

Business Strategy Prompts

Analyze any business model to identify where revenue breaks under real-world pressure—before it happens. This prompt reveals hidden weaknesses in pricing, acquisition, churn, and operational constraints.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Business Model Analysis

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Why This Prompt Exists

Most business models are evaluated at their strongest point—not their weakest.

Founders tend to assume steady growth, stable customers, and predictable acquisition costs. But real businesses don't behave that way.

Revenue breaks quietly through churn, pricing pressure, customer concentration, or rising acquisition costs.

This framework forces a different kind of thinking: stress testing the business before reality does it for you.

It exposes structural weaknesses that are usually only discovered after growth slows—or stops entirely.

The Prompt

Assume the role of a senior business strategist and financial systems analyst with deep experience in revenue modeling, unit economics, and operational risk assessment.

Your task is to analyze a business model and perform a full revenue stress test to identify where and how it will likely break under real-world conditions.

Before producing the analysis, evaluate the business carefully.

Identify:

- core revenue streams
- pricing structure and assumptions
- customer acquisition method and cost structure
- retention and churn risks
- dependency points (channels, platforms, customers, suppliers)
- operational scaling constraints

Then produce a structured stress test report:

1. BUSINESS MODEL OVERVIEW

Summarize how the business makes money in simple terms.

2. REVENUE STREAM BREAKDOWN

List all revenue sources and assess stability of each.

3. UNIT ECONOMICS ANALYSIS

Evaluate:

- customer acquisition cost (CAC)
- lifetime value (LTV)
- margin structure
- payback period assumptions

4. STRESS POINT IDENTIFICATION

Identify where the model breaks under pressure:

- rising CAC
- increased churn
- pricing pressure
- market saturation
- operational overload
- dependency risk

5. FAILURE SCENARIOS

Describe 3 realistic scenarios where revenue declines or becomes unstable.

6. STRUCTURAL WEAKNESSES

Highlight hidden weaknesses in the business model that are not obvious at surface level.

7. STABILIZATION RECOMMENDATIONS

Provide practical fixes:

- pricing adjustments
- retention improvements
- diversification strategies
- channel expansion or reduction
- operational changes

INPUTS:

Business Description:

[INSERT BUSINESS DESCRIPTION]

Revenue Model:

[INSERT HOW MONEY IS MADE]

Target Market:

[INSERT TARGET CUSTOMERS]

OUTPUT RULES:

- Be direct and analytical, not motivational
- Avoid generic business advice
- Focus on structural and financial realities
- Think like someone responsible for preventing failure, not celebrating ideas

How To Use It

- Use with real businesses, not vague ideas, for best results.
- If analysis feels shallow, add:
“Go deeper into unit economics and churn behavior.”
- Combine with competitor analysis prompts for stronger strategic insight.
- Use before investing time or money into scaling any business model.
- Re-run after major pricing or acquisition changes.

Example Input

Business Description: Subscription-based SaaS tool for small business invoicing

Revenue Model: monthly subscription fees (tiered pricing)

Target Market: freelancers and small service businesses

Why It Works

Most businesses fail not from lack of demand—but from fragile structure.

This framework improves decision-making by enforcing:

- revenue-first thinking instead of feature-first thinking
- explicit identification of failure points before scaling
- unit economics clarity under stress conditions
- real-world scenario testing instead of optimistic projections

Strong businesses are not just profitable—they are resilient under pressure.

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