

ChatGPT for Deal Execution

Advanced Prompting for Investment Banking Analysts

60-Minute Live Demo Session

Anchored on United Airlines Holdings (UAL) public filings

Our Journey Today

1	Setting Up a Deal Project	Projects
2	Financial Statement Analysis	Canvas
3	Valuation Commentary and Comps	Custom GPTs
4	Industry Research Synthesis	Deep Research
5	M and A Strategic Rationale	Prompting Depth
6	Client Comms and IC Memos	Canvas
7	Agent Mode for Recurring Work	Agent Mode
8	Wrap, Guardrails, Q and A	Resources

You already know how to build models, scrub comps, and write CIM sections. This hour is about doing all of it **3 to 5 times faster** — and at higher quality.

Five Features — Mapped to Real Workflows

Projects	Canvas	Custom GPTs	Deep Research	Agent Mode
Persistent deal-room context (files, instructions, threads)	Drafting and iterating on long-form deliverables	Firm-specific assistants for repeated workflows	Multi-source synthesis for industry and competitive landscapes	Multi-step autonomous tasks like data refreshes

CHATGPT FOR DEAL EXECUTION

Setting Up a Deal Project

Projects Turn ChatGPT Into a Deal Workspace

A Project is a persistent container for one deal. It holds:

- Files — the canonical source set (10-K, 10-Q, CIM, model)
- Instructions — house conventions applied to every chat
- Threads — every chat about the deal in one place

Why It Matters

Every other workflow gets **10x better** when ChatGPT already has the deal context loaded.

One Project per deal. Keep workstreams separate. The Project becomes your AI scratchpad for the entire engagement.

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Financial Statement Analysis

Three Prompts on the Same 10-K — Escalating Quality

B A S E L I N E	S T R U C T U R E D	C A N V A S - R E F I N E D
Summarize the risk factors section <i>First-year output. Wikipedia tier. Unusable.</i>	Run the 10-K Red Flag Scanner (PL-02) <i>Structured table with severity, page citations, and DD actions.</i>	Iterate output in Canvas — expand, cite, challenge <i>MD-ready. Page citations verified. Risk framing tightened.</i>

Three Canvas Moves Every Analyst Should Know

Highlight and Direct

Select a row, paragraph, or sentence. Ask ChatGPT to expand, cite, or quantify just that piece. Surgical, not wholesale.

Suggest Edits

Let ChatGPT propose changes. Accept what works. Reject what does not. Faster than writing prompts for every tweak.

Adjust Reading Level

Toggle between Analyst, Associate, and MD. The same content reframed for the audience reviewing it.

The Four-Part Prompt Pattern

ROLE	CONTEXT	STRUCTURE	CONSTRAINTS
Who ChatGPT is acting as <i>"You are a senior IB associate..."</i>	What deal, company, or situation <i>"Acquirer: UAL. Target: JetBlue..."</i>	Exact format of the output <i>"4 pillars, each with 1 headline + 3 bullets..."</i>	Tone, length, what to avoid <i>"Pitch-book tone. No hedging. Max 60 words per pillar."</i>

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Valuation Commentary and Comps

Anatomy of a Custom GPT — "The Comps Narrator"



Instructions

The playbook. Tone, structure, conventions, what not to do. This is where firm style gets encoded.



Knowledge Files

The reference set. Firm style guide, sample CIMs, sector multiples cheat sheet. Loaded once, used forever.



Conversation Starters

The shortcuts. "Draft comps narrative from this table." "Explain trading discount." Lowers activation energy.

Demo — Comps Table to Narrative in Seconds

LIVE DEMO

INPUT — UAL Peer Set

Ticker	EV/EBITDA	EV/Rev	P/E
UAL	5.2x	0.6x	7.1x
DAL	5.8x	0.7x	8.2x
AAL	4.9x	0.5x	6.5x
LUV	6.4x	0.9x	11.8x
ALK	5.5x	0.7x	9.1x
JBLU	7.2x	0.4x	NM

Illustrative figures only — not actual market data



OUTPUT — Generated Narrative

"The selected peer universe trades at a median 5.5x EV/EBITDA and 0.7x EV/Revenue, reflecting the cyclical, capital-intensive nature of US commercial aviation.

UAL trades at 5.2x EBITDA — a 5% discount to the peer median, attributable to higher leverage and international exposure...

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Industry Research Synthesis

Feature spotlight: Deep Research · 8 minutes

Deep Research ≠ Regular ChatGPT

REGULAR CHATGPT

- Responds in seconds
- Uses pre-trained knowledge plus optional web search
- Best for direct questions and drafting tasks
- Citations are minimal or generic

DEEP RESEARCH

- Runs for 5 to 15 minutes
- Plans queries, reads 30+ sources, cross-checks claims
- Best for industry overviews and competitive landscapes
- Every claim has a clickable source citation

When to Reach for Deep Research

USE IT FOR

- **Pitch book industry overviews**
The section that used to take 6 hours of reading
- **Competitive landscape mapping**
5 to 10 competitors with positioning and recent moves
- **Regulatory scans**
Pending legislation, recent enforcement actions, trends
- **Precedent transaction screens**
Broad sweep of recent deals before refining manually

DO NOT USE IT FOR

- **Single fact lookups**
If you can answer in 30 seconds, do not wait 10 minutes
- **Anything inside private filings**
Deep Research only sees public web sources
- **Sectors you already know cold**
Your judgment outperforms the synthesis
- **Time-sensitive turnarounds**
Cannot interrupt a run partway through

Deep Research is your fastest analyst —
never your final word.

*Always verify the highest-stakes claims
against primary sources.*

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M&A Strategic Rationale

The Prompt — UAL Acquires JetBlue (Hypothetical)

ROLE: You are a senior IB associate drafting the strategic rationale section of a pitch book.

CONTEXT: Acquirer = UAL. Target = JetBlue. The pitch is to UAL's CFO positioning the transaction as a value-creating consolidation move.

STRUCTURE: 4 strategic pillars, each with: 1-sentence headline, 3 supporting bullets, 1 quantified proof point (cite source if external).

CONSTRAINTS: Pitch-book tone (declarative, not hedged). No more than 60 words per pillar. Flag any assumptions that need diligence.

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Client Comms and IC Memos

IC Memo Skeleton — Eight Sections in Seconds



The unlock: Section 7 in Canvas — highlight a mitigant, ask ChatGPT to act as a skeptical IC member, and rewrite the weakest two.

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Agent Mode

Agent Mode — ChatGPT With Hands

It opens a browser, navigates, clicks, fills forms, and returns results — while you watch.

GOOD FIT

- Weekly trading comps refresh
- Newsfeed monitoring on coverage names
- Pulling public filings into a Project
- Multi-site research and form filling

BAD FIT

- Anything touching client systems or VDRs
- Pulling MNPI or live deal data
- High-stakes financial calculations
- Anything you cannot afford to supervise

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The Five Rules

The Five Rules

1

Verify before you send. ChatGPT is your fastest draft, never your final word.

2

Cite or kill it. If it cannot cite a source for a number, treat the number as fiction.

3

Use the right tool for the job. Projects = context. Canvas = drafts. GPTs = repeatable workflows. Deep Research = synthesis. Agent = browsing.

4

Protect the firm. No MNPI, no client names, no live deal terms in personal accounts.

5

Prompt like you mean it. Role, context, structure, constraints. Always.

Questions?