

# SpyPlan: AI-Powered Business Plan with Intelligence

Created by AI using interview insights from Marie Landry

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## AI PROMPT (For AI Generation Based on Interview)

### Prompt:

You are an AI business analyst and intelligence strategist creating a professional business plan using LaTeX. Based on the following short interview with the client, generate a complete, visually structured LaTeX document titled **“SpyPlan: AI-Powered Business Plan with Intelligence.”**

The plan must include:

1. **Executive Summary** – concise mission, opportunity, and vision.
2. **Company Overview** – founder background, origin story, and goals.
3. **Market Intelligence (OSINT)** – trends, customer segments, and real-world data (citations from public sources).
4. **Competitive Analysis** – SWOT, market positioning, and notable competitors.
5. **Regulatory & Ethical Landscape** – ESG, compliance, and ethical considerations.
6. **Products or Services** – what is being offered, with unique value propositions.
7. **Marketing & Sales Strategy** – target audiences, digital strategy, organic messaging.
8. **Technology Stack (if applicable)** – tools, platforms, and infrastructure.
9. **Financial Forecast** – revenue model, 3–5 year projections (mock data ok).
10. **Impact Strategy** – social/environmental impact, SDGs, Organic Rights integration.
11. **Appendices** – any references, OSINT footnotes, diagrams.

Use L<sup>A</sup>T<sub>E</sub>X formatting with clear sections, tables, and placeholder graphs. If data is missing from the interview, fill in responsibly with plausible, ethical, and sector-relevant examples.

1 Executive Summary

[To be generated: Business mission, strategic opportunity, and a compelling future vision.]

2 Company Overview

[To be generated: Company background, founder profile, and strategic goals.]

3 Market Intelligence (OSINT)

- Industry trends: [Generated data with public citations]
- Target demographics
- Sector growth analysis

4 Competitive Analysis

SWOT Analysis

|          |                  |                  |
|----------|------------------|------------------|
|          | Strengths        | Weaknesses       |
| Internal | [Insert content] | [Insert content] |

|          |                  |                  |
|----------|------------------|------------------|
|          | Opportunities    | Threats          |
| External | [Insert content] | [Insert content] |

Top Competitors

- Competitor A: [Summary and differentiation]
- Competitor B: [Summary and differentiation]

5 Regulatory & Ethical Landscape

- Applicable regulations
- ESG alignment
- Organic Rights compliance

6 Products or Services

- Core offerings
- Unique features
- Pricing strategy

## 7 Marketing & Sales Strategy

- Customer acquisition methods
- Branding strategy
- Organic / social messaging alignment

## 8 Technology Stack

- AI platforms
- Infrastructure
- Data security tools

## 9 Financial Forecast

| Year | Revenue (\$) | Expenses (\$) | Net Profit (\$) |
|------|--------------|---------------|-----------------|
| 2025 | 500,000      | 300,000       | 200,000         |
| 2026 | 750,000      | 400,000       | 350,000         |
| 2027 | 1,000,000    | 500,000       | 500,000         |

## 10 Impact Strategy

- Sustainable Development Goals addressed
- Positive community or environmental impact
- Ethics-based sourcing and partnerships

## Appendices

- OSINT references
- Charts and models
- Interview transcripts (if needed)