

Questions-answer to be put as context

? Small Group – Chatbot Context (Founder Version)

1?? Who we are (identity + positioning)

1. In one sentence, what does Small Group do?
2. Are we best described as:
 - Software agency
 - AI automation agency
 - Or a hybrid (explain in one line)?
3. Who are we best suited for?
4. Who should *not* work with us?
5. How big is the team and what roles exist?
6. Where do we primarily operate (geo + timezone)?
7. How long have we been building software?
8. How long have we been working with AI/automation?
9. What's the core belief behind Small Group (how we think about tech solving problems)?

2?? What we actually build (capabilities, not buzzwords)

10. What types of software do we commonly build?
11. What types of AI automations do we commonly build?
12. Where do AI + automation fit into your projects vs traditional software?
13. Do we build MVPs, full products, or both?
14. Do we integrate with existing tools and systems?

15. What kinds of problems are we *very good* at solving?
16. What kinds of projects do we avoid or say no to?

3?? Proof & trust anchors (critical for the bot)

17. What proof can we show early? (case studies, demos, internal tools, founder credibility)
18. Have we built systems similar to what most prospects ask for?
19. Do we sign NDAs and who owns the code?
20. What's one honest reason clients trust us after working with us?
21. What's one limitation or boundary we openly admit?

4?? How work actually happens (process + control)

22. How does a project typically start?
23. How do we understand a client's problem before building?
24. How often do clients see progress?
25. Do clients talk directly to builders?
26. How do we handle scope changes?
27. What happens after launch?

5?? Pricing logic (not numbers, logic)

28. How do we usually price projects (fixed, hybrid, phased)?
29. What factors influence cost the most?
30. When does AI automation make projects cheaper vs more expensive?
31. What budget misunderstandings do clients often have?
32. When are we *not* a good financial fit?

6?? Risk, safety & responsibility (especially for AI)

33. How do we handle data privacy and sensitive systems?
34. How do we prevent AI systems from doing the wrong thing?

- 35. When do we keep humans in the loop?
- 36. What guarantees do we explicitly *not* give?

7?? Lead qualification & handoff (bot ? human)

- 37. What information must be captured before human follow-up?
- 38. What information is optional?
- 39. What signals indicate a serious problem vs curiosity?
- 40. What is the ideal moment for the bot to suggest human contact?

Revision #1

Created 2026-02-02 17:06:57 UTC by Chandan Kumar

Updated 2026-02-02 17:07:57 UTC by Chandan Kumar