

Operation Purrfect Pitch

Scenario

You are the Emergency Innovation Squad at AlphaTech Innovations.

The mission: Pitch Purrfect Pal, an Al-powered smart assistant for cats, to skeptical investors in 35 minutes.

- Purrfect Pal entertains cats with interactive laser games and translates meows into simple messages for owners.
- Investors are tough: they only believe pitches that show clear step-by-step reasoning.
- To succeed, you must use Chain of Thought prompting and mental models to guide ChatGPT or Microsoft Copilot.

Your Deliverable: A **3-slide mini pitch deck** (Problem \rightarrow Solution \rightarrow Opportunity) plus a reasoning trail that proves your logic.

Market Data (for Tasks 1 & 2)

Assume these numbers are accurate for the exercise.

- 1. **Pet Tech Demand:** 62% of pet owners say they'd consider buying high-tech products to improve their pets' happiness.
- 2. **Competitive Trend:** Last year, a smart toy for dogs achieved **50% sales growth**, showing strong demand for pet gadgets.
- 3. **Cat Owner Pain Point:** 75% of cat owners admit feeling **guilty leaving their cats home alone** with "nothing to do."

🕲 Mental Models to Apply

- **De Bono's 6 Thinking Hats:** Facts (White), Feelings (Red), Risks (Black), Benefits (Yellow), Creativity (Green), Control/Decision (Blue).
- First Principles Thinking: Break down problems to fundamentals.
- **SWOT:** Strengths, Weaknesses, Opportunities, Threats.
- Inversion: Think "Why might this fail?" → then prevent it.

Structure & Timing

- Task 1 Market Fit Detective (10 min)
- Task 2 Creative Hook Builder (10 min)
- Task 3 Slide Architect (10 min)
- Bonus Objection Handler (5 min)



🗱 Task 1 (10 min) – Market Fit Detective

Objective: Extract one strong, investor-ready insight from the data.

Steps:

- 1. Feed the 3 data points into ChatGPT.

"Use De Bono's 6 Thinking Hats step by step to analyze this data. For each hat, list reasoning points. Then conclude with the single strongest insight investors would find persuasive."

3. Discuss and refine until you have one concise, powerful insight.

Deliverable:

√ 1 investor-ready market insight with supporting reasoning.

Task 2 (10 min) – Creative Hook Builder

Objective: Create a tagline or short story that grabs attention.

Steps:

1. Prompt ChatGPT with First Principles:

"Step 1: What are the first principles of a memorable pitch hook?

Step 2: Generate 5 categories of hooks (humor, emotion, vision, data shock, pain point).

Step 3: Give 2 tagline/story ideas per category.

Step 4: Evaluate categories using SWOT.

Step 5: Select the best and refine it."

2. As a team, select the most memorable option.

Deliverable:

√ 1 tagline or opening story + reasoning trail.

■ Task 3 (10 min) – Slide Architect

Objective: Build a 3-slide investor deck.

Steps:

1. Prompt ChatGPT:

"Step 1: Outline 3 slides (Problem, Solution, Opportunity).

Step 2: For each slide, reason through 2-3 possible angles and critique them.

Step 3: Select the strongest and draft bullet points.

Step 4: Apply inversion: why would investors reject this? Strengthen slides accordingly."

2. Ensure Slide 1 = Hook, Slide 2 = Market Insight, Slide 3 = Call to Action.

Deliverable:

✓ Outline of 3 slides with reasoning + final bullet points.

🌣 Bonus (5 min) – Objection Handler

Objective: Prepare rebuttals for tough investor questions.

Steps:

1. Prompt ChatGPT:

"Simulate skeptical investors. Step by step:

- List likely objections.
- Rank them strongest → weakest.
- Draft rebuttals (reason first, then polish)."
- 2. Capture top 2–3 rebuttals.





Deliverable:

√ 2 objections + rebuttals with reasoning.

& Wrap-Up

By completing this challenge, your team has:

- Practiced Chain of Thought prompting.
- Applied mental models (6 Hats, First Principles, SWOT, Inversion).
- Produced a mini pitch deck blending logic, data, and creativity.

Key Takeaway: When guiding AI, don't just ask for answers — make it reason step by step. This creates deeper insights, more creative ideas, and stronger business outcomes.

Final Deliverables Checklist

- Market Insight (Task 1)
- Tagline/Hook (Task 2)
- Slide Deck Outline (Task 3)
- Objections + Rebuttals (Bonus)