TOOL SHEET

Perplexity AI

DIFFICULTY: Easy

A. General Description

TOOL NAME	Perplexity AI
LINK	https://www.perplexity.ai
TYPE	AI Research Tool
BEST FOR	Market research, trend analysis, idea validation, competitor research, and finding reliable information with cited sources.
LANGUAGES	Multilingual (supports English and many other languages).
FREE/PAID	Freemium (Free version available; Pro version with advanced AI models and additional features).
KEYWORDS	#AIResearch, #TopicResearch, #MarketResearch, #BusinessIdeas, #Entrepreneurship, #CompetitorAnalysis, #ContentResearch

1. What is this tool?

Perplexity AI is an AI-powered research tool that provides concise answers supported by cited web sources. It summarises information from multiple sources, helping users research topics, validate business ideas, explore market trends, and identify opportunities. It supports evidence-based research and decision-making.

B. Practical Task & Step-by-Step

2. Practical task

Conduct market research for the EcoBottle start-up using Perplexity AI. Investigate market trends, customer needs, competitors, and business opportunities. Prepare a short research summary with key findings and recommendations supported by cited sources.

3. Scenario / example business

Business name: EcoBottle

Product/Service: EcoBottle is a start-up that produces reusable, eco-friendly water bottles made from recycled materials.

Target audience: University students and environmentally conscious young professionals (18–35 years).

Tone of voice: Professional, informative, and sustainability-focused.

Final goal: Use Perplexity AI to evaluate the market potential of the business idea, identify competitors, understand customer preferences, and collect reliable evidence to support strategic business decisions.

4. Before you start

- Business idea or research topic
- Product or service information
- Target audience
- Research objective
- Keywords or research questions
- Country or market (if applicable)
- Internet connection

#	Action	Instruction
1	**Open tool**	Open https://www.perplexity.ai and sign in (optional) or continue as a guest.
2	**Choose format**	Enter your research question in the search bar (e.g., "Is there a growing market for reusable eco-friendly water bottles").
3	**Add input**	Include key information such as the product, target audience, country/market, and research objective in your prompt.
4	**Use AI feature**	Review the AI-generated answer, explore the cited sources, and ask follow-up questions to obtain more detailed insights.
5	**Edit result**	Improve your research by modifying the prompt, comparing competitors, or asking for additional market trends and customer insights.
6	**Export/share**	Save, copy, or share the research results and sources for future use in your business planning or project.

Expected final result

A one-page market research report summarising market trends, customer needs, competitor analysis, business opportunities, key recommendations, and cited sources.

C. Tips & Complementary Information

7. Example prompts / inputs

Prompt 1
Is there a growing market for reusable eco-friendly water bottles in Europe? Include recent market trends and reliable sources.

Prompt 2
Who are the main competitors of EcoBottle, and what are their strengths and weaknesses?

Prompt 3
What customer preferences and buying factors influence the purchase of reusable water bottles among university students?

8. Tips for better results

Tip 1 Use clear and specific research questions instead of broad topics.

Tip 2 Include the target market or country to obtain more relevant results.

Tip 3 Ask follow-up questions to explore trends, competitors, and customer insights in greater depth.

9. Common mistakes to avoid

Mistake 1 Asking questions that are too broad or vague.

Mistake 2 Accepting AI responses without reviewing the cited sources.

Mistake 3 Relying on a single search instead of refining the research with follow-up prompts.

10. Screenshot / visual example

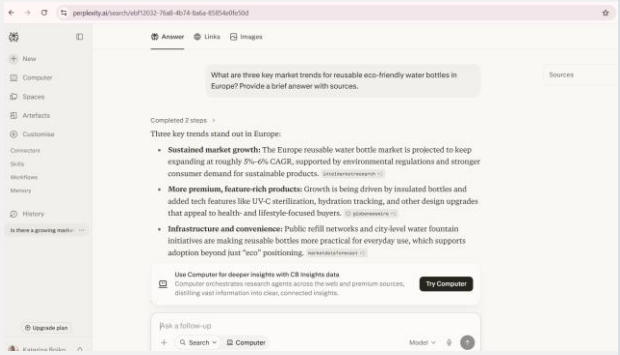


Figure 1. Example of using Perplexity AI to identify market trends with reliable sources.

11. Supporting material

1. Perplexity AI Help Center
https://www.perplexity.ai/help-center/en/
Official support centre providing user guides, getting-started instructions, feature explanations, and practical guidance for using Perplexity effectively.

2. Perplexity AI Discover
https://www.perplexity.ai/discover
A collection of real-world examples and AI-generated research that helps users explore different topics and understand how effective prompts are structured.

3. Perplexity AI Blog
https://www.perplexity.ai/hub
Official articles, product updates, tutorials, and best practices for using Perplexity AI in research and professional work.

12. Responsible AI / trainer notes

AI warning:
Always verify important information using the cited sources before making business decisions. Perplexity AI may generate incomplete or outdated information, so critical findings should be cross-checked with reliable and up-to-date sources.

Trainer notes:

- **Estimated time:** 20–30 minutes.
- **Recommended format:** Individual or pair work, followed by a short group discussion to compare findings.
- **Easier version:** Provide learners with a predefined business idea and research questions.

Harder version: Ask learners to compare two competing business ideas or analyse different target markets using multiple follow-up prompts.