PRACTICAL WORKBOOK / STARTUP

START A BUSINESS WITH AI

From problem to first market test.

01
PROBLEM

02
PILOT

03
EVIDENCE

METHODS / EXERCISES / EDITABLE WORKSHEETS

A complete English edition. Individual professional use.

HOW TO USE THIS WORKBOOK

START A BUSINESS WITH AI — FROM PROBLEM TO FIRST MARKET TEST

You can build a convincing prototype before knowing whether anyone needs it. This workbook starts with the problem and organises a demand test around a limited service, visible costs and decision criteria. AI helps prepare and analyse the work; real users and delivery experience remain the sources for deciding what is worth building.

Finish with a defined market experiment: segment, problem, pilot offer, test criteria, costs and a decision about the next step.

How to work

Choose one business hypothesis and the smallest group with which you can test it. You do not immediately need a complete application or many integrations. First perform the steps you can control manually. This guide does not cover company formation, tax advice, fundraising or access to finance, and does not promise to validate your idea within a fixed time.

What is included

Eight chapters, a fictional pilot-service case, a decision guide, six CSV worksheets and editable Markdown. Production code, infrastructure, AI services and configuration of your accounts are not included.

What is not included

Software, accounts, subscriptions, consulting, setup on your systems and guaranteed financial results are not included. All examples are fictional teaching scenarios: people, companies, dates and figures do not describe real customers.

Contents

01 Choose the problem to investigate

02 Interview without seeking confirmation

03 Choose the first segment

04 Design a manual pilot service

05 Build a prototype you can test

06 Estimate the cost of serving one customer

07 Sell the test and deliver it well

08 Choose the next investment

01 / PROCEDURE

CHOOSE THE PROBLEM TO INVESTIGATE

A useful problem can be recognised in an incident: a person tries to achieve something and meets an obstacle. ‘Businesses need AI’ describes no incident. ‘The manager spends Monday reconstructing commitments from meetings’ identifies a task and a possible difficulty.

Write observations and hypotheses separately. Even if you know the sector, do not automatically extend your experience to every company. A problem may be frequent but inexpensive, or costly but already solved satisfactorily.

Working steps

1. Describe the user, task and situation in one sentence. Add the current solution, even if it is a spreadsheet or manual process.

2. State what evidence you have: personal experience, observation, interview or intuition alone. An idea suggested by AI remains a hypothesis.

3. Choose the biggest uncertainty: whether the problem exists, willingness to change, technical feasibility or sustainable delivery.

4. Write down what would make you scale the idea back. If no finding could change your mind, you have not yet designed a test.

Fictional example

Fictional scenario: a small firm’s manager reconstructs tasks after meetings. The hypothesis is that a structured summary could reduce missed handovers. It is not yet known how often this happens, whether the team already has suitable tools or whether it would pay an outside service.

Use AI this way

Ask AI to separate your text into observations, assumptions and questions. Request at least two alternative explanations without presenting them as established facts.

Exercise

Complete one row in the hypothesis log and choose a question that could make you stop before developing the product.

DONE WHEN — The problem is described as an incident and the main uncertainty is explicit.