



AI FOR FOUNDERS

Workshop 6: AI Tools Every Modern Founder Should Know

The Core Tools

1. ChatGPT

Thinking and Direction

Website: <https://chat.openai.com>

ChatGPT acts as a thinking partner, helping you move from a blank page to a clear starting point.

Use it to:

- Clarify your positioning
- Generate ideas
- Challenge your thinking
- Identify gaps

Example prompts:

- Help me refine my business idea
- Act as a customer and challenge this concept
- Give me ten content ideas for my audience

Use it to support your thinking, not replace it.

2. Nano Banana

Creative and Visual Ideas

Website: <https://nanobanana.ai>

Nano Banana helps you quickly visualise ideas.

Use it for:

- Social media concepts
- Campaign ideas
- Product or brand direction

It allows you to explore creative options before investing time or budget.

3. Prompt Cowboy

Better Prompts, Better Outputs

Website: <https://www.promptcowboy.ai>

Prompt Cowboy improves how you write instructions for AI tools.

Instead of:

Create an image of a florist

You move to:

Create a high-end editorial image of a florist preparing wedding arrangements in a bright studio with soft natural light

Clearer prompts produce stronger results.

4. Lovable

Testing Ideas Quickly

Website: <https://lovable.dev>

Lovable allows you to create simple websites or prototypes using AI.

Use it to:

- Test a business idea
- Create a landing page
- Measure interest early

This helps you make faster decisions and reduce risk.

5. NotebookLM

Working With Your Own Information

Website: <https://notebooklm.google.com>

NotebookLM helps you analyse and organise your own materials.

Upload:

- Notes
- Research
- Business plans
- Meeting transcripts

Use it to:

- Summarise content
- Identify themes
- Extract key insights

It can also turn documents into audio, allowing you to listen instead of read.

6. Fireflies

Capturing Meetings

Website: <https://fireflies.ai>

Fireflies records meetings and generates summaries.

Use it for:

- Client calls
- Consultations
- Internal meetings

It allows you to focus on the conversation rather than taking notes.

Additional Tools

Claude

Alternative AI Assistant

Website: <https://claude.ai>

Claude is particularly useful for analysing longer documents and working through more detailed ideas.

Canva (AI Features)

Content Creation

Website: <https://www.canva.com>

Canva includes AI tools that support:

- Social media content
- Presentations
- Marketing materials

It is a practical option for creating content quickly without a designer.

Where This Fits

These tools support five key areas of your business:

- Thinking
- Ideas
- Building
- Organising
- Productivity

Focus on where you currently experience the most friction.

How to Get Value Quickly

If you are unsure how a tool applies to your business, ask ChatGPT.

For example:

- I run a massage therapy business. How could NotebookLM help me?
- I run a dog grooming business. How could Lovable help me test new services?
- I am a photographer. How could Nano Banana support my content creation?

This is often the fastest way to identify practical use.

Final Takeaway

You do not need to learn everything.

Start with one or two tools. Use them in real situations. Build from there.

The advantage comes from consistent use, not perfection.
