI-driven payroll tool. Objectives: launch MVP in 90 days. Actions: prioritize                                                                                                                                      |

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|----------------------------------------------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              |                                 |                                                                                                                                            |                                                               | features, design UI, build core functions, onboard beta users. Scope: 2 core features; 50 beta users. Tests: user satisfaction $\geq 4/5$ ; error rate $< 2\%$ .                                                                                                            |
| <b>**Market &amp; business development**</b> | TAG, ERA, RISE, APE             | TAG sets growth goals; ERA explains strategic rationale; RISE structures research and partnerships; APE accelerates action                 | Chasing the wrong market, unsustainable growth, lack of focus | <b>**TAG:**</b> Task: expand into the Canadian market. Action: conduct market analysis, adapt messaging, recruit a local partner. Goal: land 10 new customers in 6 months.                                                                                                  |
| <b>**Hiring &amp; team building**</b>        | RISE, CARE, ROSES, P.R.O.M.P.T. | RISE structures hiring; CARE crafts authentic communications; ROSES adds examples and safeguards; P.R.O.M.P.T. defines outputs and metrics | Hiring wrong roles, miscommunication, ignoring culture fit    | <b>**RISE:**</b> Role: founder. Input: need to hire a CTO and head of marketing within 90 days. Steps: define requirements, write JD (using RTF), source candidates, interview, negotiate offers. Expectations: fill both roles; maintain culture fit $\geq 80\%$ (survey). |

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| **Investor relations & communications** | CARE, ERA, BAB, P.R.O.M.P.T. | CARE provides structure; ERA explains performance; BAB builds narrative; P.R.O.M.P.T. clarifies updates | Over-promising, inconsistent updates, ignoring concerns                    | **CARE:** Context: Q3 update to investors. Action: draft an email summarizing progress, challenges and next steps. Result: maintain investor confidence and manage expectations. Example: use the tone and structure of a previous successful update. |
| **Vision, culture & values**            | BAB, CARE, ROSES             | BAB/AIDA craft compelling narratives; CARE anchors context and tone; ROSES adds examples and safeguards | Generic mission statements, misalignment with reality, over-used buzzwords | **BAB:** Before: employees feel mission is unclear. After: everyone rallies around a clear vision. Bridge: compose a culture manifesto explaining what we stand for, why it matters and how we behave.                                                |

**Tip:** When fundraising or pitching, pair **P.R.O.M.P.T.** with **BAB** to craft a narrative that hits the investor's pain points and showcases the future – then map the steps with **RISE** to execute.