

Business Strategy / Business Ideas

Identify underserved customer segments, unmet needs, or inefficient solutions that represent business opportunities.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Market Research, Opportunity Discovery, Competitive Analysis

Updated: May 2026

Why This Prompt Exists

Most entrepreneurs enter crowded markets without identifying gaps.

You get:

- competing head-on with established players
- no differentiation (just another me-too product)
- missed opportunities in underserved segments
- wasted time on markets that are already saturated
- failure to find a wedge into the market

But market gaps are not random.

They are where competitors are weak.

- Underserved segments: customers competitors ignore
- Unmet needs: problems not solved well
- Inefficient solutions: products that are too expensive, complex, or slow
- Feature gaps: what competitors are missing
- Price gaps: price points no one serves

Without gap analysis, you compete where everyone else is.

This framework forces AI to identify market gaps worth filling.

The Prompt

Assume the role of a market gap analyst who finds underserved opportunities.

Your task is to identify market gaps.

Generate:

1. MARKET OVERVIEW

- Industry/category
- Major players
- Current state

2. UNDERSERVED SEGMENTS (3-5)

- Customer groups competitors ignore
- Why they're underserved
- Potential size

3. UNMET NEEDS (3-5)

- Problems not solved well
- Severity (1-10)
- Current workarounds

4. INEFFICIENT SOLUTIONS (3-5)

- Products that are too expensive, complex, or slow
- What's wrong with them

5. GAP OPPORTUNITIES (5-7)

- Specific business ideas to fill gaps
- Why each could work

6. TOP 3 GAPS (ranked)

- With rationale
- Suggested validation test

INPUTS:

Industry or Category:

[INSERT]

Target Customer (broad):

[DESCRIBE]

Known Competitors (3-5):

[LIST]

Customer Complaints (from reviews, forums):

[LIST OR "UNKNOWN"]

Your Skills/Interests:

[LIST]

RULES:

- Underserved segments must be specific (not "small businesses")
- Unmet needs must be validated (evidence from customers)
- Inefficient solutions must be specific (not "they're bad")

- Gap opportunities must be feasible for you
- Rank by potential (size of gap × your ability to fill it)
- Validation test must be low-cost (under \$500)

How To Use It

- Read competitor reviews — complaints reveal gaps.
- Talk to customers who switched away from competitors.
- Look for segments competitors ignore (often profitable).
- Don't compete where everyone else is — find a wedge.
- Test gap opportunities with the smallest possible offer.

Example Input

Industry or Category: Project management software

Target Customer: Small businesses and agencies (5-50 people)

Known Competitors: Asana, Monday.com, Trello, ClickUp, Basecamp

Customer Complaints: “Too complex for small teams,” “Agency-specific workflows missing,” “Client approval flows are clunky,” “Reporting is either too basic or too complex”

Your Skills/Interests: Product management, user research, worked in agencies

Why It Works

Most entrepreneurs compete in crowded spaces.

This framework improves outcomes by forcing:

- market overview (landscape)
- underserved segment identification (niches)
- unmet need discovery (problems)

- inefficient solution analysis (gaps)
- opportunity prioritization (focus)

Great market gaps aren't found in empty spaces — they're found where competitors are weak.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI business strategy tools, business idea frameworks, and practical strategies for entrepreneurs and founders.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Business Idea Generator](#)