



## Week 2 – Find Your Winning Market with AI

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### Why This Week Exists

If you're building for "everyone," you're building for no one. Spray-and-pray is for toddlers with water pistols, not founders burning cash. This week is about using AI to pinpoint the people who'll pay you fastest, scream the loudest when you help them, and stick around the longest.

### Your Mission

By the end of this week you'll:

1. Have hard data on the market segments worth chasing.
2. Know exactly who your competitors are and where they suck.
3. Have a priority hit list of customers to target first.

### Step-by-Step

#### 1. Segment Like a Sniper

- Don't just guess — let AI analyse trends, forums, and reviews.

AI Prompt:

"You are a startup market analyst. Given my product description, identify the top 5 high-potential customer segments, ranked by urgency of pain, ability to pay, and likelihood to adopt quickly. Include a short explanation for each ranking."

#### 2. Spy (Legally) on Your Competition

- Competitors are free R&D — let AI do the digging.

AI Prompt:

"You are a competitor research specialist. Analyse [INSERT COMPETITOR NAMES OR URLS] and give me: (1) their target audience, (2) their main selling points, (3) where customers complain most, (4) gaps I can exploit."

#### 3. Build Your Priority Hit List

- Start with 20–50 potential customers you can actually reach.

AI Prompt:



“You are my growth assistant. Based on this target segment description [INSERT SEGMENT], list 20 real companies or individuals matching it, with contact info where possible. Rank them by potential deal size and readiness to buy.”

### Pro Tips from the Trenches

- If the market's too small to make rent, it's not a market — it's a hobby.
- Competitor complaints are your marketing copy waiting to happen.
- AI can give you the list, but you still have to pick up the phone.

### Your Deliverables This Week

- Market segmentation doc: Top 3 segments, ranked, with data points.
- Competitor gaps list: 3–5 exploitable weaknesses.
- Priority hit list: 20+ high-potential customers.

### Why This Matters

You can have the best product in the world, but if you're shouting into the wrong room, no one cares. AI gives you the map. You still have to drive the bloody car.