



ChatGPT Market Insights Playbook

Using AI as Your Research Partner for Smarter Strategy

A practical framework for founders and growth teams who want to leverage AI for market research, competitor analysis, and strategic planning —without losing the human judgment that drives real decisions.

Work Smarter, Not Faster



The Promise

When used intentionally, ChatGPT can reduce research and strategy time by 40-70% while keeping credibility and human judgement at the center.

This isn't about replacing intelligence. It's about building clarity faster and supporting stronger business decisions.

Return to this playbook as your company evolves. It's designed as a working tool, not a one-time read.

Position ChatGPT as Your Junior Research Assistant

ChatGPT is Strong At

- Summarizing large volumes of information
- Structuring research questions
- Identifying patterns and themes
- Generating strategic starting points
- Supporting ideation and planning

ChatGPT Should Not Replace

- Market validation
- Customer interviews
- Financial forecasting accuracy
- Legal or regulatory interpretation
- Final strategic decision-making

Your role as a founder is to guide, validate, and interpret. The quality of the output depends entirely on the quality of your prompts and your critical assessment.

The SMART Research Cycle

A repeatable system to guide all AI-supported research. Follow this cycle every time you use ChatGPT for strategy work.



Scope

Define what you're trying to learn and why it matters to your business.



Prompt

Ask clear, structured questions that guide the direction of the research.



Analyze

Review outputs carefully and identify meaningful insights or patterns.



Validate

Cross-check information using trusted sources and real-world feedback.



Apply

Translate insights into practical decisions, strategies, or next steps.

Four Core Use Cases for Strategic AI Research

1

Market Research

Goal: Understand your market landscape and identify growth opportunities.

Sample Prompt: "Analyze the current market landscape for small business HR technology solutions in Ontario. Identify key trends and growth opportunities."

How to Use: Look for patterns and emerging opportunities. Cross-reference with official reports before making strategic shifts.

2

Competitor Analysis

Goal: Understand who you're competing against and how you're positioned.

Sample Prompt: "Identify the main competitors in the Canadian coworking and innovation support space and compare their service models."

How to Use: Identify gaps, differentiation opportunities, and strategic positioning options.

3

Customer Segmentation

Goal: Clarify who your ideal customer is and how they behave.

Sample Prompt: "Create three potential customer segments for early-stage tech founders in Simcoe County and describe their challenges and goals."

How to Use: Compare segments to real customer conversations and adjust accordingly.

4

Go-To-Market Strategy

Goal: Improve clarity in how you bring your product to market.

Sample Prompt: "Develop a go-to-market strategy outline for a regional innovation hub targeting tech founders."

How to Use: Use as a starting framework, then refine through real-world testing and audience feedback.



Mastering Prompts and Managing Risk

Structure Effective Prompts

Strong prompts include clear context, specific objectives, defined audience, and format expectations.

❑ **Weak:** "Tell me about my market"

Strong: "Provide a structured overview of the current market for women-led tech startups in Ontario, including trends, challenges, and growth opportunities."

Reusable Templates

- **Market Research:** Analyze the market for [industry] in [location] and identify emerging trends and potential gaps.
- **Competitor Review:** Compare the top five competitors in [industry] based on value proposition, pricing model, and customer experience.
- **Customer Insight:** Generate three customer personas for [target audience] including goals, frustrations, and buying motivations.

Understand Limitations

Common Risks

- Hallucinated data
- Biased interpretations
- Outdated information
- Overconfidence in outputs

Risk Reduction

- Always validate against external sources
- Use multiple prompts to cross-check
- Avoid relying on AI for final decisions
- Maintain clear records of sources

Fact-check everything. Is this information verifiable? Does it align with known market realities? Has it been reviewed through a human lens?