manus

NATIONAL AI CHALLENGE 2026

The Prompt Pack

Your arsenal for the two build weeks. Fourteen prompts, worked in order. Run each one in Manus, then download every file it produces and attach those files to the next prompt in a new chat window every time. Each step builds on the last, so the work compounds as you go.

Hosted by Kevin Collins, Manus Fellow

01

VALIDATE

Startup idea validator

Interrogate the idea from scratch like a senior researcher would. Is the problem real, painful and worth solving?

```
You are a senior startup researcher and strategist. Use critical thinking and analytical
rigour to validate the core problem, assess the opportunity and shape a high-impact idea
for the National AI Challenge.

My idea: [describe your idea in as much detail as possible. Attach any documents you
have.]

Using credible sources (academic papers, industry reports and market data):
1. Problem discovery: research the real problem, find the root cause not the symptom, and
validate it with statistics and trends.
2. Market reality check: what proof exists that this problem is real, painful and worth
solving? Validate via trends, spending gaps, unmet demand and comparable successes or
failures.
3. Define the core: a one to two line problem statement, a value proposition, a unique
selling point, and a five sentence elevator pitch.
4. Quantify: estimate TAM, SAM, and a realistic number of early adopters (Ireland first,
then wider).
5. Score the idea from 1 to 10 on Problem Clarity, Market Demand, Differentiation,
Monetisation, Scalability and Execution Feasibility, with a one line justification each
and a total.
6. Give the top three recommendations to strengthen it.

Output: Problem_Statement.pdf, Value_Proposition.pdf, Unique_Selling_Point.pdf,
Elevator_Pitch.pdf, Idea_Validation.pdf (with the scoring table) and Recommendations.pdf.
Ground everything in real data. Avoid fluff.
```

02

MARKET

Competitor and market analysis

Map the strongest competitors globally and size the market with a clean TAM / SAM / SOM visual.

```
Review my attached documents, then run a structured competitor and market analysis using
publicly available sources.

1. Identify the top competitors globally in this space, plus any strong Irish players.
2. For each, gather: company overview, size and funding (if public), leadership, and their
products, pricing and target customer.
3. Build a feature comparison matrix of our product versus each competitor: features,
strengths, gaps and unique value.
4. Size the market with clear assumptions and cited sources: global TAM, then SAM,
narrowing to Ireland as the initial beachhead (SOM). Produce a visual chart of the
segmentation.

Output: Key_Competitors.pdf, Feature_Comparison.pdf and Total_Market_Size.png. Data
driven, cited, no fluff.
```

03

VALIDATE

Customer validation questions

Mom Test style interview questions so real conversations tell you the truth, not what you want to hear.

```
Review my attached documents describing the idea, value proposition and target audience.
Build a set of non-leading, open ended interview questions I can use to validate this with
real people.

Use The Mom Test principles: no pitching, no hypotheticals, no biased language. Focus on
past behaviour, current workarounds and real problems.

Produce 15 to 20 questions grouped by theme: Problem Discovery, Behaviour and Current
Solutions, Motivation and Impact, and Budget or Payment Signals. Then give me three to
five creative ways to test demand beyond interviews (landing page, waitlist, pre-orders,
shadow testing) and what signal to look for in each.

Output: Customer_Validation.pdf.
```

04

USERS

Target users and personas

Two detailed, pitch-ready personas so every design and message decision has a face behind it.

```
Act as a senior market researcher. Review my attached idea, value proposition and problem
definition, then create two detailed customer personas.

Select the two most strategic segments: one primary (most likely to convert) and one
secondary (emerging opportunity). For each persona give: a realistic name and location,
demographics, goals and needs, pain points, motivations, communication preferences,
psychographics and technology comfort. Add a generated portrait if you can.

Then write a single page insight summary: how the personas validate product-market fit,
why they are strategically valuable, and the key takeaways for the pitch.

Output: Customer_Personas.pdf. Clean, high contrast, deck friendly.
```

05

BRAND

Business name generator

50 brandable, checked names with the top 10 ranked. Memorable, short and actually available.

```
I am building a startup. Review my attached Problem_Statement.pdf and
Value_Proposition.pdf to understand the concept, audience and market.

Generate 50 creative, brandable, original names. They must be easy to say, memorable,
ideally one or two syllables, and modern. Critically, validate availability: check
trademark databases, business registries and domain tools, and only include names not
already in use by a registered company or major product in a related sector, and not
trademarked. Prefer .com availability.

Output Business_Names.pdf: a ranked top 10 first, then the full validated list of 50.
Names and ranking only, no commentary.
```

06

BRAND

Brand kit: archetype, colours, logo

Voice, a 5 to 7 colour palette with hex codes, and a logo, all derived from your strategy in one pass.

```
Act as a brand strategist and visual designer. Review my attached documents, then build a
cohesive brand kit.

1. Archetype: using the 12 brand archetypes (Hero, Creator, Sage, Innocent, Caregiver,
Explorer, Jester, Rebel, Lover, Ruler, Magician, Everyman), select a primary (about 70
percent) and secondary (about 30 percent), justify both, and translate them into a brand
voice and tone.
2. Colour scheme: design a 5 to 7 colour palette with defined roles (primary, secondary,
text, background), each swatch labelled with its role and hex code, meeting WCAG AA
contrast. Render it as an image.
3. Logo: describe the ideal logo from the archetype and palette, then produce a logo
concept, including one icon-only version.

Output: Brand_Archetype.pdf, Brand_Colours.png and Logo.png. If you cannot render an image
directly, give me a precise Ideogram or image prompt to produce it.
```

07

BUILD

MVP and feature plan

Three candidate features scored on feasibility, effort and cost, then a lean plan for the strongest one.

```
Act as a product strategist and early-stage CTO. Review all attached documents.

Phase 1: brainstorm three core product features. For each, assess technical feasibility
(low, medium, high), development effort and rough cost, and compare all three in a matrix.
Output Core_Products.pdf.

Phase 2: select the most viable feature and produce a lean prototype plan: low-fidelity
wireframes, the top two or three user flows, a recommended tech stack, and a rough MVP
timeline in weeks. Keep it clear and actionable. Output Development_Plan.pdf.
```

08

PLAN

Two-week sprint plan

Break the build into day-by-day sprints that actually fit the 28 Aug to 14 Sept window.

```
Act as a sprint planning expert. Review the attached development plan. The National AI
Challenge build runs from 28 August to 14 September, so plan for that exact window.

Break the plan into short sprints. For each sprint give: the key tasks, the role
responsible, any dependencies or blockers, and the deliverable. Then calculate the total
timeline and flag anything that can run in parallel to save time. Include a simple Gantt-
style visual.

Output: Sprint_Plan.pdf.
```

09

MONEY

Business model and pricing

The five most viable models ranked, then pricing tiers and a full canvas for the winner.

```
Act as a strategic business analyst. Review all attached documents, then identify the most
suitable business models.

1. Explore the model types that could apply (subscription, transactional, freemium,
marketplace, B2B SaaS, API monetisation, and so on) and select the five most viable.
2. For each, describe how it works here, its strengths and weaknesses, scalability,
revenue predictability and acquisition difficulty. Rank them.
3. For the top model, develop clear pricing tiers with the features at each and the logic
behind each price.
4. Build a full Business Model Canvas for the top model.

Output: Business_Model.pdf and Business_Model_Canvas.pdf. Creative but commercially
grounded.
```

10

GROWTH

Go-to-market strategy

Two or three acquisition plays that fit your audience, plus ready-to-use ad and email copy.

```
Act as a growth strategist. Review all attached documents, then build a go-to-market
strategy.

1. Recommend two or three customer acquisition strategies grounded in real tactics
(referral, community, creator outreach, B2B funnels, SEO, paid) and justify why each fits
this product and audience.
2. Recommend the best launch channels and two or three early traction tactics (waitlist,
beta access, lead magnets).
3. Draft the marketing assets: one or two lines of hook-driven ad copy, and a short launch
email with subject line, preview text and body, each with a strong call to action, plus a
rough visual mockup for both.

Output: Go_To_Market_Strategy.pdf and Marketing_Draft.pdf. Concise and executable for a
lean team.
```

11

SHIP

Autonomous prototype build

Hand the whole build to an agent: PRD, microtasks, a working serverless app wired to your agent flow, deployed live.

```
Act as a fully autonomous product developer. Review my attached files
(Development_Plan.pdf, stack, user flows, features), then build and deploy a working web
app with zero setup required from me.

1. Output a PRD.md: goal, key features in plain English, the stack and tools to use, edge
cases and success criteria.
2. Output Product_Plan.pdf: a feature breakdown into clear, single-scope microtasks as a
visual roadmap.
3. Build the app: serverless, using the stack from the development plan, wire up the core
agentic flow, mock data only where needed, functionality over polish.
4. Deploy it to a public URL that needs no login to view.

Deliverables: PRD.md, Product_Plan.pdf, Live_App_URL.txt, and a code link if any custom
code was used. List every assumption you made.
```

12

SHIP

Full marketing website

A responsive, SEO-optimised five-page site, built and deployed live, with the source and metadata.

```
Act as a full-stack web designer and developer. Review all attached documents (mission,
value proposition, personas, brand and logo), then design, build and deploy a live,
responsive, SEO-optimised website.

Pages: Home (strong hero, SEO headline, problem and solution, calls to action, a working
sign-up form via a dummy backend or Google Sheet), About (founder message, mission), Team
(swappable placeholder bios), a targeted landing page for the primary persona, and a
Privacy Policy. Add a site-wide footer with an email sign-up and social placeholders.

Build on a modern responsive stack, deploy on Vercel, Netlify or Render, and make sure the
calls to action work.

Deliverables: the live URL, a downloadable source zip with a README, and an SEO metadata
summary (titles, descriptions, keywords, heading structure) for each page.
```

13

MONEY

Five-year financial model

A simulated revenue and cost model with the KPIs investors ask for: CAC, LTV, MRR, burn and break-even.

```
Act as a financial simulation engine for an early-stage startup. Review all attached
strategic materials (business model, pricing, roadmap, marketing), then simulate a five
year trajectory.

1. Revenue model: identify every revenue stream and simulate 60 months of projections with
signups, conversion, churn and pricing assumptions. Output Simulated_Revenue.pdf with a
breakdown, assumptions and graphs.
2. Cost model: simulate 60 months of costs across personnel, infrastructure, marketing and
operations, scaling with growth. Output Simulated_Cost.pdf.
3. Projections and KPIs: a dual-axis chart of user base versus revenue, plus CAC, LTV, MRR
and ARR, LTV:CAC, burn rate, break-even month and margin over time, with formulas,
assumptions and a best/base/worst case. Output Financial_Projections.pdf.

Use one consistent colour palette across all charts. Cover page, tables, graphs and
callout boxes explaining key assumptions.
```

14

PITCH

Investor pitch deck and speech

The full fundraising package: a VC-ready ten-slide deck and a founder script with a real narrative.

```
You are a world-class pitch strategist. Review the full set of attached documents
(problem, business model, roadmap, market, mockups, brand, founder story), then produce a
complete fundraising package.

Part 1, Pitch_Deck.pdf: a ten slide deck built to impress a top-tier VC. Hook, Problem,
Solution, Market (TAM/SAM/SOM), Business Model, Traction, Go-to-Market, Product Vision,
Team, and The Ask. One bold idea per slide, strong visual storytelling, no jargon, make
the opportunity feel inevitable.

Part 2, Speech.pdf: a seven to ten minute spoken script. Build the founder persona and aha
moment, weave the narrative across the slides with emotional transitions, and keep it
professional, visionary and human. It should work with or without slides.

Then paste the deck outline into Gamma.app to style it. Tell me if you want a one-page
summary memo or a teaser version too.
```