

Find–Test–Build AI Prompt Pack

Nine practical prompts for using AI to organise thinking, prepare real-world learning and build from evidence — without asking AI to invent your market.

PRACTICAL AI RESOURCE

THE PROMISE

Leave with one clearer direction, one evidence-producing test or one more repeatable build decision.

Choose only the stage you need. The prompts create hypotheses, plans and decision support—not proof, customer quotes or clinical advice.

Use AI without outsourcing reality

AI can help structure ambiguity. It cannot replace conversations, observed behaviour, consent, governance, professional judgement or primary-source verification.

PASTE THIS CONTEXT BLOCK BEFORE ANY PROMPT

I am a clinician founder working on: [idea / problem / project].
The people or stakeholders I may serve are: [specific group].
What I already know from real experience or evidence is: [facts].
What remains uncertain is: [unknowns].
My current stage is: [Find / Test / Build].
My constraints this week are: [time, energy, governance, access].
Do not invent facts, quotes, demand, market size or evidence. Label assumptions clearly, ask for missing information, and finish with the smallest real-world action that would reduce uncertainty.

FIVE NON-NEGOTIABLES

- ☐ Do not paste patient-identifiable, confidential, employer-sensitive or commercially restricted information.
- ☐ Treat every AI output as a draft or hypothesis. Verify claims, links and current guidance against primary sources.
- ☐ Do not ask AI to simulate customer evidence, fabricate quotations or declare an idea "validated".
- ☐ For clinical, regulated, research or data-processing activity, follow the appropriate governance, consent and professional route.
- ☐ Keep human decisions visible: evidence used, assumption made, action chosen and review date.

Notice problems worth exploring

Use AI to organise observations and compare possible directions. Do not use it to manufacture certainty or choose a permanent identity.

PROMPT F1

Pattern finder

USE THIS TO

Turn messy observations into candidate problems without pretending frequency or demand is known.

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Here are my anonymised observations, notes or recurring questions: [paste]. Group them into 3–5 candidate problem patterns. For each, show: specific person/stakeholder; difficult moment; current workaround; possible consequence; evidence already present; assumptions; missing evidence; and one question I should investigate next. Do not infer prevalence or willingness to pay. End by asking me which pattern I have genuine access and energy to explore.

PROMPT F2

Person–problem–outcome

USE THIS TO

Translate broad expertise or a niche label into a reachable person, concrete situation and useful outcome.

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My experience/credibility is: [x]. People I can realistically reach are: [y]. Problems I notice are: [z]. Produce three provisional person–problem–outcome statements. For each, explain why it may matter, why I may be credible, what is still only an assumption, and the smallest observation or conversation needed before choosing it. Reject vague labels and generic outcomes. Do not turn the statement into a sales claim.

Choose one 30-day exploration

The goal is a direction worth testing—not a perfect niche, final brand or irreversible career choice.

PROMPT F3

Direction comparator

USE THIS TO

Compare a small set of directions using criteria that matter for clinician founders.

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Compare these possible directions: [list]. Use the following lenses: meaningful problem; reachable people; credibility/access; personal energy; potential for a small test; ethical/governance complexity; useful asset I could create; and evidence already present. Do not create a universal score or pretend the criteria predict success. Show trade-offs, the critical unknown for each direction, and recommend one 30-day exploration only if the evidence supports it. Otherwise tell me what information is missing.

FIND HANDOFF

You are ready to leave Find—for now—when you can name:

- ☐ one reachable person or stakeholder;
- ☐ one consequential problem or job;
- ☐ one useful outcome;
- ☐ why you are well placed to explore it;
- ☐ one 30-day direction and the evidence you still need.

Then use a real conversation or reversible test. More AI analysis is not the next stage.

Prepare evidence-producing tests

Use AI to expose assumptions, prepare questions and shrink the test. The evidence must come from people, behaviour or real delivery.

PROMPT T1 Assumption map

USE THIS TO

Find the smallest uncertainty worth testing instead of trying to validate the whole idea.

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My provisional direction is: [x]. The intended person/problem/outcome is: [y]. List the assumptions that must be true across problem, audience access, urgency, current workaround, trust, format, behaviour, payment and delivery. Separate what I know from what I merely believe. Rank assumptions by consequence if wrong and ease of testing. Choose one critical assumption for this week and explain why. Do not call any assumption validated without evidence I provide.

PROMPT T2 Conversation planner

USE THIS TO

Prepare five comparable problem conversations without turning them into disguised pitches.

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I need to learn whether [specific problem] matters to [specific people] in [specific moment]. Create a 15-minute conversation guide that asks for the last real example, current workaround, practical consequence, what they already tried, and what they wished were easier. Add short probes and a neutral invitation message. Flag leading questions. Include a note to avoid patient-identifiable/confidential information. Finish with a capture table for exact non-identifying phrases and observed behaviour.

Design one reversible test

A useful test answers one uncertainty, protects real boundaries and can change what you decide next.

PROMPT T3

Reversible test designer

USE THIS TO

Turn one private idea into one small action, one signal and one date.

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The uncertainty I need to reduce is: [x]. The people I can reach are: [y]. My genuine prerequisites/boundaries are: [z]. Propose three test formats: conversation, invitation, manual version or useful object. Each must run within seven days, cost little, protect safety/confidentiality and be easy to stop. For each, define the behaviour that would count as useful signal, safe failure, and next move for yes, no or silence. Recommend the smallest decision-changing test—not the most impressive one.

TEST REVIEW — COMPLETE AFTER REALITY RESPONDS

Here is what I tested: [action]. Here is what actually happened: [behaviour/evidence]. Here are the exact non-identifying phrases or results: [data]. Separate observation from interpretation. Compare the result with the signal I chose in advance. Give me four options—continue, adapt one variable, pause, or stop—with the evidence for and against each. Name what remains unknown. Do not strengthen weak signal into traction or demand.

DECISION

I will [continue / adapt / pause / stop] because [evidence]. The next uncertainty is [x]. My next action and review date are [y].

Build around what reality taught you

Use AI to translate evidence into a clearer offer and identify the bottleneck around delivery—not to polish a product nobody asked for.

PROMPT B1

Evidence-to-offer

USE THIS TO

Translate real language and behaviour into a bounded promise without overclaiming.

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My verified evidence is: [conversations, uses, bookings, payments, referrals or outcomes]. Exact non-identifying phrases are: [x]. Draft three offer directions using person, problem, outcome, format, boundary, proof available and invitation. Mark every claim that is not supported by my evidence. Avoid guaranteed outcomes, inflated authority and generic transformation language. Recommend one manual or bounded version I can deliver before adding complexity.

PROMPT B2

Founder journey bottleneck

USE THIS TO

Locate the weakest step around the thing you are building.

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Map my current path as: attention → conversation → offer → delivery → outcome → proof → next step. Here is what currently happens at each step: [paste]. Identify missing handoffs, repeated friction and places where I rely on memory. Choose one bottleneck using the evidence I provide. Suggest the smallest process, checklist, template or follow-up that would make that step easier to repeat. Do not recommend a complex CRM, automation or team before the minimum workflow is clear.

Turn repeated work into one asset

Build does not mean adding more. It means making useful value, delivery and learning easier to repeat.

PROMPT B3 Asset extractor

USE THIS TO

Convert repeated explanations, delivery steps or proof into a reusable asset.

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Here is a repeated task, explanation or client/member question: [paste]. Identify the stable principle, the variable context and the evidence available. Propose one reusable asset: checklist, worksheet, guide, template, decision tree, onboarding step, content piece or SOP. State who it is for, when to use it, when not to use it, time required, concrete output and next action. Preserve confidentiality. Flag unstable clinical, legal, platform or AI claims for primary-source verification and dating.

COMPLETION CRITERION

You used one prompt for the stage you actually need and finished with a human decision plus a real next action.

Evidence used: _____

Assumptions still open: _____

Decision made: _____

Real-world next action: _____

Review date: _____

Record the evidence and uncertainty—not sensitive source material—before choosing the next action.

Keep building with support

The prompt is only the start. The useful work happens when you test the thinking against real people, make a decision and return with evidence.

WANT MORE RESOURCES LIKE THIS?

Join the Clinician Founder Membership

A focused community, practical Find-Test-Build resources and a growing pathway for clinicians bringing meaningful ideas to life.

CLINICIANFOUNDER.COM/MEMBERSHIP

Bring your current stage, your open assumptions and the evidence you have gathered. Choose one useful next step—then keep moving.