



Week 1 – Kickstart Your AI-Boosted Startup

Why This Week Exists

You're not here to "join a programme." You're here to make something real — faster, cheaper, and with fewer face-plants. AI is your unfair advantage, but only if you treat it like a co-founder that works 24/7 and doesn't whine about equity.

Your Mission

By the end of this week you'll:

1. Have a crystal-clear 90-day goal that actually matters.
2. Know exactly who you're building for (hint: it's not "everyone with a pulse").
3. Have your first AI workflows in place to do the boring stuff while you focus on building and selling.

Step-by-Step

1. Define Your North Star (90-Day Goal)

- Not "get investment" (that's an outcome, not a goal).
- Think: "Launch MVP with 50 paying users" or "Close 5 enterprise pilots."

AI Prompt:

"You are an early-stage startup founder coach. I'll describe my idea, and you'll help me define a SMART 90-day goal that will materially increase my startup's traction. Here's my idea: [INSERT IDEA]"

2. Nail Your Ideal Customer Profile (ICP)

- Founders fail because they pitch to the wrong crowd, not because the crowd's mean.

AI Prompt:

"You are a market research expert. Given my startup's core problem and proposed solution, identify the top 3 customer segments most likely to pay, and for each, give me their urgent pain points, budget range, and buying triggers."

3. Set Up Your First AI Workflows

- Pick one repetitive task that's sucking time.



- Build a ChatGPT, Claude, or Perplexity workflow to handle it (content drafting, competitor tracking, lead list clean-up).

AI Prompt:

“You are my AI automation assistant. Here’s a repetitive task I do: [INSERT TASK]. Design a step-by-step process I can run weekly to complete it in less than 15 minutes using free or low-cost tools.”

Pro Tips from the Trenches

- Your 90-day goal should scare you a bit. If it’s comfy, it’s useless.
- Don’t over-optimize tools this week. Get them working well enough — polish later.
- Write your ICP somewhere you can see it daily. Tattoo optional.

Your Deliverables This Week

- One SMART 90-day goal (written down, non-negotiable).
- ICP doc: 1-pager with 3 key segments, pain points, budget, triggers.
- AI workflow #1 documented and tested.

Why This Matters

Founders who skip this week’s work are the ones who “pivot” 14 times and still end up broke. You’re building with intent — and you’re building with a machine that never sleeps.