Grow with Google

Sharpen Your Product Ideas Using Gemini

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Presenter

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Agenda

1. The “Entrepreneur’s Bias”
2. Gemini overview
3. Demo
4. Audience Q&A

The “Entrepreneur’s Bias”

The Paradox

Passion Can Be One of Your Greatest Strengths...and Your Biggest Hurdle

When you're in love with an idea, your brain naturally seeks out information that confirms you're right (**Confirmation Bias**) and ignores red flags that say you're wrong.

Source: Gemini

The Entrepreneur Paradox

The "Good Friend Test": If you ask a good friend if your idea is good, they'll likely say "Yes" because they support *you*.

The Reality Check: A "Good Idea" does not equal A "Good Business."

*Most small businesses fail because there was simply **no market need**, despite the owner's passion.*

Source: Gemini

Identifying The Bias Traps

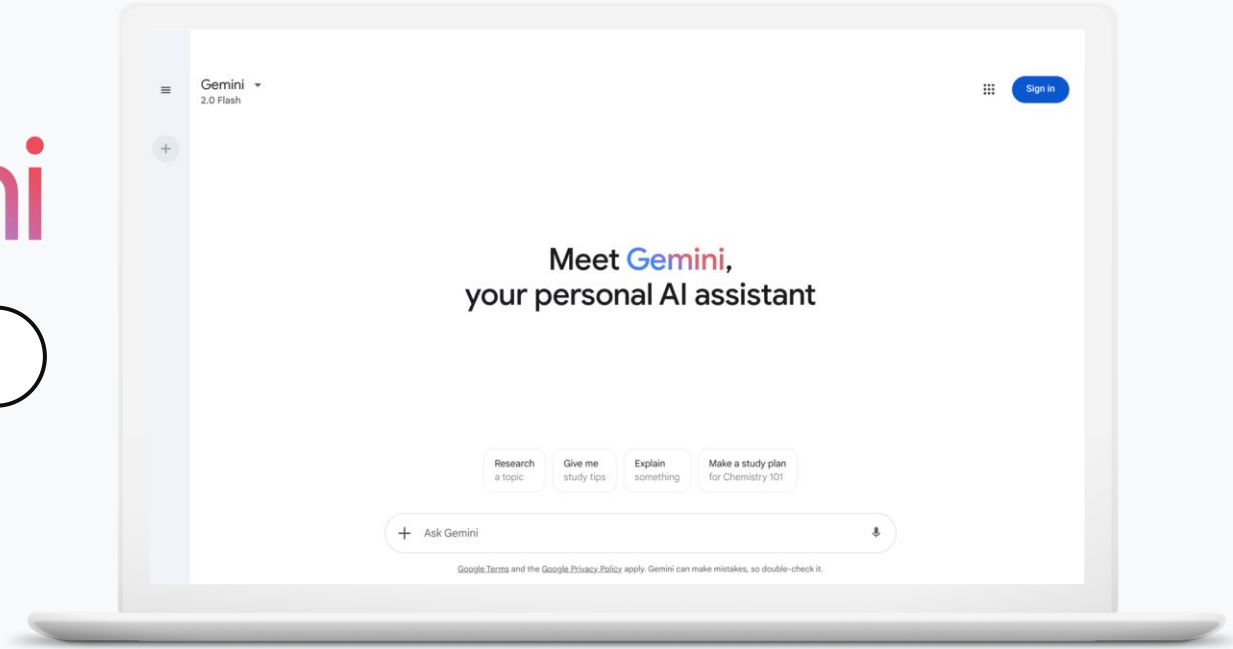
The Trap	What We Tell Ourselves	The Hard Truth
The “Everyone” Trap	“Everyone will want this!”	If you target everyone, then you reach no one.
The “Feature” Trap	“It just needs one extra feature to sell.”	Customers buy solutions to problems, not a lot of features.
The “Me” Trap	“I would buy this so others will too.”	You are an “N of 1.” You are not your target market

Source: Gemini

Sharpen Your Ideas With AI

Gemini

gemini.google.com



Gemini As Your “Dissenting Partner”

Objective Intelligence: Unlike a co-founder or a friend, Gemini doesn't care about your feelings. It analyzes data patterns without ego.

The Role Play: We will prompt Gemini to act as a **Skeptical Investor** to find the "cracks" in our logic.

From "I Think" to "I Know":

- **I Think:** "People want a faster way to track pet health."
- **I Know:** "Gemini found 15 existing apps with 2-star reviews specifically complaining about the UI…that is our real opportunity."

Source: Gemini

Demo

Q&A

Next Steps

ACT responsibly:

Ask

if AI is appropriate for this task, if the data is safe to use, and if you're following the rules.

Check

before you use the AI output for accuracy, bias, appropriateness, originality, and potential harm.

Tell

clients and coworkers about your use of AI tools.

Skeptical Investor Challenge

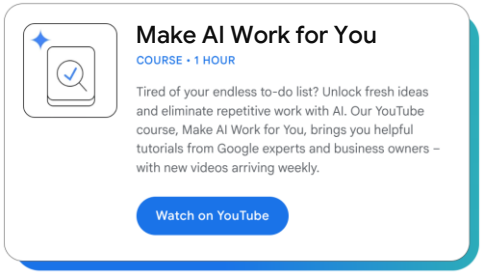
Perform a “brutally honest audit” of your primary business assumption using a specific “Skeptical Investor” prompt.

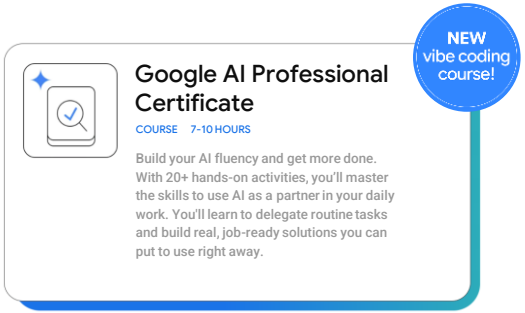
Resources

grow.google/SMB

Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.





U.S. businesses can access the Google AI Professional Certificate at no cost. Terms apply - visit **grow.google/smb**

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Questions?



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