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www.foundrhero.com

Masterclass: AI Prompt Engineering & App Creation

A full-day hands-on masterclass for small business owners, entrepreneurs, and managers ready to harness AI.



DATE

Saturday, 14 March 2026

TIME

10:00 AM – 4:00 PM

PRESENTED BY

Nelson Lecuane



· TODAY'S JOURNEY ·

Your Day at a Glance

Five parts. One transformation.



10:00 AM **Part 1 · The Founder's Journey**
Five stages every business travels. Where are you?

12:00 PM **Part 3 · Prompt Engineering**
The anatomy of a great prompt. Hands-on practice.

2:00 PM **Part 4 · Vibe Coding & App Creation**
Build a real app today. No code required.

3:45 PM **Q&A + Next Steps**
Your action plan to take home.

11:00 AM **Part 2 · Introduction to GenAI**
Gen AI, Agentic AI, and the three types of AI users.

1:00 PM **Lunch Break**
Networking and refreshments.

3:00 PM **Part 5 · The Five Roles**
Who you are as a founder. Your AI OS.

4:00 PM **Close**
Wrap up, connections, and celebration.



PART ONE

The Founder's Hero's Journey

Every founder walks the same five stages. AI changes how fast — and how far — you travel.





Lifestyle vs Legacy Business

Lifestyle Business

Jake Paul

PERSONAL ADVENTURE · EGO-DRIVEN

Built around individual's personality
Revenue tied to personal attention
Hard to sell or scale beyond the person
Great for personal freedom

£100K – £1M/ year

Legacy Business

Tony Robbins

DESIGNED TO CREATE GENERATIONAL WEALTH

Built around systems and IP
Revenue continues without you
Can be scaled, licensed, or sold
Survives and grows beyond the founder

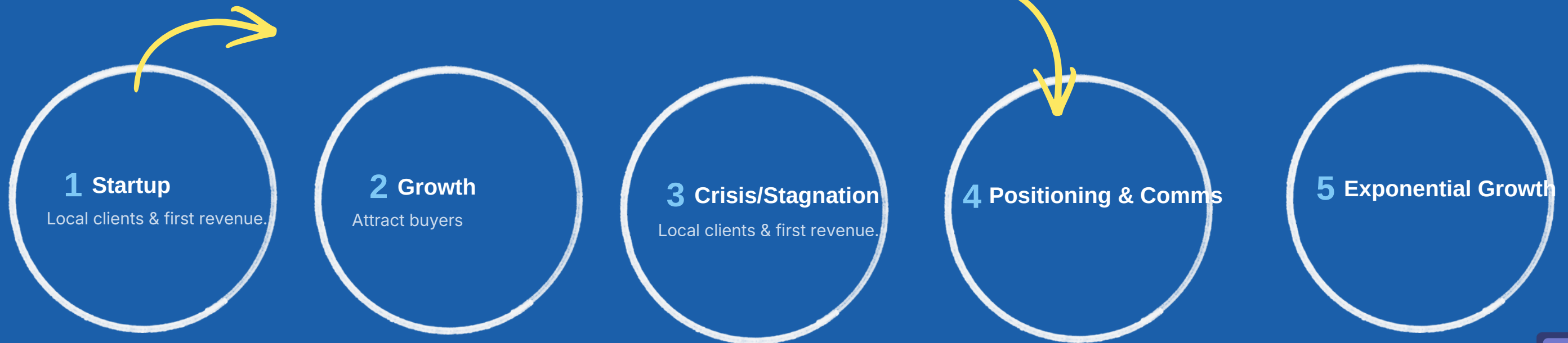
£7 Billion/ year

VS



Every Founder Walks the Same Steps

AI changes how fast — and how far — you travel.



Model
chat - talk

book
Videos
Workshop
Academy
Website





Entrepreneurs Who Did It First

Personal Brand → Book → Content → Academy. The results speak for themselves.



£340M+

Jamie Oliver

BOOK + CONTENT + ACADEMY

Books as lead magnet, YouTube & TV content empire, Jamie Oliver Cookery School (online + in-person).



\$7B+

Tony Robbins

BOOK + EVENTS + ONLINE ACADEMY

Books launch the audience, in-person events convert, online academy scales globally.



£100M+

Daniel Priestley

BOOK + CLASSROOM + ONLINE

Key Person of Influence methodology — book first, then in-person training, then online platform.



+2Billion

Melanie Perkins



Five Moves. *One Playbook.*

01

A Book First

Every one of these entrepreneurs built their authority with a book first. It is the ultimate lead magnet.

02

In-Person Delivery

Every one combined in-person delivery with an online platform. Live experience builds trust at scale.

03

Content Engine

Every one used content — video, podcast, social — as their primary marketing engine. Not paid advertising.



THE ADVANTAGE

You already have the experience, the IP, and the methodology. AI accelerates the next chapter.





PART FIVE

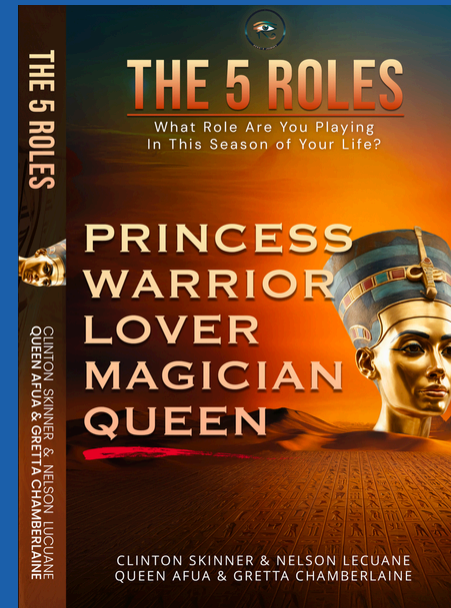
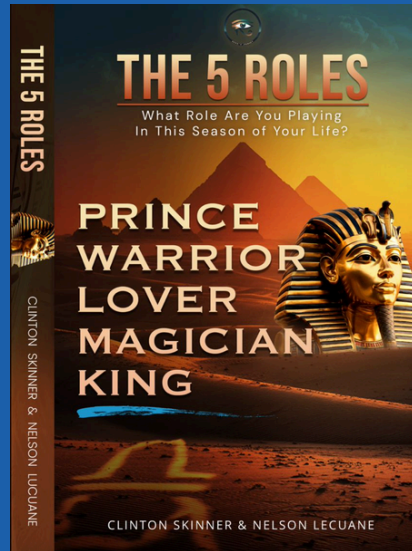
The Five Roles

Every founder plays five roles. Knowing which one you're in at any moment is the core skill.



Which Role Are You Playing Right Now?

Every founder leads from all five — but most only consciously operate in one or two.



The Visionary

Sees the future. Sets direction. Asks: where are we going and why does it matter?



The Strategist

Plans the path. Makes decisions. Translates vision into actionable steps.



The Builder

Creates and executes. Builds systems, products, and infrastructure.



The Communicator

Tells the story. Sells the vision. Moves people to action with words.



The Leader

Leads the team. Holds the culture. Inspires others to give their best.



PART TWO

Introduction to GenAI

What the technology actually is — and what it means for your business right now.



3 Types of AI Users

Which one are you walking in as today?



01

Skeptical

Doesn't believe in AI. Sees it as hype. Hasn't yet experienced what it can do for their specific business.



02

Casual

Uses AI as a Google replacement. Gets basic value. Hasn't yet discovered how to use it as a strategic business tool.



03

Orchestrator

Creator of new experiences. Treats AI as a team member. Directs, delegates, and delivers results others can't match.

← WHERE YOU'LL BE TODAY



Gen AI 2020 – 2025

Generative AI — AI that creates — turning a few words into finished text, images, audio, video and code in seconds.



Gen AI

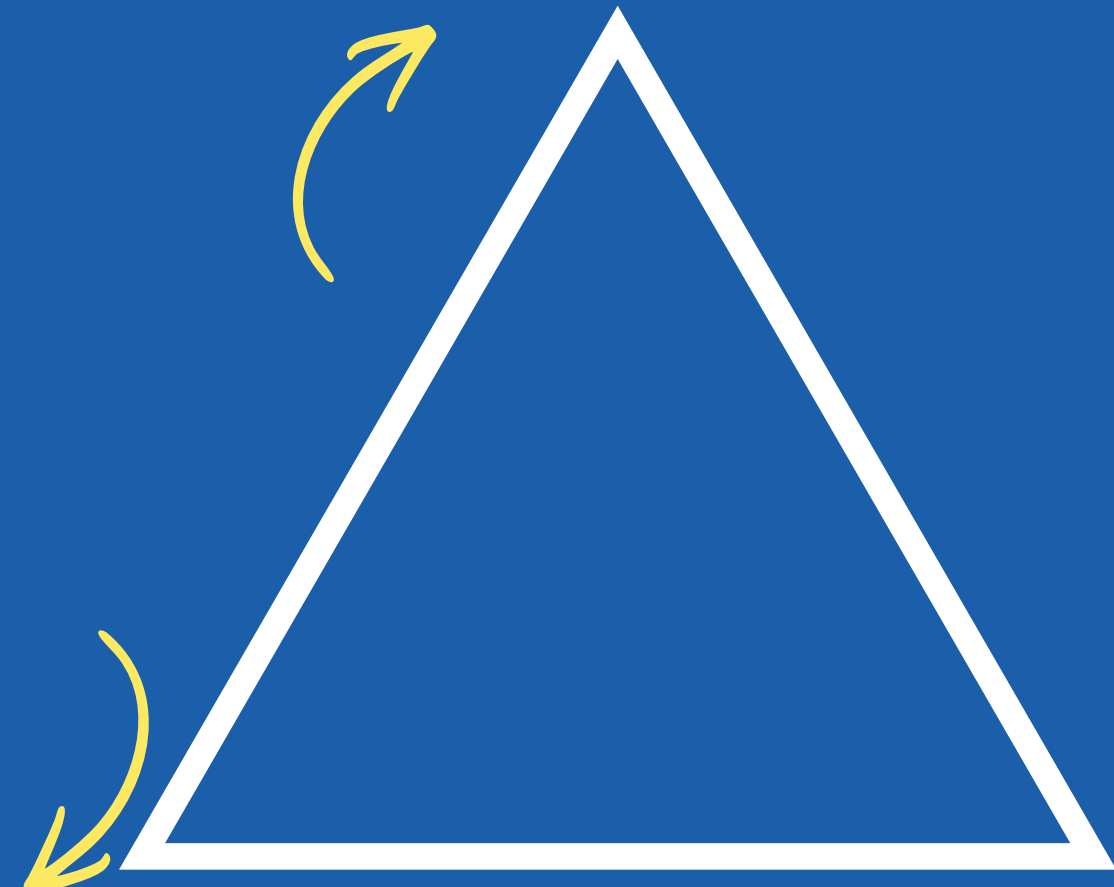
- Text
- Images
- Audio
- Video
- Code
- Designs

LLMs · Large Language Models

The brain behind GenAI. Trained on vast amounts of text, they predict and generate language at superhuman speed. ChatGPT, Claude, Gemini, and more.

Tools · Diffusion Tools

Image and video generation. Midjourney, Sora, Stable Diffusion, Runway. Describe what you want — get a finished visual.



LLMs
API

Diffusion tools





Gen AI 2020 – 2025

Generative AI — AI that creates — turning a few words into finished text, images, audio, video and code in seconds.

Text

Images

Audio

Video

Code

Designs

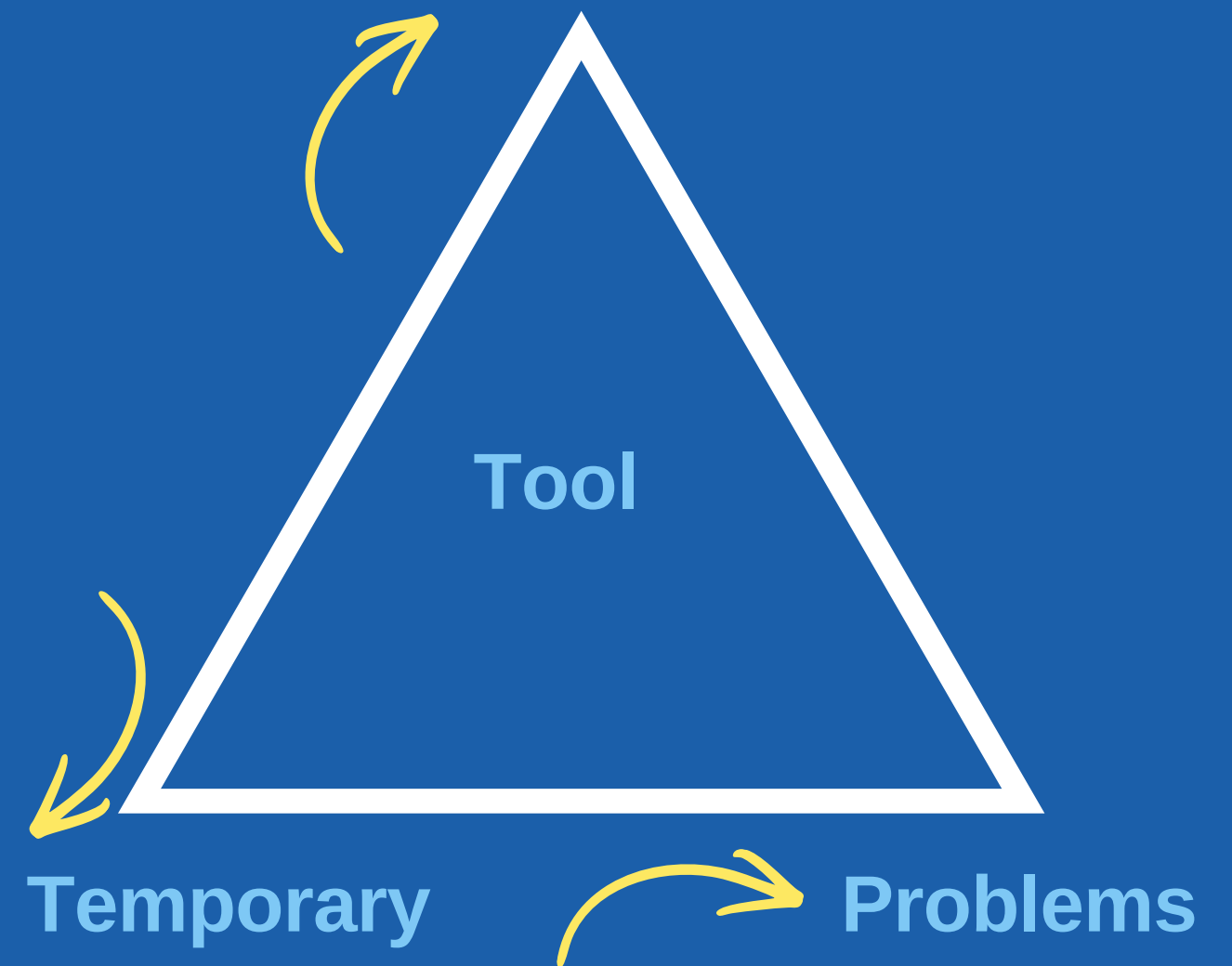
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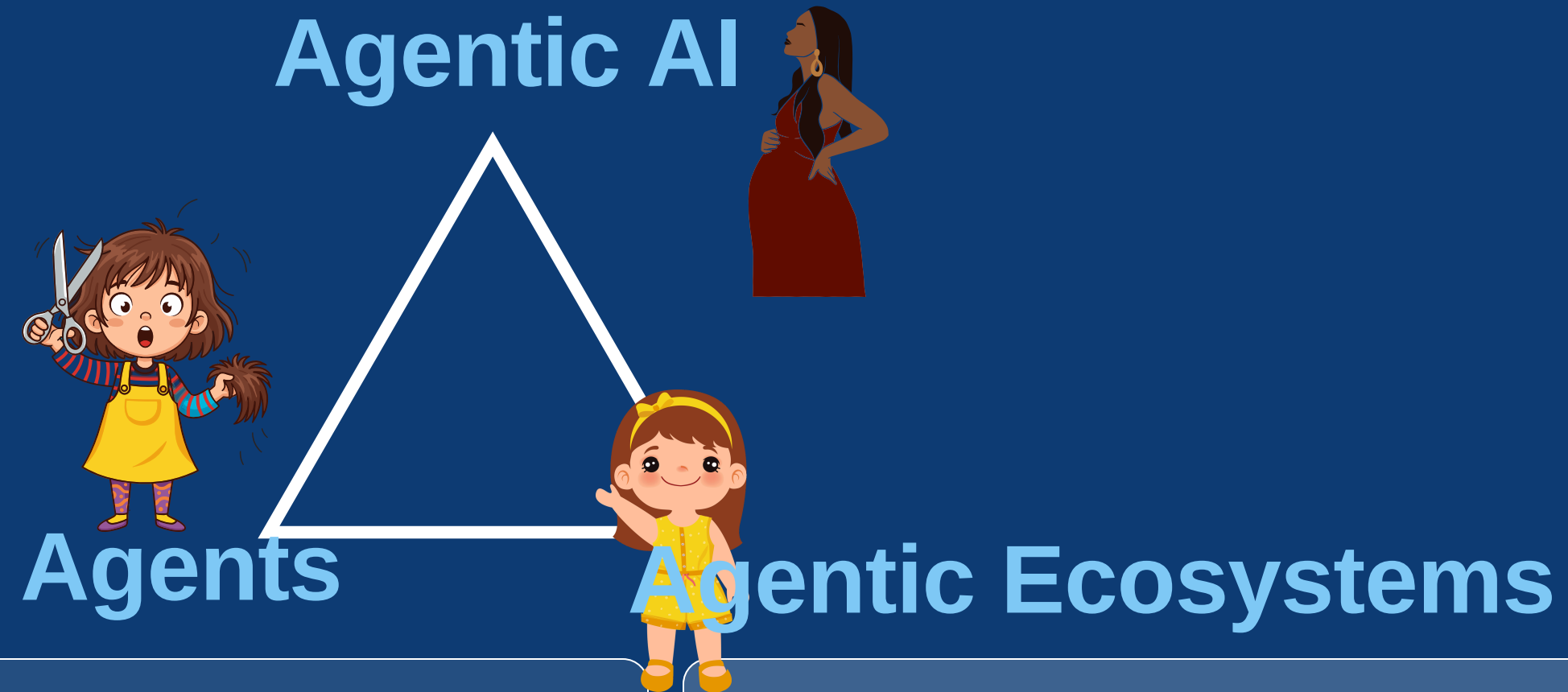
Landlords





Agentic AI 2026

AI that doesn't just answer — it acts. Give it a goal and it plans, works and delivers on its own.



Agents · AI Agents

Autonomous AI that can browse the web, write code, send emails, manage files, and complete complex multi-step tasks. Tools: Claude Cowork, OpenClaw, AntiGravity.

What This Means For You

Your business can run workflows 24/7 without you. Customer service, content creation, lead generation — handled by AI agents that never sleep.



3 Levels of AI

Where you'll be by the end of today.



01

Beginner ← We start here

Prompt & chat. Get fluent talking to AI and using it in your everyday work.

02

Intermediate

Connect & automate. Wire AI into workflows and tools that run without you.

03

Advanced

Build agents. Deploy AI that plans, acts and delivers outcomes on its own.



PART THREE

Prompt Engineering Clear

The most valuable skill in the AI era. You already speak the language — now learn to use it precisely.



3 Types of Communication

01

With the Self

Lead the five roles you play as a founder.

Visionary

Strategist

Builder

Communicator

Leader

02

With AI

Prompt with intent. Give context, direction and feedback so AI delivers what you actually need.

← This is today's focus

03

With an Audience

Tell a story that sells. Turn your offer into words that move clients to act.



Know Yourself

The most powerful AI prompt you can write is a deep understanding of who you are and what you stand for.

01

THE BOOK

The 5 Roles

Prince · Warrior · Lover · Magician · King. What role are you playing in this season of your life?

By Clinton Skinner & Nelson Lecuane

02

THE PRACTICE

Vision & Mission

Your Vision is who you're becoming. Your Mission is how you serve others. Together they are your north star.

03

THE BOOK

The Founder's Hero's Journey

The five stages. The tools. The mindset.

By Nelson Lecuane



AI ecosystem

Anthropic

Open

Gemini

Deepseek

MetaAI

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The Anatomy of a Great Prompt The Clear Framework



Clear

Clarity, content, context

Refine, review

Logical Example

Adptive



Role

"Act as a senior marketing consultant with 20 years experience in retail..."

Tell AI who to be. This shapes the entire response.



Task

"...write a landing page for my new service..."

Be specific. Vague tasks get vague answers.



Context

"...targeting women aged 35-55 who own their own salon business..."

Background info shapes the output dramatically.



Constraints

"...mobile-first, under 300 words, with a booking CTA at the end."

Define format, length, and what to avoid.



Put It All Together

Copy this framework. Replace the brackets. Watch AI deliver.

```
# Role Act as a [senior marketing strategist / business coach / copywriter] # Task Write a [landing page / email sequence / social post / proposal] # Context My business is [describe what you do] .  
My target client is  
[describe your ideal customer] .  
The main goal is to  
[desired action – book, buy, enquire]. # Constraints Tone: [professional / warm / energetic] .  
Format:  
[bullet points / short paragraphs / 3 sections] .  
Length:  
[under 300 words / 5 bullets / 1 page].
```

Pro Tip

The more context you give, the better the output. AI is only as smart as the brief you give it.

Iterate

Your first prompt is just a starting point. Say "make it shorter", "make it warmer", "add a story". Keep refining.

Save Your Prompts

Build a personal prompt library. When you find one that works — save it. Re-use it. Improve it over time.



**You don't need to know how to build it — you need to know
what to build and be able to communicate it clearly.**

THE ORCHESTRATOR MINDSET · CHAPTER 02.2



PART FOUR

Vibe Coding & App Creation

Build a real web app today. No code required. You describe your vision — AI brings it to life.



What is Vibe Coding?

A new paradigm: you are the director. AI is your development team.

OLD WORLD

Traditional coding required years of study — syntax, frameworks, debugging. The barrier kept most founders out.



3000 BC
Hieroglyphs



1450s
Blueprints



1960s
Programming



Today
Vibe Coding

Vibe coding is the art of building software by describing your intentions to an AI.

You bring the vision. AI brings the code.

Coined by **Andrej Karpathy** — Founder of Eureka Labs, Former Director of AI at Tesla, Founding member of OpenAI.



Vibe Coding Tools

The five platforms shaping how anyone builds software today. Pick one. Master it. Then expand.

01

Featured

Bolt.new

Build full apps in the browser. Zero setup.

02

Replit

Code, host, and deploy from your browser.

03

Claude / ChatGPT

Conversational AI to generate code and plan features.

04

Featured

Cursor / Windsurf

Full-featured editors with AI built-in.

05

Lovable

Build full apps in the browser with AI.

Start Simple →

Pick one AI chat + one builder. Today: Claude + Bolt.



How to Build Anything with AI



1

Idea

Start with the outcome you want — the app, page, or tool in your head.

2

Prompt

Describe it clearly using the master prompt framework. Role, task, context, constraints.

3

Review

Look at what AI built. Does it match the vision? Note what to change.



Iterate

Refine with feedback. "Make it warmer." "Add a contact form."
Repeat.



Ship

Deploy it live. Share the link. Your idea is now a real product.

4

Refine

Keep improving based on real use. The loop never truly ends.



· HANDS-ON ·

Build Your First App — Now

From idea to live product. Design → Build → Test → Deploy.



STEP 01 · DESIGN

Brief it

Define the goal, audience, and reference sites you love.

Sketch the page sections: Hero → Value → Proof → CTA

STEP 02 · BUILD

Prompt it

Open Bolt.new and use the master prompt format.

Build a landing page for [business]. Target customer: [description]. Goal: [action]. Style: clean & modern.

STEP 03 · SHIP

Deploy it

Publish from Bolt directly, connect a domain, share a Loom.

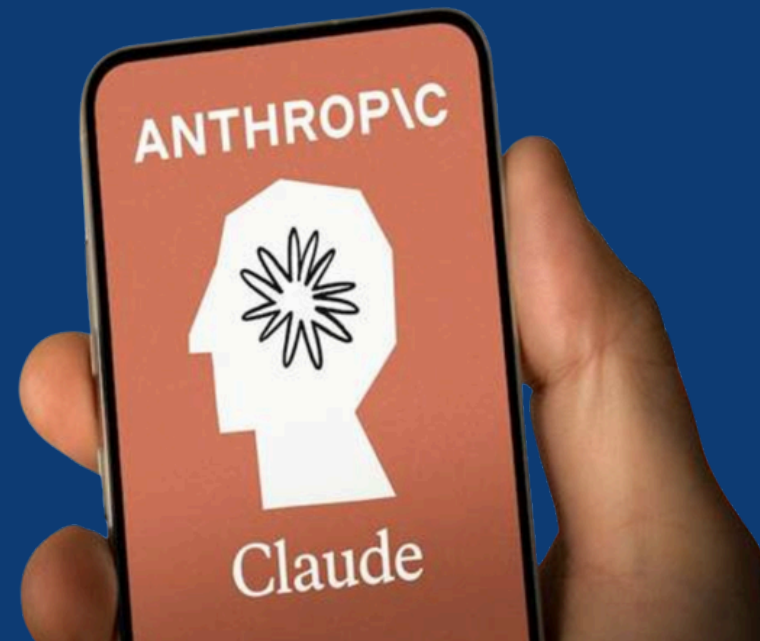
Vercel, Netlify, or Bolt's built-in deployment — all free to start.



· YOUR AI OPERATING SYSTEM ·

Build Your AI OS

One AI system for every role you play. This is your personal AI-powered business engine.



Visionary OS

AI for market research, trend analysis, opportunity spotting, and future scenario planning.



Strategy OS

AI for business planning, competitive analysis, pricing strategy, and decision support.



Builder OS

AI for app creation, automation, vibe coding, and building systems that run without you.



Comms OS

AI for content creation, copywriting, social media, email sequences, and sales scripts.



Leader OS

AI for team management, culture building, performance reviews, and leadership communication.



· YOUR ACTION PLAN ·

What You Leave With Today



1

Master Prompt Framework

Role + Task + Context + Constraints

1

App Built & Deployed

Your first live AI-built product

5

AI Tools You Can Use Tomorrow

Claude, Bolt, Replit, Lovable, Cursor

∞

Time Saved Per Week

Starting from your first prompt



www.foundrhero.com



The future belongs to those who **build it** — not those who wait for it.

You now have the tools, the mindset, and the framework. The only thing left is to start.

[START WITH ONE PROMPT TODAY](#)

[CONNECT WITH NELSON](#)

[JOIN THE 5 ROLES COMMUNITY](#)

NELSON LECUANE · THE 5 ROLES · BUSINESS GROWTH WITH GENAI