

Fund Your Business With the Power of AI

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Using Deep Research

- ChatGPT
- Google Gemini

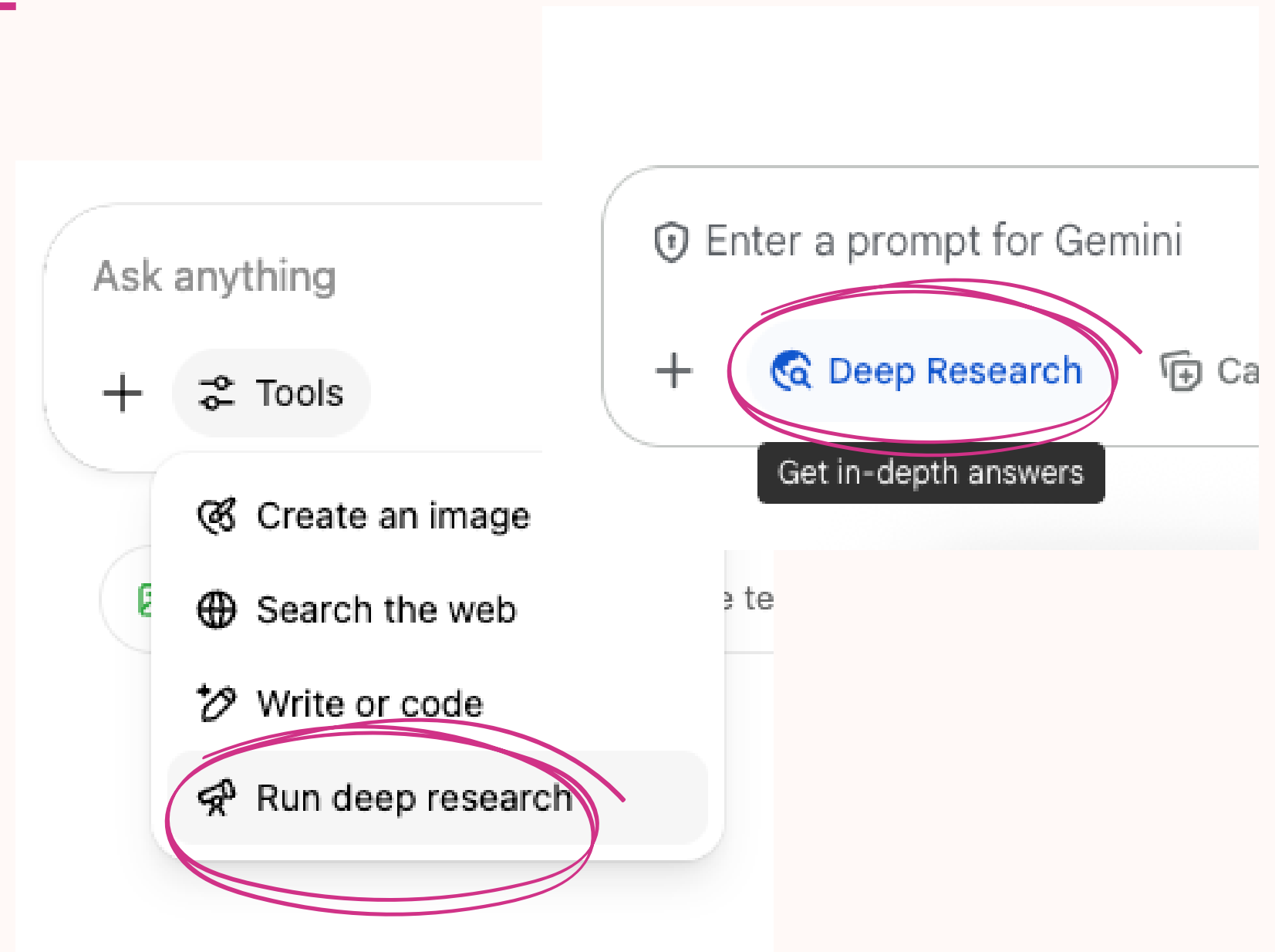
shallow use = “list of VCs”

Deep use = strategic insight based on
your business



The Tools We'll Use Today

- **ChatGPT o3** + Deep Research
- **Gemini Flash 2.5pro** + Deep Research
- Your **Custom BrandGPT** from last week's session.



Before We Prompt

- Industry (define the exact niche)
- Business model, revenue model, customer profile
- Region and funding stage
- Links to Press or traction (if any)

👁️👁️ What you type in affects what you get out.



What To Build From Today's Research

- Investor target list (with notes on interests)
- Competitor matrix (pricing, model, traction)
- Key messaging for pitch (pull industry stats + market gap)
- Warm outreach strategy (events, podcasts, intros)

Workshop Materials – Scan the QR



Or Visit

<https://www.smartmarketingsquad.com/research>

Live Exercise!

Let's Research with AI

Open ChatGPT or Gemini

Let's Revist BrandyGPT

- Now that you know your audience (investors),
- And the landscape (competitors, funding activity),
- You can go back to BrandyGPT to help you start:
 - Pitch emails
 - Investor decks
 - Fundraising page content
 - Outreach and social media

 *"Investor-Ready Messaging starts with Research-Ready Thinking."*

How to Get the Best Results

Understand the GPTs Capabilities

- ✓ Clear research objective – today our's is Startup Funding & Market Research for YOUR business.
- ✓ Use our structured prompt this helps give the AI roles, constraints and specific outcomes. – like you would a new intern so it knows all about your business and what you need.
- ✓ Follow-up and drill down
- ✓ Ask for Comparison Tables
- ✓ Validate and cross-reference
- ✓ I like to use Gemini and ChatGPT side-by-side for a robust results.
- ✓ Use the Gemini and ChatGPT reasoning models with deep research.

Get Today's Slides



Take the **AI Learning Style Quiz!**
Get a personalized AI learning roadmap

