

The three prompts

Run the same three prompts through Gemini, ChatGPT and Claude.
Then compare them.

Where all three agree, you're looking at consensus — it's in everyone's training data, so everyone building in your space already knows it. Where they disagree, nobody is sure, and that's where twenty years in an industry is worth something.

the disagreements are your research agenda. the agreements are everyone else's

PASTE THIS INTO ALL THREE FIRST, SO THE COMPARISON IS FAIR

I'm researching a problem, not looking for a business plan.

The problem: [three or four lines, in plain language, the way you'd say it to someone at a dinner party]

Context on me: I have no background in [this specific field].
I've spent 20 years in [industry], mostly in [function]. So
treat me as someone who understands business problems but has
no insider view of how [these teams] actually work.

Do not give me a business plan, a market size, or a list of
competitors yet. I want to understand the problem first.

The honesty about what you don't know is the part that matters. Pretend to know more and the assistant matches your confidence — then it tells you what you want to hear.

YOUR PROBLEM, IN PLAIN LANGUAGE

Map it, and find the assumptions

Before you answer anything, list the assumptions buried in how I just described this problem. Not my assumptions about the solution. My assumptions about the problem itself.

Then, for each one, tell me:

- Whether it's a claim that could be checked
- What evidence would confirm it
- What evidence would kill it

Then map the problem for me:

- Who actually experiences this, by role and seniority
- Which of them feels it daily versus occasionally
- What they currently do instead
- What it costs them when they get it wrong

Where you're inferring rather than drawing on something specific, say so explicitly. I would rather have five things you're confident about than twenty you're guessing at.

ASSUMPTIONS YOU DIDN'T KNOW YOU'D MADE

There will be at least one. Write it down before you argue with it.

WATCH FOR THIS

Each one will name a different buyer — the person who does the job, their manager, or the one above that. Note who each picks. The person who suffers and the person who signs are usually not the same person.

Attack it

Now argue against this.

1. What would have to be true for this problem to not be worth solving? Give me the strongest version of that case, not a token objection.
2. Who would disagree that this is a problem at all, and what would their reasoning be? Be specific about the role.
3. What have people already tried here, and why did those attempts fail or stall? If you don't know, say you don't know rather than reasoning it out.
4. What is the most likely reason someone builds this and nobody uses it?
5. What am I likely to be wrong about, given I've told you I have no background in this area?

Do not soften any of this. Do not end with an encouraging paragraph.

That last line is load-bearing. Without it you get a real critique followed by “that said, there's genuine potential here” — which is the assistant being agreeable, and it undoes the whole prompt.

THE STRONGEST CASE AGAINST – AND WHICH ONE MADE IT

Turn it into questions for humans

Everything above is a hypothesis. None of it is evidence.

Turn it into questions I could ask an actual [role] over a twenty-minute coffee. Rules:

- Questions about their life and their last month, not about my idea
- Past specifics, not future hypotheticals. Nothing that starts with "would you"
- Nothing that can be answered yes or no
- Nothing that reveals what I'm hoping to hear
- At least one question I'd be uncomfortable asking, because the answer might tell me this isn't real

Give me eight questions, ordered so the conversation flows naturally from their situation to the specific problem.

Then tell me: which single question, if answered a particular way, would tell me to stop?

THE KILL QUESTION

The one that, answered a particular way, tells you to stop. Write it in their words, not yours.

WHAT YOU'VE GOT NOW

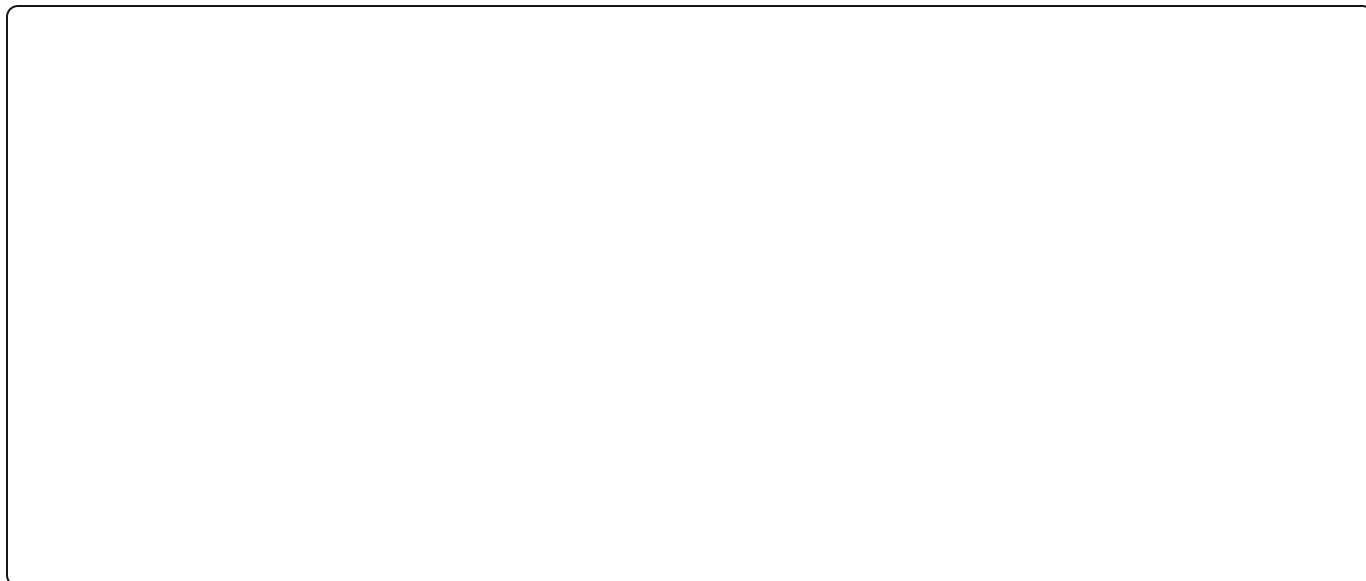
A list of questions for humans. Not a list of conclusions. Nothing on these pages counts as evidence until a person says it to you.

NOW COMPARE THE THREE

Agreement and disagreement

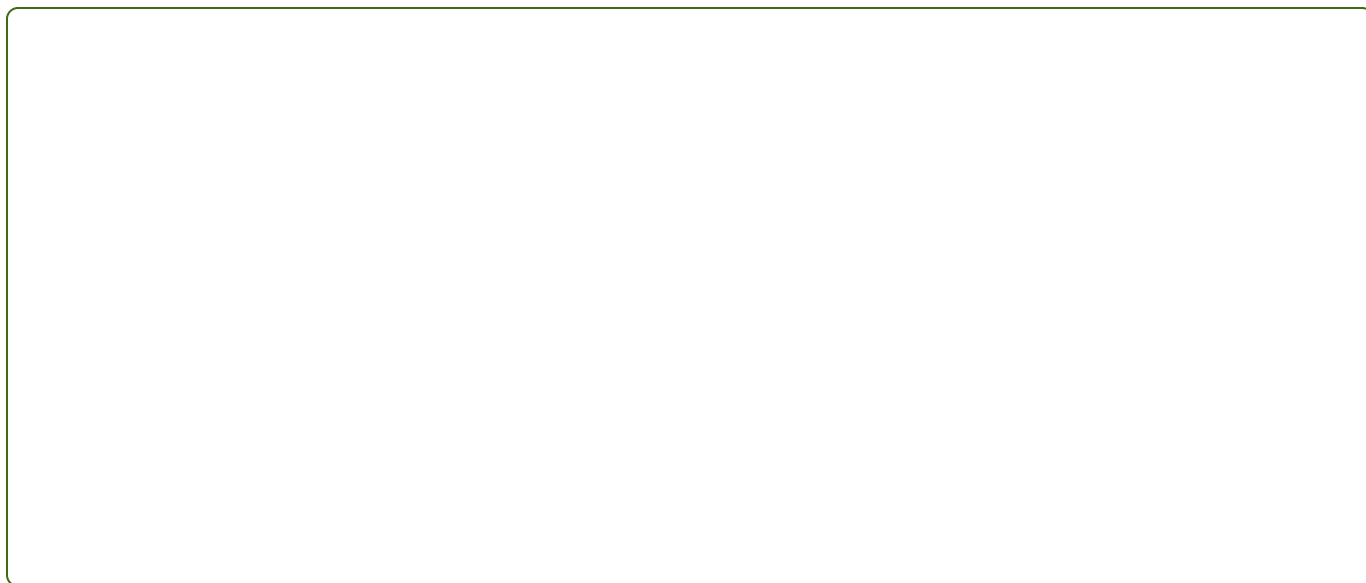
WHERE ALL THREE AGREED

Consensus. No edge available here.



WHERE THEY DISAGREED

Nobody is sure. This is where the conversations go.



TWO THINGS WORTH REMEMBERING

Don't rank the three. The point is that they disagree, not that one wins.

Don't conclude anything about whether the idea is good. You haven't spoken to anyone yet.

now go and find out where your idea actually stands