

AI-Powered Business Planning Project: Food Delivery Startup (30-Minute Team Exercise)

Project Overview: In this hands-on team challenge, you will use ChatGPT (with Deep Research tools) to plan a new **food delivery/logistics** venture from scratch. The goal is to demonstrate AI's power in **business research, strategic planning, and decision-making**. The project is structured into sequential tasks that simulate a rapid startup planning sprint – from market research to business plan drafting, then critical evaluation and future scenario analysis. Work through each step in order, using **ChatGPT** to generate content, insights, and even creative visuals. The tone of this exercise is **modern, practical, and business-focused**, and it's designed for non-technical professionals, so clarity and accessibility are key. Have fun and think big – let AI handle the heavy lifting of data and ideation while you guide the process!

1. Industry Research: Food Delivery Market Trends (Urban Focus)

An autonomous food delivery robot in action – a glimpse of tech-driven logistics innovation.

Task: Begin with a rapid **industry analysis**. Instruct ChatGPT (with browsing/Deep Research enabled) to gather up-to-date insights on the **food delivery industry in urban markets**. Your aim is to produce a concise **research brief (~300 words)** identifying **five key industry trends** and explaining their **business implications**. Focus on trends shaping city markets (e.g. consumer behavior, technology, competition, etc.). Ensure the AI backs up facts with **credible sources** (citations).

Key Trends to Identify: Look for major factors like **surging demand & market size**, **category diversification** (e.g. grocery and meal-kit deliveries growing), **tech & automation** in last-mile logistics, **new business models** (ghost kitchens, virtual brands), and **sustainability & consumer expectations**. For each trend, have ChatGPT describe *what's happening* and *why it matters* for businesses.

For example, you might discover that **online food delivery is still growing at double-digit rates globally**, with **grocery deliveries in particular up ~22% worldwide (29% in the US)** – implying huge opportunities beyond restaurant takeout. You might find that **delivery platforms are experimenting with drones and robots** to speed up service, as the **drone delivery market could exceed 1 million orders in 2024**. Also, note how **ghost kitchens (delivery-only restaurants)**

boomed during COVID but are now *cooling off* – no major U.S. ghost kitchen startups have raised funding since 2021, signaling a shift toward other models. Additionally, **sustainability has become crucial**, with consumers pushing for eco-friendly packaging and greener deliveries – businesses must adapt or risk losing eco-conscious customers.

✅ **Model Prompt (Industry Research):** *“Using Deep Research, write a 300-word report on the urban **food delivery industry in Singapore**. Identify **5 key trends** shaping this market and describe the **implications of each trend** for a new delivery business. Use a formal tone and **cite recent data or sources** for credibility.”*

(Expect ChatGPT to return a brief report with five trend sub-sections or bullets, each with facts and references. Ensure the output highlights how each trend could influence your startup’s strategy.)

2. Business Plan Creation: 24-Step Disciplined Entrepreneurship

Task: Now turn your findings into a one-page **business plan** for your team's **food delivery startup** idea. You will leverage the **24-Step Disciplined Entrepreneurship framework** (from MIT) as a guide.



A screenshot of a JetPack, showing the 24 steps of the Disciplined Entrepreneurship framework

This framework covers everything from defining your customer to your go-to-market strategy – perfect for ensuring your AI-generated plan is comprehensive. Aim for a **concise, structured plan** (~1 page) covering the essentials of your venture.

Plan Content: Your plan should answer *who, what, how* and *why* of your business. Ensure it includes: **Customer Segment & Problem** – who in the urban market are you targeting (e.g. busy young professionals, families) and what pain point are you solving? **Value Proposition** – your unique solution (e.g. 24/7 healthy meal delivery via e-bikes or drone) and why it's better. **Market Opportunity** – size and trend context (use data from Task 1 to reinforce market need). **Business Model** – how you'll make money (delivery fees, subscriptions, etc.). **Go-to-Market Strategy** – how you'll reach customers (app marketing, partnerships with restaurants). **Competition** – acknowledge major competitors and how you'll differentiate. **Operations Plan** – key operational elements (logistics, tech platform, driver or robot fleet). **Founding Team or Key Partners** (optional) – any strengths your team has or partnerships you'll seek. Keep each section brief. You can list these as

bullet points or short paragraphs.

Tip: You can ask ChatGPT to format the plan as a neat list or table for clarity. For example: a bullet list with **bold headings** for each section, or a two-column table of “Plan Component” vs “Details”. This will help keep the output to one page.

✅ **Model Prompt (Business Plan):** *“We’re launching a **food delivery startup**. Draft a **one-page business plan** using the 24-Step Disciplined Entrepreneurship framework for structure. Cover: our target customer & their need, the value proposition, market size/trends (use data), product/service description, revenue model, go-to-market approach, key partners or resources, and how we’ll stand out against competitors. Keep it concise and formatted in clear sections.”*

(ChatGPT should return a structured plan, which you can refine. Ensure it touches on each key aspect – this demonstrates thorough planning. Feel free to prompt for tweaks, e.g., “expand on customer persona” or “format as bullet points” if needed.)

3. Vision Outlier Analysis: Test Bold vs. Realistic Ideas

Task: Time to critique the ambition of your plan. Ask ChatGPT to identify **which ideas in your business plan might be “outliers”** – meaning especially bold, *potentially unrealistic or unconventional* assumptions. The AI should act as a sensible advisor, pinpointing elements that sound high-risk or far-fetched. The output will be a **brief decision memo (5 bullet points, ~150-180 words)** highlighting these points.

What to look for: Are you assuming hyper-rapid growth or perfect execution? Are you planning to use unproven tech (drones everywhere, AI doing all customer service) or expecting unrealistically low costs? Perhaps your plan targets “everyone” or relies on trends that might shift. These would be flagged as vision outliers. The idea isn’t to shoot them down, but to *recognize* them and consider if they need more validation or a backup plan. This step shows how AI can help ground our excitement with a reality check.

✅ **Model Prompt (Vision Outliers):** *“Review the above business plan and find any bold or **potentially unrealistic assumptions** or ideas. List 5 outlier points that stand out as risky or overly optimistic in the plan. For each, give a one-sentence explanation why it might be unrealistic. Format the answer as a bullet-point memo for the team (in under 180 words total).”*

*(The response will list five bullet points – e.g. “**Scaling to 5 cities in 1 month:** This pace might be too fast...”, “**100% drone delivery:** Regulatory and technical hurdles make this unrealistic...”, etc. Use this to double-check your plan’s sanity.)*

4. Bias & Blind Spot Identification: Uncover Assumptions

Task: Next, have ChatGPT critique your plan for **biases or blind spots** – in other words, things you might be **overlooking** due to assumptions or narrow thinking. This could include unexamined risks, customer perspectives you missed, or operational challenges not considered. The output should be another **5-bullet decision memo (max 180 words)** that lists these hidden issues.

What to consider: Are you assuming all customers behave like you (e.g., only focusing on tech-savvy app users, or only urban millennials)? Did you overlook possible **risks** (like driver shortages, food safety, regulatory compliance)? Are you too narrowly focused on one success scenario without considering failures? Cognitive biases (confirmation bias, optimism bias) might make us skip over negatives – let the AI call them out. This step showcases AI's value in *stress-testing* plans for hidden flaws.

✅ **Model Prompt (Blind Spots):** *"Now critique the business plan for any overlooked assumptions, biases, or blind spots. What important factors or risks might we have missed? List 5 potential blind spots as bullet points (one sentence each, <180 words total)."*

*(Expect bullets like "**Regulatory Risk:** Assuming gig worker laws won't affect us could be a blind spot..." or "**Customer Diversity:** We focused on young users, but ignored elderly customers' needs...". Use these insights to refine your plan further or at least be aware of them.)*

5. Virtual Board of Directors: AI Expert Panel Critique

Task: It's time to get feedback from an **AI-powered “personal board of directors.”** This means having ChatGPT emulate the perspectives of **multiple famous business or strategy thinkers** to critique your plan. This approach brings in diverse viewpoints in a fun, creative way. For example, you can ask for advice from personas like **Sun Tzu** (strategic warfare mindset), **Oprah Winfrey** (customer-centric branding and empathy), **Elon Musk** (innovative and risk-taking tech vision), and others relevant to your project. Each will give their unique critique or suggestion. This demonstrates how GenAI can simulate a panel of expert mentors.

How to do it: You can either prompt ChatGPT to respond as a panel in one go, or do it one persona at a time for clarity. A single prompt can specify the different personas and request each to speak in turn. Be sure to briefly describe the role or focus of each persona so the AI's responses are on-point. The output could be formatted as a series of short paragraphs or bullets, each starting with the persona's name. For example:

- **Sun Tzu:** offers a strategy-oriented critique (e.g. “Identify your terrain and enemy – focus on a specific niche before expanding.”)
- **Oprah:** gives advice on customer experience and trust (“Make the service personal... build community goodwill.”)
- **Elon Musk:** pushes for innovation or bold moves (“Don't be afraid to invest in drone tech, but also prepare for failures.”)
(Feel free to include other personas — e.g., a seasoned CEO for financial sustainability, a logistics expert, or even historical figures — as long as their perspective adds value.)

✓ **Model Prompt (Virtual Board):** *“Imagine I have a **personal board of directors** advising my startup. The board members are: **Sun Tzu (strategy)**, **Oprah Winfrey (customer experience & brand)**, and **Elon Musk (tech innovation)**. Each persona will critique our food delivery business plan from their perspective. Provide the feedback as a list of 3 parts, labeled with the persona's name. Keep each advice ~2-3 sentences.”*

(ChatGPT will produce something like: Sun Tzu's take, Oprah's take, Musk's take. This not only yields great insights but is also an engaging way to see different angles on your plan. Discuss as a team which suggestions resonate most, and note how varying viewpoints can uncover new ideas.)

6. AI Product Prototype: Visualizing the Concept

Task: Now for a creative break – use an **AI image generation tool** (via ChatGPT or a companion service) to create a simple **visual prototype** of your product or service. This could be a mock-up of your app’s user interface, a concept image of your delivery drone/robot in action, or a promotional graphic of a courier delivering food in your city. The aim is to **bring your idea to life visually**, demonstrating how AI can assist in rapid prototyping and design.

How to proceed: If you have access to an image-generation model (like DALL·E or similar integrated into ChatGPT), craft a prompt describing the desired image. Be specific about style, elements, and vibe. For example, if your startup is a high-tech delivery service, you might generate an image of *“a sleek drone hovering outside a high-rise apartment at night, delivering a bag of food, with the city skyline in the background”*. Or, if it’s an app, *“a modern smartphone interface of a food delivery app, showing a map with delivery tracking in real-time”*. You can also specify art style (photorealistic, 3D render, illustration, etc.) depending on what you want to showcase.

Visual aids: Once generated, use the image in your presentation or discussion. Even a rough AI-generated sketch can make the concept more tangible and inspire further ideas (e.g., design improvements, branding thoughts). Remember, the goal is not a perfect design but a quick visualization. *(If image generation isn’t available, you can skip this, but it’s a powerful demonstration of AI’s creative assistance.)*

✅ **Model Prompt (Image Prototype Example):** *“Generate an image of our product: Show a **courier robot** branded with our company logo, **delivering a food package** on a city sidewalk. The style should be a semi-realistic illustration. (Prompt for image generation)”*

(After running such a prompt with an image generator, you should get an image to share. Discuss what this visual tells you: Does it highlight the tech-forward nature of your service? Does it raise new questions (e.g., how the robot interacts with customers)? Use it as a creative springboard.)

7. Scenario Simulation: Stress-Test with Future Scenarios

Task: Finally, you'll use ChatGPT to **simulate future market scenarios** and see how your business might fare. This is about testing your strategy against multiple "what if" situations – a powerful technique in decision-making. You will explore **5 different macro scenarios** (e.g., economic downturn, tech breakthrough, regulatory change, etc.) and consider how these, combined with different **customer personas** and **competitor moves**, could impact your venture. This complex simulation highlights AI's ability to handle rich what-if analyses.

Preparation: First, define a set of **buyer personas (about 10)** representing a cross-section of your customers. For example: *"Budget-Conscious College Student," "Busy Working Parent," "Eco-conscious Vegan," "Tech-Savvy Gen Z,"* ... etc. Each persona has unique motivations or constraints (one cares about cost, another about speed, another about sustainability, etc.). Also define **10 competitor profiles**, such as: *"Global Market Leader with deep pockets," "Local Niche Organic Food Service," "Meal Kit Subscription Service," "Grocery Chain Delivery,"* etc. These will be the actors in your simulation.

The Scenarios: Consider **five macro-level scenarios** that could significantly alter the market landscape:

Scenario A: Economic Downturn – e.g. a recession hits, consumers cut discretionary spending.

Scenario B: Tech Breakthrough – e.g. self-driving delivery vehicles or drone regulations suddenly make autonomous delivery widespread and cheaper.

Scenario C: Regulatory Shift – e.g. new city laws cap delivery fees or impose stricter environmental rules.

Scenario D: Major Competitor Action – e.g. a tech giant enters the food delivery space aggressively or two big players merge.

Scenario E: Consumer Trend Change – e.g. a health trend where urban consumers massively shift to home-cooking or alternatively, a new habit of ordering even more frequently.

Simulation Logic: For each scenario, have ChatGPT **simulate the response** of both **customers (personas)** and **competitors**, and then infer the **impact on your business**. You might structure the prompt like: *"Given Scenario A, how would each of our customer personas likely behave (e.g., order less/more, switch to cheaper options?) and how might each competitor respond (e.g., lower prices, increase marketing)? What would be the overall impact on our startup, and what actions should we consider?"* The AI can provide a structured analysis, e.g., grouping personas who react similarly, noting which competitors pose the biggest

threat in that scenario, and suggesting strategic adjustments.

Running the Simulation: It's a lot to cover, so you can do it one scenario at a time. After each scenario's output, discuss as a team: which changes were most significant? Does our plan have the flexibility to handle this? What contingency or pivot could we plan? You don't need to write a full report for each – a **summary of key points** per scenario (maybe a short paragraph or a few bullets) is enough to glean insights. The value is in the exercise of thinking through varied futures with AI's help.

✓ **Model Prompt (Scenario Simulation Example):** *"Scenario: Economic recession in 2026 hits urban markets. Assume 10 customer personas and 10 competitor types (as defined earlier). Now simulate how the recession affects each type of customer's ordering behavior (e.g., frequency, spending) and how competitors react (pricing, services). Then summarize the overall market impact on our food delivery startup and suggest one strategic adaptation."*

(ChatGPT's answer might say, for instance: Budget-minded customers order less or seek discounts, while time-starved affluent customers remain steady; competitors might cut delivery fees or some might exit the market; your startup might see lower margins and should focus on loyalty programs or cost efficiencies. Repeat similar prompt for other scenarios like the tech breakthrough, etc. This foresight helps you identify robust strategies and demonstrate adaptive thinking.)

Wrap-Up:

In just 30 minutes, you've used AI to **research an industry, draft a business plan, critique it from multiple angles, generate a visual prototype, and run scenario analyses.** 🙌

This showcases how modern AI tools like ChatGPT can accelerate and enrich business planning and decision-making. Each step adds value: from rapid **market intelligence** with citations, to a **structured plan** grounded in a proven framework, to critical evaluations that surface risks and creative ideas from virtual mentors, and finally **simulations** that prepare you for an uncertain future. As an SME professional, you've seen firsthand that you don't need a technical background to leverage AI – with the right prompts, you can get insightful, actionable output in minutes.

Use these capabilities in your real projects: next time you face a business challenge, remember how you can ask ChatGPT for research on demand, brainstorm strategies, check your blind spots, or prototype an idea. The key is to remain curious and guide the AI with clear instructions. **AI won't replace your business acumen – it amplifies it.** Happy planning, and good luck with your food delivery venture! 🚀 🍕