



The Coevolutionary.AI Runbook by Carlton L. Robinson, DBA

Page | 1





Contents

Runbook: Administering the Coevolutionary.AI Path (842 Loop)..... 3

 Phase 1: Session Setup — Cognitive Loop Activation..... 3

 Phase 2: Identify 8 Jobs-To-Be-Done (JTBD)..... 3

 Phase 3: Prioritize Top 4 JTBDs..... 4

 Phase 4: Identify Two Batch Actions 4

 Phase 5: Regeneration — Restate Hypotheses 5

Prompt Pack: Guiding Entrepreneurs Through the Coevolutionary.AI Path..... 6

 Phase 1: Activate the Cognitive Loop..... 6

 Phase 2: Identify 8 Jobs-To-Be-Done (JTBD)..... 6

 Phase 3: Prioritize Top 4 JTBDs..... 7

 Phase 4: Identify 2 Batch Actions 7

 Phase 5: Regenerate Value & Growth Hypotheses 7

 Phase 6: Reflection & Reset..... 8

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Runbook: Administering the Coevolutionary.AI Path (842 Loop)

Page | 3

Objective:

To guide entrepreneurs through a regenerative learning cycle where they **input insights, digest AI-augmented outputs, prioritize Jobs-To-Be-Done (JTBD), and commit to batch action**, all culminating in **a refined value and growth hypothesis**.

Phase 1: Session Setup — Cognitive Loop Activation

Tools Required:

- Coevolutionary.AI Path Template
- AI engine integrated (ChatGPT, Claude, etc.) for synthesis
- Notetaking tool or canvas

Goal:

To start the coevolution loop by processing a key startup learning moment: → Post-customer discovery, MVP release, pitch feedback, or pilot debrief.

Steps:

1. **Schedule a Coevolution Session** (60–90 minutes)
2. **Prompt the entrepreneur**: “What new insight or customer signal has emerged?” 3. **Feed context and raw data into AI tool**
4. **Receive AI-generated insight**, themes, pain patterns, opportunity signals 5. **Prepare summary for use in JTBD framing**

Phase 2: Identify 8 Jobs-To-Be-Done (JTBD)

Goal:

To articulate 8 clear jobs-to-be-done arising from the AI’s output and the entrepreneur’s current stage.





Steps:

1. Read the AI-generated output aloud or share a summary visual.
2. Coach the entrepreneur to extract statements like:
 - o "The user needs to..."
 - o "The customer is trying to..."
 - o "We must now figure out how to..."
3. Fill in the **JTBD 1–8** rows on the path template.
4. Use sticky notes or digital equivalents for live edits.

Phase 3: Prioritize Top 4 JTBDs

Goal:

Narrow to the four most urgent, impactful, or achievable jobs-to-be-done. **Steps:**

1. Have the entrepreneur rank each JTBD using:
 - o **Urgency (U)**: Is this time-sensitive or critical to progress?
 - o **Impact (I)**: Will solving this create momentum or validation?
 - o **Feasibility (F)**: Can this be acted on with current resources?
2. Plot on a 2x2 matrix (Urgent vs Impactful). Select the top 4 in the **Urgent + High Impact** quadrant.
3. List as **Priority 1–4** in the next section of the path.

Phase 4: Identify Two Batch Actions

Goal:

To ensure forward motion by assigning concrete, tactical batch activities to complete within a sprint (2–10 days).

Steps:

1. For each of the Top 4 JTBDs, brainstorm one small but specific test, prototype, or task.
- Example:





- o If JTBD is "Validate user grief journey needs" → Batch action: "Run 5 grief mode interviews."
 - o If JTBD is "Test willingness to pay for Lockbox" → Batch action: "Launch \$25 pre-order page."
2. Select the **two most strategic** batch actions and document under **Action Item 1 & 2**.
 3. Assign owners, timeline, and success metrics for each batch action.

Phase 5: Regeneration — Restate Hypotheses

Goal: Have the entrepreneur refine their Value and Growth Hypotheses based on the JTBD exercise.

Steps:

1. Prompt: "Given everything we've uncovered, how would you now restate the value you deliver — and how you expect to grow?"
2. Document answers in a simple 2-part structure:
 - o **Value Hypothesis:** "We believe our customers derive the most value when..."
 - o **Growth Hypothesis:** "We believe we will grow by..."
3. Coach for precision. This becomes the "**new state**" baseline for the next loop.





Prompt Pack: Guiding Entrepreneurs Through the Coevolutionary.AI Path

For Use By: Entrepreneur Support Orgs, Incubators, Accelerators, Studios For Use With: AI tools (e.g., ChatGPT) and Coevolutionary.AI template

Page | 6

Phase 1: Activate the Cognitive Loop

Objective: Elicit raw insight from recent entrepreneurial experience to feed AI **Facilitator Prompts to**

Entrepreneur:

- “What recent activity created learning or friction? (e.g., pitch, customer feedback, product launch)”
 - “What surprised you in the last two weeks — good or bad?”
 - “Where do you feel uncertain, stuck, or exposed in your model?” • “What’s one area where your gut says something needs to change?”
- AI Prompt to Run:**

“Summarize key takeaways, risks, themes, and opportunity signals from the following entrepreneurial context:”

[Paste entrepreneur’s raw input]

Phase 2: Identify 8 Jobs-To-Be-Done (JTBD)

Objective: Convert AI output + founder insight into specific user or business needs **Facilitator Prompts to**

Entrepreneur:

- “Let’s extract 8 actionable jobs from this output. Start each one with ‘The customer needs to...’ or ‘The business must...’”
- “What is your user trying to get done that isn’t being solved yet?” • “What operational challenge is holding you back right now?”
- “If you could solve 8 specific things, what would make this month feel like momentum?”

Optional AI Prompt to Use:

“Extract 8 potential jobs-to-be-done based on the following venture context and AI summary: [Paste AI

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output or recent insights]”

Phase 3: Prioritize Top 4 JTBDs

Objective: Focus on the most urgent, impactful jobs

Page | 7

Facilitator Prompts to Entrepreneur:

- “Which jobs feel most critical to unlock progress this quarter?” • “Which jobs, if solved, would reduce the most friction in your business?” • “Rank by Urgency (U), Impact (I), and Feasibility (F)”
- “What are you most afraid of not solving?”

Optional Sorting AI Prompt:

“Prioritize the following 8 JTBDs based on urgency, impact on traction, and feasibility: [list JTBDs]”

Phase 4: Identify 2 Batch Actions

Objective: Convert JTBDs into tangible, testable next steps

Facilitator Prompts to Entrepreneur:

- “What’s the *smallest possible action* you could take to move this job forward?” • “What experiment, prototype, or test could you run in the next 3–10 days?” • “What could you validate or learn quickly that reduces risk?”
- “What 2 actions will give you signal without overbuilding?”

Optional AI Prompt:

“Based on the following JTBDs, generate 2 lean batch actions or experiments that can be completed within 1 week: [list top 4 JTBDs]”

Phase 5: Regenerate Value & Growth Hypotheses

Objective: Restate core assumptions based on new insight and actions

Facilitator Prompts to Entrepreneur:

- “Let’s restate your Value Hypothesis: What do your customers really value now?” • “Let’s restate your Growth Hypothesis: How do you believe you’ll grow next?” • “What new assumptions have emerged from





this session?”

- “How does your thinking evolve now that we’ve walked this loop?” **Regeneration AI Prompt:**

“Help the entrepreneur restate their Value and Growth Hypotheses based on the following JTBDs and actions: [paste content]”

Phase 6: Reflection & Reset

Objective: Close the loop and prepare for next iteration

Reflection Prompts:

- “What surprised you during this session?”
- “What are you most excited to try next?”
- “What risk are you now ready to confront that you were avoiding before?” • “What will success look like by our next coevolution checkpoint?”

