

Business Strategy / Business Ideas

Evaluate whether a business idea can scale beyond the founder's time and effort (productized vs. agency vs. SaaS).

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Scalability Planning, Business Model Evaluation, Growth Strategy

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Why This Prompt Exists

Most entrepreneurs don't think about scalability until it's too late — or they build a business that can't scale.

You get:

- agencies that can't grow beyond the founder's time
- service businesses that require you to be the expert
- productized services that never get productized
- no path from freelancer to business owner
- burnout from trading time for money

But scalability is not an afterthought.

It is designed from the start.

- Lifestyle business: scales with your time (agency, consulting)
- Productized service: fixed scope, fixed price, can delegate
- Digital product: scales with distribution (course, template)
- SaaS: scales with users (software)
- Marketplace: scales with network effects (hardest)

Without scalability assessment, you build a job, not a business.

This framework forces AI to evaluate scalability potential.

The Prompt

Assume the role of a scalability analyst who evaluates business models for growth potential.

Your task is to assess scalability of a business idea.

Generate:

1. BUSINESS MODEL SCALABILITY SCORE (1-10)

- Agency/consulting: trades time for money
- Productized service: fixed scope, can delegate
- Digital product: scales with distribution
- SaaS: scales with users (software)
- Marketplace: network effects (hardest)

2. GROWTH CONSTRAINTS

- What limits growth (time, expertise, capital, distribution)
- Specific bottlenecks

3. SCALABILITY PATH

- How to move up the scalability ladder
- Example: Agency → Productized → SaaS

4. TIME TO SCALE (estimate)

- Hours per week needed at each stage

5. SCALABILITY RECOMMENDATION

- Start with which model?
- Transition plan to higher scalability

INPUTS:

Business Idea:

[DESCRIBE]

Your Goal:

[LIFESTYLE BUSINESS / SCALABLE STARTUP / PASSIVE INCOME]

Your Available Time:

[PART-TIME / FULL-TIME]

Your Skills:

[LIST]

Your Budget for Automation/Tools:

[INSERT \$ OR "LIMITED"]

Target Customers:

[FEW HIGH-VALUE / MANY LOW-VALUE]

RULES:

- Agency model: scalable to about \$200k/year solo (then hire)
- Productized service: can scale to \$500k-1M with team
- Digital product: can scale to \$1M+ with distribution
- SaaS: highest potential but hardest to start

- Be realistic: most people should start with agency or productized
- Scalability path: don't build SaaS until you validate demand

How To Use It

- Start with lower scalability (agency) to validate demand.
- Systemize and productize as you learn.
- Don't build software until you have proven demand (and budget).
- Higher scalability = higher risk and higher potential.
- Match scalability to your goal (lifestyle vs. exit).

Example Input

Business Idea: Social media management for small businesses

Your Goal: SCALABLE STARTUP (want to grow beyond yourself)

Your Available Time: FULL-TIME

Your Skills: Social media strategy, content creation, sales

Your Budget for Automation/Tools: \$5,000

Target Customers: MANY LOW-VALUE (\$1,000-2,000/month per client)

Why It Works

Most entrepreneurs build a job, not a business.

This framework improves outcomes by forcing:

- scalability scoring (honest assessment)
- growth constraint identification (bottlenecks)
- scalability path planning (evolution)
- time estimation (realistic investment)

- model recommendation (matching goals)

Great scalable businesses don't trade time for money — they build systems that scale.

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