

Workshop 4: AI as Your Business Brain

Using AI as a Thinking Partner

The Role of AI

AI is often seen as a writing tool.

In practice, its real value is in how it supports thinking.

Used well, it helps you:

- Clarify ideas
- Explore options
- Challenge assumptions
- Turn ideas into practical steps

For early-stage founders, this can be particularly valuable when you are working through multiple decisions at once.

What AI Is Good At

Running a business involves constant decision making.

- What should I focus on
- Who is my ideal customer
- What should I sell
- How should I price it
- What should I prioritise

AI gives you a space to think through these questions.

You can:

- Break down ideas
- Explore different scenarios
- Test assumptions
- Build and refine plans

It acts as a structured way to think out loud.

Tools You Can Use

ChatGPT

<https://chat.openai.com>

Claude

<https://claude.ai>

Both tools can support idea development, analysis, and decision making. Many founders use them interchangeably.

Example: Shaping a Business Model

AI can help turn a broad idea into something more defined.

For example:

“If I want to earn £35,000 working 40 weekends per year as a children’s entertainer, what packages could I sell and how many bookings would I need?”

This can help you:

- Define offers
- Explore pricing levels
- Identify additional revenue options

It moves you from a general goal to something measurable.

Example: Thinking Through Pricing

AI can also help you explore pricing decisions.

For example:

“If my product costs £20 to make and takes two hours to produce, what would be a sensible selling price?”

Or:

“If I sell at £50 per item, how many sales would I need to reach £30,000 per year?”

This allows you to test different scenarios quickly and understand what is realistic.

A Simple Framework

You can use AI to work through four key areas of your business:

Customer

Who are you helping

Problem

What challenge are they trying to solve

Offer

What are you selling to solve it

Numbers

How the business works financially

AI is particularly effective when you use it to explore these areas step by step.

Three Roles AI Can Play

Strategist

Exploring opportunities and direction

Example prompt:

Act as a business strategist. What opportunities might I be missing in this idea

Critic

Challenging your thinking

Example prompt:

What weaknesses or risks might exist in this business model

Customer

Seeing your business from the outside

Example prompt:

Act as a customer. What questions would I ask before buying

Using these perspectives can quickly strengthen your ideas and how you communicate them.

Prompts to Try

- Help me simplify this business idea so it is easier to understand
 - What objections might customers have before buying
 - Suggest three beginner-friendly offers I could sell
 - What revenue opportunities might I be missing
 - Rewrite this explanation so a 12-year-old could understand it
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A Simple Exercise

Open ChatGPT or Claude and spend ten minutes exploring your business idea.

Start with one question, then continue the conversation.

Refine your inputs as you go.

Even a short session can create useful clarity.

What to Keep in Mind

AI should support your thinking, not replace it.

- Review what it produces
- Edit and refine outputs
- Apply your own judgement
- Ensure it reflects your voice

You are still the decision maker.

Final Takeaway

AI is not just a writing tool.

It is a thinking partner.

Use it to:

- Break down ideas
- Explore options
- Challenge assumptions
- Organise your thinking

Used consistently, it can help you make clearer and more confident decisions as you build your business.