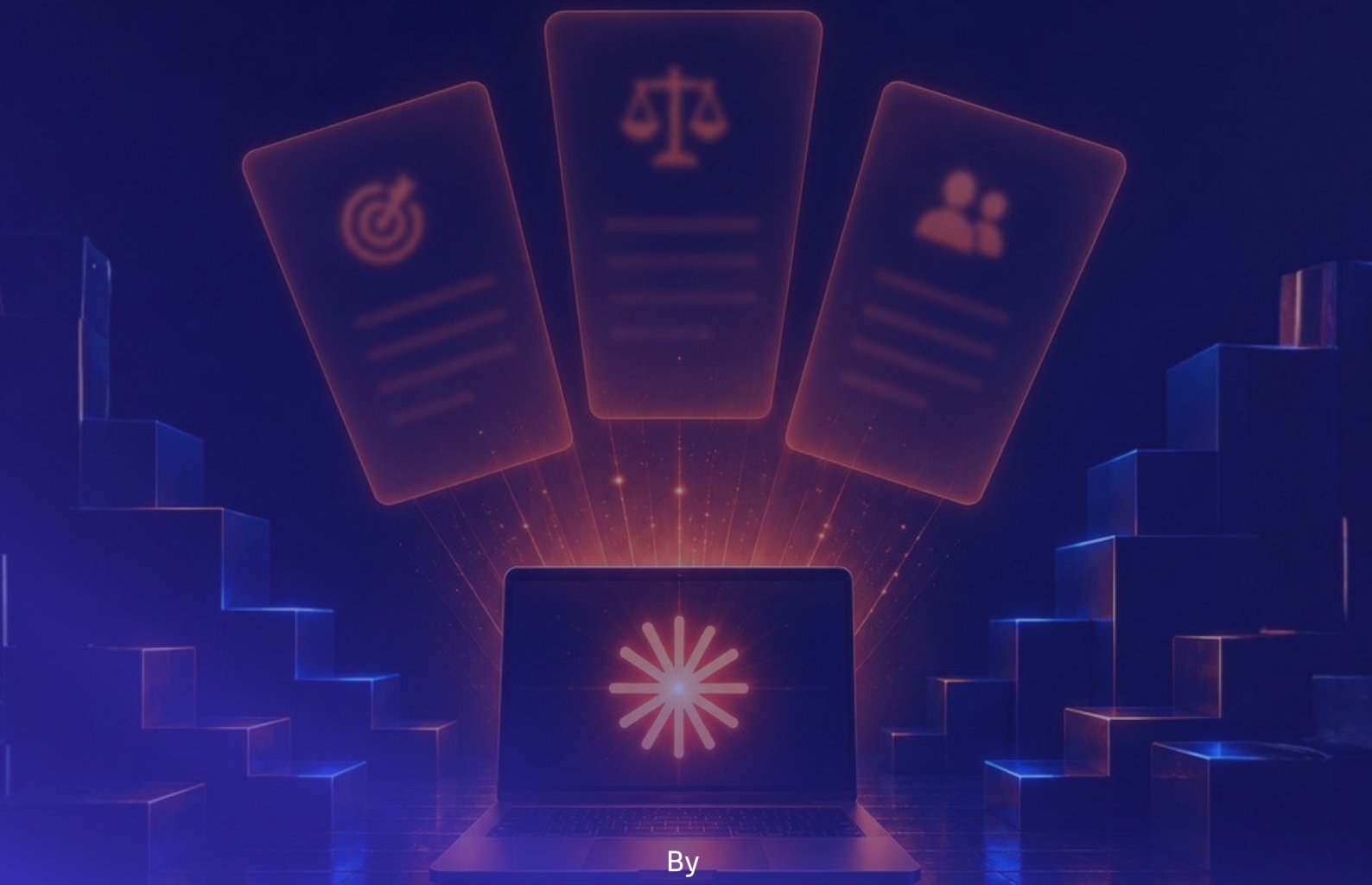
THE AI REPORT

50 CLAUDE PROMPTS

Every Founder Should Bookmark

A Copy-and-Paste Prompt Library for Founders Who Want to Decide Faster, Hire Better, and Build Smarter



By

LIAM LAWSON

CEO, The AI Report

Trusted by 400,000+ business leaders

3 years covering AI for business leaders daily

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INTRODUCTION

HERE'S WHAT SEPARATES FOUNDERS WHO GET REAL LEVERAGE FROM AI VERSUS FOUNDERS WHO JUST USE IT OCCASIONALLY.

It's not which model they use. It's whether they have a specific prompt for the moment they're in.

These 50 prompts are built for the actual work of founding and running a company. Seven categories. Copy, paste, replace the brackets, run.

McKinsey's 2025 Global AI Survey found organisations achieve an average 5.8x return on AI investment within roughly 14 months of deployment.

The founders getting there fastest treat AI as a thinking partner, not a writing tool.

5.8x

average 5.8x return on AI investment (McKinsey's 2025 Global AI Survey)

=14

months average time to value

#7

Categories covering the real work of founding and running a company

#50

prompts are built for the actual work of founding and running a company.

HOW TO USE THIS GUIDE

1. 
FIND YOUR CATEGORY

2. 
COPY THE PROMPT

3. 
REPLACE THE BRACKETS

4. 
RUN IN CLAUDE

5. 
ONE RULE: BE SPECIFIC

CATEGORY 1: VISION AND STRATEGY

1. Pressure-Test Your Business Idea

"Act as a skeptical investor who has seen thousands of pitches. Here is my business idea: [describe]. What are the three biggest reasons this fails, and what specific evidence would change your mind on each?"

2. Build Your 90-Day Roadmap

"I'm the founder of [company at stage X]. Our 90-day goal is [goal]. Build a week-by-week roadmap with the three highest-leverage activities per week and the two biggest risks."

3. Evaluate a New Opportunity

"Here is an opportunity I'm considering: [describe]. Evaluate it against these three criteria: strategic fit, resource cost, and reversibility. Tell me the one question I need to answer before deciding."

4. Define Your Unique Positioning

"My company does [describe]. Main competitors: [list]. Draft three genuinely differentiated positioning statements and the market assumption behind each."

5. Prioritize Between Two Strategic Directions

"I'm deciding between [Option A] and [Option B] at [stage]. Analyze both on: revenue potential, required capabilities, reversibility, and optionality. Recommend one and state your assumptions."

6. Identify Your Biggest Blind Spot

"Here is how I currently think about [topic, market, product, team, growth]: [describe your view]. Identify the assumption in this thinking that is most likely to be wrong, and why."

7. Run a Competitor Analysis

"Analyze [competitor] as a board briefing. Cover: positioning, target customer, strengths, vulnerabilities, and their most likely move in the next 12 months."

CATEGORY 2: DECISION MAKING

8. Challenge an Assumption

"I am operating under the assumption that [state assumption]. Steelman this assumption, give me the strongest argument it is correct. Then tell me the single piece of evidence that would most quickly prove it wrong."

9. Compare Two Real Options

"I need to decide between [Option A] and [Option B]. For each: best case, most likely case, worst case. Which will I regret more in 12 months if it goes wrong?"

10. Build a Decision Framework

"I regularly face decisions about [type of decision]. Build a simple decision framework I can reuse, no more than five criteria, with a brief explanation of how to weight each one."

11. Get Devil's Advocate Feedback

"I have decided to [decision]. Play devil's advocate. Give me the strongest possible argument against this decision, not a balanced view, just the case against. Then tell me what I should have in place before I commit."

12. Analyze Second-Order Consequences

"If [decision or event], what are the second and third-order consequences for my business? Go one level deeper than the obvious. Flag the consequence I'm least likely to have considered."

13. Identify the Root Cause

"Here's a recurring problem: [describe]. Run a five-whys analysis to find the root cause. Is this structural, skills, or prioritization?"

14. Make the Decision You've Been Avoiding

"I've been avoiding a decision about [topic]. What I know: [facts]. What I'm uncertain about: [uncertainties]. What decision would you make, and what are you assuming?"

CATEGORY 3: HIRING AND TEAM

15. Write a Job Description

"Write a job description for a [role] at a [stage] company in [industry]. Their most important first-90-days outcome: [describe]. Write for someone who cares about impact over title."

16. Build Interview Questions

"I'm interviewing for a [role]. The three things I need to know: [list]. Write five questions that reveal these, not ones candidates can prep generic answers for."

17. Plan a Difficult Conversation

"I need to have a conversation with [person in role] about [issue]. Draft my opening statement, it should get to the point in two sentences, not hedge or warm up, and make clear what I need to discuss."

18. Draft Performance Feedback

"I need to give feedback to [role] about [behavior or performance issue]. Write it using the SBI framework: Situation, Behavior, Impact. Make it specific, not general, and end with one clear expectation going forward."

19. Build an Onboarding Checklist

"I'm onboarding a new [role]. Key things to understand in the first 30 days: [list]. Build a 30-60-90 plan with three activities and one success measure per phase."

20. Diagnose a Team Problem

"My team of [size] is experiencing [symptoms]. Is this structural, communication, or capability? Give me the one question to ask each team member to confirm."

21. Write a Compensation Explanation

"Explain [equity offer / salary structure] to a [senior / early-stage] hire. Cover: how we set the number, market comparison, and the upside if we hit our goals."

CATEGORY 4: SALES AND GROWTH

22. Refine Your Value Proposition

"My current value proposition is: [state it]. Test it against a skeptical [target customer]. What is the first objection they raise? Rewrite the value proposition to preempt that objection before it gets asked."

23. Write a Cold Outreach Email

"Write a cold outreach email to a [role] at a [type of company]. My goal is [state goal]. The email should be under 100 words, lead with something specific about their business, and have one clear ask."

24. Analyze Why a Deal Was Lost

"Here's the deal I lost: [describe]. What are the three most likely real reasons, not what they told us, the underlying ones? What do we change next time?"

25. Prepare for a Sales Call

"I have a [call type] with [prospect]. What I know: [describe]. Prepare me with: their three likeliest questions, my best answers, and the one thing I should learn from this call."

26. Write a Partnership Proposal

"I want to propose a partnership with [company]. What we bring: [describe]. What they bring: [describe]. Write a two-paragraph partnership proposal that leads with their benefit, not ours."

27. Build a Competitive Battle Card

"Build a battle card for facing [competitor] in a sale. Cover: their pitch, their three strongest claims, our counters, and the question that exposes their weakness."

28. Draft a Follow-Up After No Response

"I sent [describe the original outreach] to [person/role] and have not heard back after [timeframe]. Write a follow-up that: takes a completely different angle than the first message, is under 60 words, and gives them an easy out if they're not interested."

CATEGORY 5: CUSTOMERS AND PRODUCT

29. Analyze Customer Feedback

"Here's customer feedback: [paste]. Identify the two or three most consistent themes, rank by retention impact, and flag what customers are saying that we're not hearing."

30. Generate Feature Ideas from Complaints

"Our most common customer complaints: [list]. For each, generate one change that resolves it and one question to ask before building."

31. Prioritize a Product Backlog

"Here is our current product backlog: [list features or requests]. Prioritize it using these three criteria: customer impact, technical effort, and strategic fit. Flag the one item I should do first and the one I should probably cut entirely."

32. Write a Customer Re-Engagement Email

"Write an email to [type of customer] who has not engaged with us in [timeframe]. Don't apologize for the silence. Lead with what has changed or improved since they last used us, and give them one specific reason to come back."

33. Build a User Interview Question Set

"I'm interviewing [customer type] to understand [topic]. Write eight questions that avoid leading, surface real workflow over stated preferences, and end with what we haven't thought to ask."

34. Draft a Product Announcement

"We are launching [feature or product]. The customer problem it solves is [describe]. Write a product announcement for [email / in-app / LinkedIn]. Lead with the customer problem, not the feature name. Under 150 words."

35. Improve Your Onboarding Flow

"Our onboarding works like this: [describe]. Most users drop off at [describe]. Identify three changes that get more users to their first moment of value."

CATEGORY 6: OPERATIONS

36. Build a SOP for a Repeatable Process

"Here's a process we run repeatedly: [describe]. Write an SOP that covers each step in order, names owners, and flags the most common failure point with a recovery action."

37. Create a Meeting Agenda

"I have a [type of meeting] coming up with [attendees]. The one decision that must come out of this meeting is [describe]. Build a 45-minute agenda that ends with that decision made, and tell me what I need to prepare in advance."

38. Draft a Weekly Update to Your Team

"Draft a weekly update for my team at a [stage] company. This week: wins were [list], challenges were [list], next week's priorities are [list]. Write it in a format that takes under two minutes to read and leaves people clear on what matters."

39. Build a Project Risk Assessment

"I am about to start [project]. Identify the five most likely risks across: scope, resources, timeline, dependencies, and stakeholder alignment. For each: rate it low/medium/high, and give me one specific mitigation action."

40. Plan a Project Kickoff

"I'm kicking off [project] with [team]. Write a 30-minute agenda covering: what and why, how decisions get made, and 30-day success. Include the one question that surfaces hidden concerns."

41. Design a Weekly Review Framework

"Design a weekly review framework for a founder at a [stage] company. It should cover: what to review from last week, what to set for next week, and what to let go of. Cap the whole thing at 30 minutes and tell me what to skip."

42. Write an Escalation Policy

"Write a simple escalation policy for my team. It should define: which decisions they should make independently, which require my input but not my approval, and which require my sign-off. Use our current stage [describe] as context."

CATEGORY 7: FUNDRAISING AND INVESTOR COMMUNICATION

43. Write an Investor Update

"Write a monthly investor update for a [stage] company. Metrics: [list]. Wins: [list]. Challenges: [list]. Help needed: [describe]. Under three minutes to read, ending with one specific ask."

44. Refine Your Pitch Narrative

"Here is my current pitch narrative: [describe or paste]. Identify the moment in the narrative where an investor's attention is most likely to drift, and rewrite that section so the logic flows more compellingly from the problem to our solution."

45. Draft an Executive Summary

"Write a one-page executive summary for [company]. Include: problem, solution, traction [describe], why now, why us, and the raise. Write for a reader deciding in 90 seconds whether to take a call."

46. Prepare for a Board Meeting

"I have a board meeting in [timeframe]. My key updates are: [list]. The decision I need the board to make is [describe]. Build a 60-minute agenda and draft the framing for the key decision so the board has what they need to decide efficiently."

47. Respond to a Critical Investor Question

"An investor asked me: [question]. What I know: [describe]. What I'm uncertain about: [describe]. Write a response that leads with what we know and frames the uncertainty as a risk we're actively managing."

48. Craft an Ask for a Warm Introduction

"I want [person] to introduce me to [target]. Write a short message asking for the intro that: explains why I'm reaching out to them specifically, makes it easy to say yes or no, and includes a two-sentence version of what I do that they can forward."

49. Write a Company Announcement

"We need to announce [news] to [audience: team / customers / investors / public]. Write the announcement so it leads with what this means for them, not what happened to us. Include: what changed, why it matters, and what comes next."

50. Handle a Difficult Investor Conversation

"I need to have a difficult conversation with [investor role] about [topic, missed milestone, pivot, cap table issue]. Prepare me with: my opening statement, the three most likely responses, and how I handle each one while preserving the relationship."

WHAT YOU HAVE NOW

- 50 prompts. Seven categories. All copy-paste ready.
- The founders getting the most from AI aren't the ones using the most tools.
- They're the ones who've built a prompt for every high-stakes moment, so when it arrives, they already know what to run.
- That's what this library gives you.