PROMPT-TO-PROFIT

7-Day Startup Validation Challenge

Student Workbook | Fill, test, and submit

> **Core principle:** AI should increase your capability, not replace your responsibility.

Use this workbook with the Validation Tracker. Complete each section in order. Keep private information out of the workbook and use interviewee codes.

Student or team profile

Student/team name

_____

Members and roles

_____

_____

Course / section

_____

Working startup hypothesis

Write a temporary idea only. It is allowed to change.

_____

_____

Daily action checklist

Day	Action	Done	Evidence link or file name
1	Problem statement + initial evidence	[ ]	
2	Assumption map + top three risks	[ ]	
3	3–5 customer interviews	[ ]	
4	Evidence analysis + validation summary	[ ]	
5	Minimum offer + CTA	[ ]	
6	Pomelli asset + promotion test	[ ]	
7	Metrics + final report + decision	[ ]	

Use the companion Validation Tracker for formulas, metrics, status, and links.

Day 1 — Problem Statement + Initial Evidence Sheet

Estimated time: 45–60 minutes

Candidate problem 1

What waste, friction, delay, cost, or missed opportunity did you notice?

_____

_____

Candidate problem 2

_____

_____

Candidate problem 3

_____

_____

Choose one problem

Criterion	Score 1–5	Reason
Frequency		
Cost or frustration		
Access to customers		
Can be tested cheaply		
Fits your capabilities now		

Selected problem

_____

Observation versus assumption

Statement	Observation / Assumption	Source or how to verify

Statement	Observation / Assumption	Source or how to verify

What is happening?

Who appears to experience it?

When and where does it occur?

How often does it happen?

Label the answer as observed or assumed.

What makes it frustrating or costly?

What evidence do you currently have?

Observation, trace, behavior, post, transaction, conversation, or none yet.

Problem statement

[Customer] struggles with [problem] when [situation], causing [consequence]. Current evidence: [evidence].

AI CAN HELP WITH	THE STUDENT MUST DO
• Organize observations • Rewrite for clarity • Suggest missing questions	• Observe the problem • Identify the evidence source • Approve the final statement

Day 2 — Assumption Map

Estimated time: 45–60 minutes

Complete one block for each important belief. Enter all assumptions in the companion tracker to calculate risk scores automatically.

Assumption 1 — Customer assumption

What do we believe?

Why do we believe it?

What evidence do we have now?

What happens if this is wrong?

Impact if wrong (1–5)	Uncertainty (1–5)	Risk score = Impact × Uncertainty

How can we test it cheaply?

Assumption 2 — Problem assumption

What do we believe?

Why do we believe it?

What evidence do we have now?

What happens if this is wrong?

Impact if wrong (1–5)	Uncertainty (1–5)	Risk score = Impact × Uncertainty

How can we test it cheaply?

Assumption 3 — Behavior assumption

What do we believe?

Why do we believe it?

What evidence do we have now?

What happens if this is wrong?

Impact if wrong (1–5)	Uncertainty (1–5)	Risk score = Impact × Uncertainty

How can we test it cheaply?

Assumption 4 — Solution assumption

What do we believe?

Why do we believe it?

What evidence do we have now?

What happens if this is wrong?

Impact if wrong (1–5)	Uncertainty (1–5)	Risk score = Impact × Uncertainty

How can we test it cheaply?

_____

_____

Assumption 5 — Willingness-to-pay assumption

What do we believe?

Why do we believe it?

What evidence do we have now?

What happens if this is wrong?

Impact if wrong (1–5)	Uncertainty (1–5)	Risk score = Impact × Uncertainty

How can we test it cheaply?

Assumption 6 — Channel assumption

What do we believe?

Why do we believe it?

What evidence do we have now?

What happens if this is wrong?

Impact if wrong (1–5)	Uncertainty (1–5)	Risk score = Impact × Uncertainty

How can we test it cheaply?

Three riskiest assumptions

Rank	Assumption	Risk score	Next test	Deadline
1				
2				
3				

AI CAN HELP WITH	THE STUDENT MUST DO
● Turn beliefs into testable statements ● Suggest test methods ● Identify missing categories	● Set impact and uncertainty ● Choose the top three ● Run the real tests

Day 3 — Customer Research

Estimated time: 90–150 minutes

Target customer screener

Who exactly should be interviewed?

Role, age or stage if relevant, location/context, behavior, and recent experience.

_____

_____

_____

What makes someone qualified?

_____

_____

Who should not be counted?

_____

_____

Recruitment list

Interviewee code	Why qualified	Contact channel	Scheduled?	Completed?

Interview invitation script

> **Copy and personalize:** Hi! I'm doing a short student research project about [problem situation]. I'm not selling anything. I'd like to understand your recent experience and what you currently do. Would you be open to a 15–20 minute conversation? I'll keep your identity private in our class submission.

Customer interview script

Opening: Thank the person, explain the purpose, confirm they fit the target profile, and ask permission before recording.

1. Tell me about the last time [situation] happened.
2. What triggered it?
3. What did you do first? What happened next?
4. How often has this happened in the past month?
5. What was the hardest or most frustrating part?
6. What did it cost in time, money, effort, or missed opportunity?
7. What do you currently do to solve or avoid it?
8. What have you tried before? What worked or failed?
9. Have you paid for anything to solve it? How did you decide?
10. What would have to change for you to try a different option?
11. Who else should I speak with about this?

Close: Thank the person. Do not pressure them to approve your idea. Ask permission before using any direct quote, even anonymously.

Interview Notes Template — Interview 1

Interviewee code	Date/time	Customer fit?	Recording permission?

Why this person qualifies

Last time the problem happened — actual past behavior

Frequency

Consequences: time, money, effort, attention, or missed opportunity

Current workaround or alternative

Money or time currently spent

Previous attempts and why they worked or failed

Strongest exact quote or observation

Willingness-to-change or willingness-to-pay signal

What surprised or contradicted us?

Evidence type

Mark: SAID / DID / PAID OR COMMITTED / INFERRED

Next follow-up question

Interview Notes Template — Interview 2

Interviewee code	Date/time	Customer fit?	Recording permission?

Why this person qualifies

Last time the problem happened — actual past behavior

Frequency

Consequences: time, money, effort, attention, or missed opportunity

Current workaround or alternative

Money or time currently spent

Previous attempts and why they worked or failed

Strongest exact quote or observation

Willingness-to-change or willingness-to-pay signal

What surprised or contradicted us?

Evidence type

Mark: SAID / DID / PAID OR COMMITTED / INFERRED

Next follow-up question

Interview Notes Template — Interview 3

Interviewee code	Date/time	Customer fit?	Recording permission?

Why this person qualifies

Last time the problem happened — actual past behavior

Frequency

Consequences: time, money, effort, attention, or missed opportunity

Current workaround or alternative

Money or time currently spent

Previous attempts and why they worked or failed

Strongest exact quote or observation

Willingness-to-change or willingness-to-pay signal

What surprised or contradicted us?

Evidence type

Mark: SAID / DID / PAID OR COMMITTED / INFERRED

Next follow-up question

Interview Notes Template — Interview 4

Interviewee code	Date/time	Customer fit?	Recording permission?

Why this person qualifies

Last time the problem happened — actual past behavior

Frequency

Consequences: time, money, effort, attention, or missed opportunity

Current workaround or alternative

Money or time currently spent

Previous attempts and why they worked or failed

Strongest exact quote or observation

Willingness-to-change or willingness-to-pay signal

What surprised or contradicted us?

Evidence type

Mark: SAID / DID / PAID OR COMMITTED / INFERRED

Next follow-up question

Interview Notes Template — Interview 5

Interviewee code	Date/time	Customer fit?	Recording permission?

Why this person qualifies

Last time the problem happened — actual past behavior

Frequency

Consequences: time, money, effort, attention, or missed opportunity

Current workaround or alternative

Money or time currently spent

Previous attempts and why they worked or failed

Strongest exact quote or observation

Willingness-to-change or willingness-to-pay signal

What surprised or contradicted us?

Evidence type

Mark: SAID / DID / PAID OR COMMITTED / INFERRED

Next follow-up question

Day 4 — Evidence Analysis Worksheet

Estimated time: 45–60 minutes

Pattern table

Pattern or theme	Interview IDs	Count	Evidence type	Rating

Evidence details

Finding 1

What customers actually said or did

_____

_____

What we or AI inferred

_____

_____

Alternative explanation or contradiction

_____

_____

Evidence rating	Why
[ ] Weak [ ] Moderate [ ] Strong	

Finding 2

What customers actually said or did

What we or AI inferred

Alternative explanation or contradiction

Evidence rating	Why
[ ] Weak [ ] Moderate [ ] Strong	

Finding 3

What customers actually said or did

What we or AI inferred

Alternative explanation or contradiction

Evidence rating	Why
[ ] Weak [ ] Moderate [ ] Strong	

Finding 4

What customers actually said or did

What we or AI inferred

Alternative explanation or contradiction

Evidence rating	Why
[ ] Weak [ ] Moderate [ ] Strong	

Problem Validation Summary

Target customer validated or revised

Most repeated problem and context

Strongest behavioral evidence

Existing alternatives and workarounds

Evidence of urgency

Evidence of willingness to change or pay

What remains uncertain?

Overall problem evidence rating

Weak / Moderate / Strong, with reason.

AI CAN HELP WITH	THE STUDENT MUST DO
● Cluster de-identified notes ● Count repeated terms ● Suggest alternative interpretations	● Verify quotes and counts ● Separate evidence from inference ● Choose the final rating

Day 5 — One-Page Minimum Offer

Estimated time: 60 minutes

Offer or startup name

_____

Specific target customer

_____

_____

Validated problem

_____

_____

_____

Proposed minimum solution

What can you deliver now, manually if needed?

_____

_____

_____

Core benefit

_____

_____

Value proposition

For [customer] who [problem], [offer] helps [benefit] through [solution], unlike [alternative], because [difference].

_____

_____

_____

Test offer and inclusions

_____

_____

_____

_____

Tentative price	Price logic	What this test does NOT include

Reason to choose it

Use a credible difference. Avoid “best,” “guaranteed,” or unsupported claims.

_____

Primary call to action

How we will deliver if someone says yes

Largest remaining risk

AI CAN HELP WITH	THE STUDENT MUST DO
● Generate offer variations ● Simplify wording ● Draft price tests and CTA options	● Check costs and feasibility ● Verify claims ● Choose the offer, price, and CTA

Day 6 — Google Pomelli Asset Brief

Estimated time: 45–60 minutes for asset creation and review

Startup / offer name

Target customer

Customer problem

Offer

Main benefit

Value proposition

Desired meaningful action

Tone

Examples: energetic, practical, trustworthy, youthful, premium, friendly.

Brand personality

Visual direction

Subject, setting, composition, colors, what to avoid, and any required product details.

Platform / channel and format

Example: Instagram feed 1:1, Facebook post, landing-page concept.

Call to action

Claims or details that must be verified

Ready-to-paste Pomelli prompt

Paste into Pomelli: Create a [ASSET TYPE AND FORMAT] for [STARTUP/OFFER NAME]. The target customer is [TARGET CUSTOMER], who experiences [CUSTOMER PROBLEM]. The offer is [OFFER], providing [MAIN BENEFIT]. Communicate this value proposition clearly: [VALUE PROPOSITION]. The primary desired action is [DESIRED ACTION], using this CTA: [CALL TO ACTION]. Use a [TONE] tone and a [BRAND PERSONALITY] brand personality. Visual direction: [VISUAL DIRECTION]. This asset will appear on [PLATFORM/CHANNEL]. Keep the main benefit immediately clear, make the CTA easy to notice, avoid unsupported or misleading claims, and do not invent prices, features, testimonials, statistics, or guarantees. Create one primary concept and, if available, variations that change the hook or composition while preserving accuracy.

Pomelli asset review

Review item	Pass?	Required revision
Clarity: the offer is understandable in seconds	[ ]	
Accuracy: no invented price, feature, claim, or testimonial	[ ]	
Relevance: the message fits the target customer	[ ]	
Brand fit: tone and visual direction are consistent	[ ]	
Benefit: the customer outcome is clear	[ ]	
CTA: one meaningful action is obvious	[ ]	
Format: suitable for the chosen channel	[ ]	
Ethics: no sensitive data, manipulation, or harmful stereotype	[ ]	

What we changed after the first output

Final asset link or file name

Day 6 — Marketing Experiment Worksheet

Estimated time: 45–90 minutes for launch and initial tracking

Experiment hypothesis

If we show [offer] to [number and target] through [channel], at least [number] will [meaningful action] by [deadline].

Primary CTA

Channel and why target customers are there

Audience criteria and target exposure count

Message or caption

Distribution plan

Where, when, who sends/posts, and how referrals or partnerships will be used.

Metric	Target	Actual
Qualified people exposed		
Inquiries		
Sign-ups/reservations		
Willingness-to-pay signals		
Purchases		

Proof of exposure

Add links or file names. Blur or remove private information.

Top objections or repeated feedback

First change to test if response is weak

Promotion proof log

Date	Channel	Audience	Proof link/file	Response

AI CAN HELP WITH	THE STUDENT MUST DO
● Draft captions and outreach ● Generate hook variations ● Summarize de-identified responses	● Select qualified customers ● Send or post the asset ● Track actual actions ● Protect identities

Day 7 — Continue / Change / Stop Scorecard

Estimated time: 60–75 minutes

Rate each criterion 0 = No evidence, 1 = Mixed evidence, 2 = Strong evidence. Cite the proof. Use the companion tracker for automatic totals.

Criterion	0/1/2	Evidence
The same problem repeated across qualified customers		
The target customer definition fits the evidence		
The problem has a meaningful consequence		
Customers currently use a workaround or alternative		
There is urgency or willingness to change		
There is a willingness-to-pay or commitment signal		
The CTA produced meaningful action		
The evidence is real, traceable, and responsibly collected		

Suggested decision from scorecard

Use as a guide only.

Final decision

CONTINUE / CHANGE / STOP

Evidence behind the decision

What evidence challenges the decision?

One variable to keep

One variable to change or test next

Next riskiest assumption

Next smallest test and deadline

Final One-Page Startup Validation Report

Startup / offer name

Problem and target customer

Evidence collected

Number of interviews, exposure, commitments, and links.

Three most important findings

Minimum offer and CTA tested

Metric	Result
People interviewed	
Qualified people exposed	
Inquiries	
Sign-ups/reservations	
Willingness-to-pay signals	
Purchases	
Meaningful-action conversion rate	

Final decision and rationale

CONTINUE / CHANGE / STOP

Next action

AI responsibility statement

What AI helped with, what humans verified, and what decision humans made.

Required Day-by-Day Startup Consultant GPT Playbook

Primary AI tool:
https://chatgpt.com/g/g-6a0564b04dc081918973d952240d56b7-startup-consultant-gpt

Use this Startup Consultant GPT as the primary startup-thinking partner on Days 1, 2, 3, 4, 5, and 7. Do not substitute a generic ChatGPT workflow unless access to this GPT is unavailable. If access is unavailable, document the issue and use the same prompt with generic ChatGPT only as a fallback.

The GPT must follow PROMPT-to-Profit and move with you through Problem → Customer → Evidence → Offer → Validation → Go-to-Market → Measurement. It must not immediately generate a complete business plan. Treat every AI-generated conclusion as a hypothesis until real customers validate it.

AI should increase your capability, not replace your responsibility.

Day 1 — Problem: Pinpoint a Testable Problem

Purpose: Turn a real observation into a testable problem without jumping to a solution.

Ready-to-use prompt: “You are my startup thinking partner. Guide me through PROMPT-to-Profit Day 1: Pinpoint. Do not create a business plan or solution yet. Ask me one question at a time to clarify: what is happening, who experiences it, when and where it occurs, how often it happens, what it costs in time, money, effort, attention, or missed opportunity, and what evidence I personally observed. Separate observation, assumption, and AI hypothesis. End with one clear problem statement, the key unknowns, and the real-world evidence I must collect next.”

Expected output: A clear problem statement, a separation of observations from assumptions, a list of key unknowns, and a practical evidence-collection plan.

Student must verify: The description matches what you actually observed; no facts were invented; the customer group is specific and reachable; the wording does not smuggle in a preferred solution.

Real-world evidence still required: Direct observation traces, credible examples of the problem occurring, and later conversations with qualified potential customers.

Day 2 — Customer and Risk: Map Assumptions

Purpose: Identify and rank the customer, problem, behavior, solution, willingness-to-pay, and channel assumptions that could make the idea fail.

Ready-to-use prompt: “Use my Day 1 problem statement below and guide me through PROMPT-to-Profit Day 2: Assumption Mapping. Do not assume the idea is valid and do not create a complete business plan. Identify customer, problem, behavior, solution, willingness-to-pay, and channel assumptions. For each, show: belief, why we believe it, evidence today, consequence if wrong, Impact 1–5, Uncertainty 1–5, Risk Score, and cheapest credible test. Rank the three riskiest assumptions. Treat every AI conclusion as a hypothesis. Problem statement: [PASTE].”

Expected output: An assumption map, the three highest-risk assumptions, and a proposed low-cost test for each.

Student must verify: Each assumption is written as a testable belief; scores reflect your own judgment; proposed tests are ethical, feasible, and tied to a decision.

Real-world evidence still required: Customer conversations, observed behavior, response to a real test, and—where relevant—commitment or payment signals.

Day 3 — Evidence: Prepare Customer Interviews

Purpose: Prepare a neutral interview process that investigates real past behavior without pitching the solution.

Ready-to-use prompt: “Using my problem statement and three riskiest assumptions below, help me prepare PROMPT-to-Profit Day 3 customer research. Do not pitch a solution and do not fabricate interviews. Create: a target-customer screener, a 15–20 minute neutral interview guide, an opening and closing script, and follow-up questions. Focus on the last time the problem happened, actual behavior, frequency, consequences, current alternatives, time or money spent, previous attempts, and willingness-to-change signals. Mark any leading question and rewrite it neutrally. Problem statement: [PASTE]. Riskiest assumptions: [PASTE].”

Expected output: A qualified-customer screener, a neutral interview guide, opening and closing scripts, and useful follow-up questions.

Student must verify: Questions are non-leading; the screener reaches the intended customer; the wording is respectful; privacy and consent requirements are followed.

Real-world evidence still required: At least 3–5 actual interviews with qualified potential customers and de-identified notes from those conversations.

Day 4 — Validation: Analyze Customer Evidence

Purpose: Analyze actual interview evidence without turning inference into fact or letting AI invent support.

Ready-to-use prompt: “Analyze the de-identified customer interview notes below for PROMPT-to-Profit Day 4. Do not invent quotes, respondents, counts, or conclusions. Separate evidence into SAID, DID, PAID/COMMITTED, and INFERRED. Identify recurring patterns with interview IDs and counts, contradictions, current workarounds, urgency, willingness-to-change or pay, and unexpected findings. Rate each major conclusion Weak, Moderate, or Strong and explain why. Treat all interpretations as hypotheses until I verify the source notes. End with a Problem Validation Summary and remaining uncertainties. Notes: [PASTE DE-IDENTIFIED NOTES].”

Expected output: Traceable patterns and counts, evidence categories, contradictions, evidence-strength ratings, a Problem Validation Summary, and remaining uncertainties.

Student must verify: Every quote, count, interview ID, customer qualification, and contradiction against the original notes; remove any unsupported inference.

Real-world evidence still required: The original de-identified interview notes plus observable behavior, commitments, or payment evidence that can strengthen or challenge the interview findings.

Day 5 — Offer: Organize the Minimum Offer

Purpose: Turn validated evidence into the smallest credible offer that can be delivered and tested now.

Ready-to-use prompt: “Using only the validated evidence summary below, guide me through PROMPT-to-Profit Day 5: Organize the Minimum Offer. Do not create a full business plan, large product, or unsupported claims. Define: specific target customer, validated problem, minimum solution deliverable now, core benefit, inclusions, tentative price hypothesis, credible differentiator, delivery plan, and one meaningful CTA. Give me three minimum-offer options,

then recommend the smallest testable version and list the assumptions that still require proof. Evidence summary: [PASTE].”

Expected output: Three minimum-offer options, one recommended smallest testable offer, a tentative price hypothesis, a meaningful CTA, and a list of unresolved assumptions.

Student must verify: You can actually deliver the offer; costs and time are realistic; claims are supportable; the price logic is responsible; the CTA measures a meaningful action.

Real-world evidence still required: Exposure of the real offer to target customers, inquiries, CTA actions, objections, commitments, willingness-to-pay, and—when appropriate—payment signals.

Day 6 — Go-to-Market: Build and Expose a Real Asset with Google Pomelli

Purpose: Convert the Day 5 offer developed with the Startup Consultant GPT into at least one real marketing asset and place it in front of target customers.

Required actions: Take the Day 5 minimum offer into the Pomelli Asset Brief; use Google Pomelli to create or revise at least one real marketing asset; review every claim and detail; expose the asset to real target customers; track a meaningful CTA action rather than views or likes alone.

Expected output: At least one completed, human-reviewed Google Pomelli marketing asset tied to the Day 5 offer and one documented go-to-market test.

Student must verify: Offer accuracy, spelling, visuals, tone, audience fit, CTA clarity, links, price, contact details, and your ability to fulfill what the asset promises.

Real-world evidence still required: Proof of exposure to real target customers plus inquiries, clicks to a meaningful next step, sign-ups, replies, bookings, commitments, objections, or purchases.

Required workflow

Startup Consultant GPT → business hypothesis and offer

Google Pomelli → marketing asset

Real customers → evidence

Student → final decision

Day 7 — Measurement: Track, Test, Improve, and Decide

Purpose: Review actual evidence and metrics without allowing AI to make or disguise the final student decision.

Ready-to-use prompt: “Using the actual metrics and evidence below, guide me through PROMPT-to-Profit Day 7: Track, Test, Improve. Do not decide for me and do not change or invent any numbers. Separate facts from interpretation, calculate basic conversion rates, summarize evidence supporting and challenging the hypothesis, identify the weakest remaining assumption, and explain the evidence for CONTINUE, CHANGE, and STOP. Recommend the next smallest test. End with a decision worksheet, but leave the Final Student Decision blank for me to complete. Metrics and evidence: [PASTE].”

Expected output: A metrics summary, checked conversion-rate calculations, evidence supporting and challenging the hypothesis, decision options, the weakest remaining assumption, and the next smallest test.

Student must verify: Every number, formula, evidence link, customer count, interpretation, and claimed conversion against the Validation Tracker and source evidence.

Real-world evidence still required: Actual interviews, offer exposure, inquiries, meaningful CTA actions, objections, commitments, payment or purchase signals, and any contradictory evidence.

Final responsibility: The student—not the GPT, Pomelli, or the facilitator—makes and defends the final CONTINUE, CHANGE, or STOP decision.

Submission checklist

[ ] All seven daily deliverables are complete.

[ ] Interviewee identities are protected.

[ ] At least 3–5 qualified customer conversations are documented.

[ ] AI-generated output is not labeled as customer evidence.

[ ] Pomelli Asset Brief and ready-to-paste prompt are included.

[ ] At least one final Pomelli asset is attached or linked.

[ ] The asset review shows at least one human verification pass.

[ ] Proof shows real target customers were exposed to the offer.

[ ] Metrics and rates match the Validation Tracker.

[ ] The final decision cites evidence, including contradictory evidence.

[ ] All links are accessible to the facilitator.

Final reminder: Human Draft → AI Assist → Human Verify → Human Decide.