

BUSINESS PLANNING

1. Business Model Canva (Claude)

I want you to analyze my business and create a practical Business Model Canvas for it in a proper structure, in infographic form, as a PDF.
Company: Khata Academy
Website: https://khataacademy.com/
What we broadly do: We provide practical accounting, taxation, financial reporting, NFRS, and other job-focused professional training for accountants, finance professionals, students, and business learners in Nepal.
First, review the website and understand our products, audience, positioning, and how the business works.
Then prepare a Business Model Canvas covering:

- Customer Segments
- Value Propositions
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partners
- Cost Structure

Don't just repeat information from the website. Think like a startup consultant and infer how the business model is likely to work.
At the end, also identify:

- 3 weak assumptions in our current business model
- 3 opportunities we may be missing
- 3 things we should validate with real customers

Keep everything practical, specific to **Khata Academy,** and relevant to the **Nepalese market.**



BUSINESS PLANNING

2. Research Market & Competitors — Perplexity

Prompt:
I am planning to start **[Mitho Foods]**, a **[healthy snacks and ready-to-eat food business in Nepal]**, mainly targeting **[students, working professionals, and busy families in Kathmandu]**.
Research this market for me and show:

- Main competitors
- Their pricing and offers
- What customers currently use as alternatives
- Recent market trends
- Any gap or opportunity I could enter

Please use recent sources and include links.

3. Validate a Startup Idea — ChatGPT

Prompt:
My startup idea is: **[briefly explain your idea]**.
Before I invest too much money, challenge this idea like an experienced startup mentor. Tell me what assumptions I may be making, the biggest risks, and what I should test first.
Then give me **3 simple and low-cost ways to validate this idea in Nepal before fully launching it**.



BUSINESS PLANNING

4. Create Customer Personas — Claude

Prompt:
Imagine I run a **[business/product]** for **[general target customer]** in Nepal.
Instead of treating everyone as one customer group, divide them into **3 realistic types of customers**.
For each type, explain:

- Who they are
- What problem they have
- What they care about before buying
- What may stop them from buying
- What message would attract them

Keep the personas practical and realistic for the Nepalese market.



STARTUP MARKETING

1.Create a 30-Day Content Calendar — Claude

I run **[Mitho Foods]**, a **[Nepal-based healthy snacks and ready-to-eat food brand]**. Our main customers are **[students, young professionals, and busy families in Kathmandu]**, and this month we want to **[generate leads, increase orders, and build brand awareness]**.
Create a practical **30-day social media content calendar** for Facebook, Instagram, TikTok, and LinkedIn.
For each day, give me:
Topic | Content Format | Hook | Main Idea | CTA
Mix educational, engaging, trust-building, and promotional content. Avoid repetitive or generic ideas.

2.Create Reels/TikTok Scripts & Social Posts — ChatGPT

My business is **[Mitho Foods]**. We sell **[healthy snacks and ready-to-eat food products]** and our main target audience is **[students, working professionals, and busy families in Nepal]**.
Create a **30–45 second TikTok/Instagram Reel script** on:
Topic: [Why busy people end up eating unhealthy food]
Write the script mainly in **Nepali language**, but naturally mix common English words that Nepali audiences normally use.
Start with a very **attention-grabbing, relatable, and curiosity-driven hook** in the first 2–3 seconds so people do not scroll away.
Keep the script practical, conversational, and easy to understand. It should not sound like a lecture.
End with a simple CTA such as **[Order from Mitho Foods / Message us today]**.
Also create a short **Facebook/Instagram caption** from the same content.

Explore Startup Marketing

Khatapreneur



STARTUP MARKETING

3. Make a Website / Landing Page Mockup — Claude

I am building a website for **[Mitho Foods]**.
We are a **[Nepal-based food startup selling healthy snacks and convenient ready-to-eat food]**.
Our main customers are [**students, working professionals, and busy families]**.
Our main offer is **[healthy and convenient food that can be ordered online]**.
The main goal of the website is **[to generate online orders and inquiries]**.
Create a modern and professional **landing-page mockup** for Mitho Foods.
Decide the best page structure yourself, including headline, sections, benefits, trust elements, products, and CTA.
Make it suitable for the Nepalese market and strongly focused on conversion.
I want to **preview the actual webpage design**, not just receive suggestions about what the website should contain.

4. SEO & Content Opportunity Research — Perplexity

I run **[Mitho Foods]**, a **[healthy snacks and ready-to-eat food startup in Nepal]** serving **[students, office workers, young professionals, and families]**.
Research what people interested in this kind of food are **searching for, asking about, and trying to solve online**.
Find practical SEO and content opportunities for Mitho Foods.
Give me:

- Important search topics
- Real customer questions
- Blog ideas
- YouTube or short-video ideas
- Keywords worth targeting

Prioritize opportunities relevant to **Nepal** and use recent sources wherever possible.
Finally, tell me the **10 content topics Mitho Foods should create first.**

Explore Startup Marketing

Khatapreneur



STARTUP LEGALITIES

1.Understand Business Registration Requirements — Perplexity

I want to start **[Mitho Foods]**, a **[healthy snacks and ready-to-eat food business in Nepal]**.
Research what I need to legally start and operate this business in Nepal.
Explain:

- Which type of business registration may be suitable
- PAN/VAT requirements
- Local or industry-specific licenses
- Main documents required
- Important government offices or authorities involved

Use recent and reliable Nepalese sources, and include links wherever possible.

2. Create a Startup Legal Compliance Checklist — ChatGPT

Create a practical legal compliance checklist for **[Mitho Foods]**, a **[Nepal-based food startup]**.
Organize it into:
Before Launch | After Registration | Monthly/Regular | Annual
Include important areas such as company registration, PAN/VAT, local approvals, employment-related compliance, contracts, renewals, and other major legal responsibilities.
Keep it simple enough for a founder to follow.

Explore Startup Legalities

Khatapreneur



STARTUP LEGALITIES

3. Draft a Founder Agreement — Claude

Two founders are starting **[Mitho Foods]** together.
Founder 1: [60% ownership, manages operations and finance]
Founder 2: [40% ownership, manages marketing and sales]
Prepare a simple first draft of a Founder Agreement covering ownership, roles, decision-making, capital contribution, profit sharing, founder exit, transfer of shares, disputes, and confidentiality.
Write it in clear business language that both founders can easily understand. If any important information is missing, ask me for it before drafting instead of making assumptions.

4. Prepare Employment Agreement — Claude

Prepare a simple employment agreement for this role:
Company: [Mitho Foods]
Position: [Sales and Marketing Officer]
Monthly Salary: [NPR 35,000]
Working Location: [Kathmandu]
Probation Period: [3 months]
Include the main clauses a Nepalese startup should normally consider, such as duties, working hours, salary, leave, confidentiality, company property, termination, and notice period.
Keep the agreement practical and easy to understand, and clearly flag any part that should be checked against Nepalese labour law before use.



STARTUP ACCOUNTING & FINANCE

1. Understand Financial Statements — ChatGPT

[Attachment: Financial statement of your business**]**

I have attached the financial statements of **[Mitho Foods], a [healthy snacks and ready-to-eat food startup in Nepal].**
Explain these financial statements to me as a business owner, not as an accountant.
Tell me:
Is the business making money?
Where is most of the money being spent?
Is the financial position healthy?
Are there any concerning numbers or trends?
Which 5 numbers should I monitor regularly as a founder?
Keep the explanation simple, practical, and based only on the attached financial statements.



STARTUP ACCOUNTING & FINANCE

2. Trend Analysis (Claude)

[Attachment: Your business's 5 years of financial data**]**

Prompt:
I've attached 5 years of financial data of my business. Please perform a trend analysis and present the findings.
- Company Name: **[Mitho Foods]**
- Period: **[E.g., 2077/78 to 2081/82]**

Analyze trends for:
- Revenue & Income
- Key Expenses
- Gross Profit & Net Profit
- Major Assets & Liabilities

For each item:
- Show values in a table across all 5 years
- Calculate year-on-year % change
- Write a 1-line observation

Also create a line/bar graph visualizing the trends for Revenue, Gross Profit, and Net Profit over 5 years.
Display all amounts in NPR.



STARTUP ACCOUNTING & FINANCE

3. Startup Valuation (Claude)

[Attachment: Your business's 5 years of Profit & Loss statement**]**

Prompt:
I have attached my startup's 5-year Profit & Loss statement. Please perform a **Discounted Cash Flow (DCF)** valuation of my startup using the data provided along with the additional information below.

Additional Information Required:

- Less: Change in Working Capital (per year): 5% of change in Revenue
- Less: Maintenance CapEx (per year): 50,000 in 1st year, increases by 10% each year.
- Annual Discount Rate (WACC): 12%
- Constant Growth Rate after Year 5 (Terminal Growth Rate): 3%

Please provide:

1. Derived Free Cash Flow (FCF) for each of the 5 years from the P&L
2. All assumptions clearly stated
3. Present Value of each year's FCF
4. Terminal Value calculation and its Present Value
5. Valuation of the startup



STARTUP ACCOUNTING & FINANCE

4. Estimate Startup Costs & Funding Requirement — ChatGPT

I am planning to start **[Mitho Foods]**, a **[healthy snacks and ready-to-eat food business in Kathmandu]**.
The business will start with [**a small production kitchen, 3 employees, online sales, and local delivery]**.
Help me estimate how much money I may need to start and operate the business for the first **[6 months]**.
Divide the estimate into:
One-time startup costs | Monthly operating costs | Working capital | Emergency reserve
Then calculate the approximate total funding requirement.
If you need important information such as rent, equipment, salaries, production capacity, or expected sales, ask me before making assumptions.



STARTUP TAXATION

1. Calculation of Duties and Taxes (Notebook LM)

Prompt:

Act as a corporate tax expert specializing in the **[Nepal' s]** Income Tax Act provided in the source documents.

Calculate the estimated tax liability for my company for the previous tax year based strictly on the provided Act.

Company Financial Data:

- Total Gross Revenue: Rs 50,25,520
- Operating Expenses: Rs 30,67,500
- Depreciation/Amortization: Rs 4,40,000
- Interest Expenses: Rs 85,580
- Donation to Tax Exempt Entities: 3,40,000

Output Requirements:

1. Step-by-Step Calculation: Show the math starting from Gross Revenue to Taxable Income, then to final Tax Liability.
2. Citations: For every deduction, rate, or rule applied, cite the specific Section or Clause from the provided Income Tax Act.
3. Assumptions: List any assumptions you made if the provided data was insufficient.
4. Fines: Fine for not paying the installment tax and not filing advance tax return



STARTUP TAXATION

2. Build a Tax Compliance Calendar — ChatGPT

Create a simple tax compliance calendar for **[Mitho Foods]**, a **[Nepal-based food startup registered as a private limited company]**.
We are **[VAT registered]** and have **[5 employees]**.
Show the main tax tasks a founder should remember throughout the year, including VAT, TDS, income tax, advance tax, payroll-related tax, and annual returns. Present it in a tabular format.
Keep it practical and easy to follow. If any deadline depends on our specific situation, clearly mention that it should be confirmed before filing.

3. Research Tax Incentives & Concessions — Perplexity/NotebookLM

I run **[Mitho Foods]**, a **[food manufacturing and ready-to-eat products startup in Nepal]**.
Research whether this type of business may qualify for any tax incentives, exemptions, reduced tax rates, deductions, or other concessions in Nepal.
Focus on incentives related to **[startups, manufacturing, employment, investment, location, and industry-specific benefits]**.
For each opportunity, explain:

- What the benefit is
- Who can qualify
- Main conditions
- Which law or government source supports it

Use recent and reliable Nepalese sources, and clearly separate confirmed incentives from benefits that may require further verification.



STARTUP MANAGEMENT

1. Create Recruitment Materials — ChatGPT

We are hiring a **[Sales and Marketing Officer]** for **[Mitho Foods]**, a **[healthy snacks and ready-to-eat food startup in Nepal]**.
Please prepare:

- A clear job description
- 8 practical interview questions
- A simple candidate evaluation scorecard

Focus the evaluation on skills, communication, problem-solving, attitude, and suitability for a startup environment.
Keep everything practical and easy for a founder to use during hiring.

2. Manage Leads & Sales Follow-Ups — ChatGPT

Below is a sample list of leads for **[Mitho Foods]**:
[Lead 1: Asked about price but did not order]
[Lead 2: Interested in a monthly snack package]
[Lead 3: Previous customer who has not ordered for 2 months]
[Lead 4: Corporate office asking about bulk orders]
For each lead, write a short and personalized **WhatsApp follow-up message** based on their current stage.
The messages should feel natural, helpful, and sales-focused without sounding pushy.
Also suggest what the next follow-up action should be for each lead.



STARTUP MANAGEMENT

3. Create a Weekly Founder Management Report — Claude

Act as a management assistant for **[Mitho Foods]**.
I will provide this week's information on:
[Sales / Cash & Expenses / Marketing / Customer Issues / Team / Operations]
Review the information and prepare a short **Weekly Founder Management Report**.
Tell me:

- What went well this week
- What problems need immediate attention
- What numbers or issues look concerning
- The top 5 priorities for next week

Keep the report direct and decision-focused. I want to know **what I should do next as the founder**, not just a summary of the data.