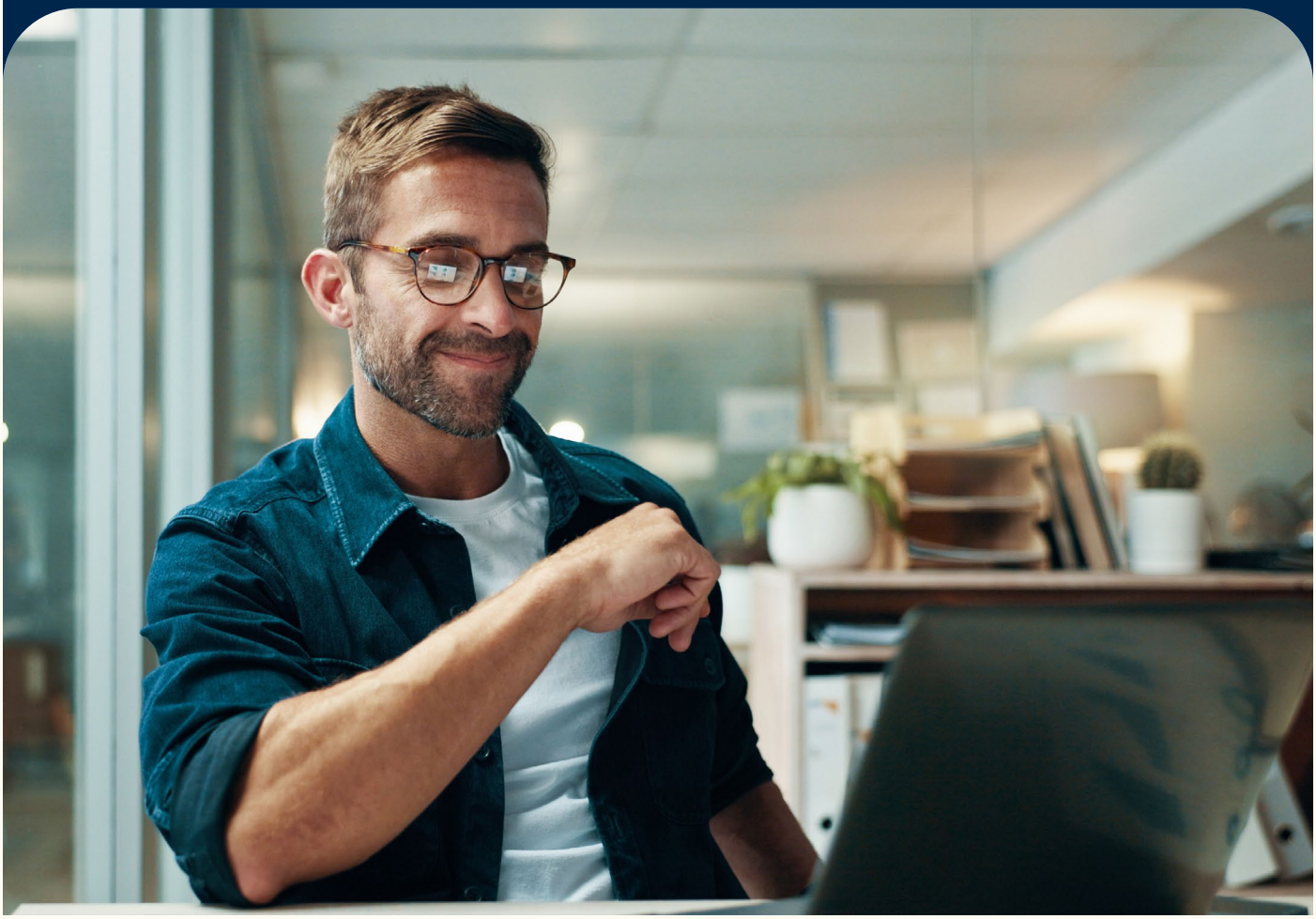
Third Bridge

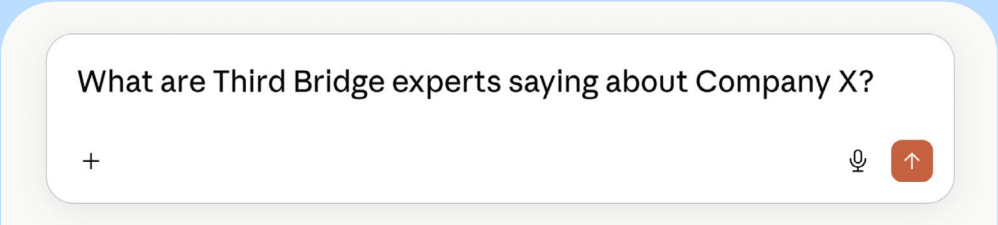
The investor's guide to writing better AI prompts

How to turn investment questions into actionable intelligence



The challenge

Most AI outputs are only as good as the instructions they receive. Many investors ask broad questions such as:



The result is often:

- Generic summaries
- Long outputs with little relevance
- No clear connection to the investment thesis
- Difficulty separating supporting evidence from contradictory evidence

The issue isn't the AI. The issue is that the prompt hasn't told the model what decision it's helping you make.

The key principle: The best prompts don't ask for information. They ask the model to evaluate a specific investment hypothesis.

The solution

You don't need to become an expert prompt engineer. Instead, think of prompting as completing a simple investment framework.

Every effective prompt contains:

Component	Example
Company / Sector	Boeing
Thesis	Margins will recover faster than consensus expects
Timeframe	12-24 months
Key drivers	Production ramp, pricing, labour productivity
Desired output	Supporting evidence, contradictory evidence, diligence questions

The AI can then do the analytical heavy lifting.

- Instead of: "Tell me about Boeing"
- You ask: "Stress-test my thesis that Boeing's commercial aircraft margins can recover to historical levels within 24 months due to production normalization and improved supply chain execution."

Set up checklist

Before writing your prompt, check the following:

Enable relevant sources / MCP connections

- Third Bridge expert content (tag @Third Bridge) in your prompt.
- Earnings transcripts
- Research notes (if available)

Top tips on checking for hallucinations

AI is most reliable when you tell it how to behave. Here are four ways to introduce guardrails and prevent hallucinations.

1 Add citation requirements

- ✗ Instead of: “Give me expert opinions.”
- ✓ Use: “Only use evidence supported by cited expert interviews or transcripts.”

2 Request contradictory evidence

- ✗ Instead of: “Support my thesis.”
- ✓ Use: “Provide both supporting and contradictory evidence.”

3 Force source attribution

- ✓ Ask for: dates, source, expert roles, and companies for every key insight.

4 Highlight evidence gaps

- ✓ Include: explicitly state where evidence is limited or unavailable.



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Download the full guide.

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