

PROMPT LIBRARY

AI-Powered Financial Modeling with Claude

These prompts are copy-paste ready and written for the Nike valuation template. Use them to rebuild the three-statement model on your own, or adapt them to another company and template.

Usage Notes

- Copy each prompt in full, including the section headings inside it.
- Paste the project instructions once, when you create the project; every chat in the project then follows them.
- Run the three-statement prompt on the most capable model available, and the skill prompt on a faster model.
- To continue to the cost of capital and the DCF, install the WACC and DCF skill files provided with these materials.

Project Setup

Project Instructions

Purpose: Sets the working rules, formatting and input conventions for every chat in the project.

When to use: Once, when you create the project. Paste into the project instructions, not into a chat.

I am an investment banking analyst on a consumer and retail coverage team, building a valuation of Nike, Inc. (NKE), a global athletic footwear and apparel company with a 31 May fiscal year end. The work is a three-statement forecast model, a bottom-up WACC and a DCF, built in the Nike valuation template workbook.

WORKING RULES

- Respect the template. Never overwrite, delete or restyle anything a template already carries, in particular the banner rows at the top of a tab. Write into blank cells only, matching the color, font and size already in use. Where the template and a house rule disagree, the template wins; say which rule you set aside and why.
- Never write to the template file itself. Every change is saved as a new version.
- One input per hard number; everything else links to it.
- No cross-workbook links.
- Nike reports in USD millions. State the period basis on every figure.
- Tell me when you have estimated rather than sourced something.

FORMATTING

- Blue for inputs and hard-coded numbers, black for formulas, green for cross-sheet links.
- Numbers to one decimal, multiples suffixed x, negatives in parentheses.
- Projected assumptions are typed, never carried as =prior column.
- Checks are plain differences that read 0.0 when the model is right. No OK / ERROR verdicts.
- Find every block by its label, never by a remembered cell address.

INPUTS

- Observable inputs (market and filing data) have a right answer. You may offer to source them; act only on my yes.
- Judgment inputs (growth, capital structure, multiples, minimum cash) encode a view. Propose a range with one line of reasoning, then wait for me.
- Never fill a required input on your own initiative. Anything you assume is flagged in the cell and listed in your summary.

VERSIONING. Never overwrite a file. Every file in this project is versioned _v00, _v01, _v02 and so on. When you change a file, save the result as the next version number and leave the previous version untouched. Tell me the new file name every time. If you are unsure which version is current, list the files and use the highest number.

Three-Statement Model

Three-Statement Anchor Prompt

Purpose: Builds a linked income statement, balance sheet and cash flow statement on the template's 3SM tab, with schedules, circularity switch and balance check.

When to use: In a new chat inside the project, with the Nike template available.

Build a three-statement integrated forecast model for Nike. Start from the Nike valuation template, build on the 3SM tab, which is empty apart from its header rows and its Key inputs block, and save the result as version 01. Never write to the template.

Read the whole workbook first, including the Info tab, before you build anything. Apply the FORMATTING rules in the project instructions to everything you build.

SOURCE DATA

Your source is the Financials tab. It holds the historical income statement and balance sheet, and management's revenue forecast for the first three projected years. Do not re-derive what is already there.

Take management's revenue forecast exactly as given and keep management's business-line split. Do not link the given revenue forecast back to the historicals: it is management's forecast, not a driver-based one.

The column layout, the year headers and the Actual / Projected flags already exist on the 3SM tab. Use them as they are. Do not add, remove or re-date columns.

REVENUE FADE

Beyond the last management-forecast year, glide the revenue growth rate down in a straight line to the long-term growth rate, so that the final projected column grows at exactly that rate.

Find the long-term growth rate in this order: a populated long-term growth rate input already in the workbook, then a rate I have given you in this prompt, then 2.5% as the default. Where you fall through to the default, say plainly in your summary that you defaulted and that I did not supply it.

The rate is a labeled blue input called Long-term revenue growth rate, held in the Key inputs sub-section. Where the workbook already carries it, link to that cell rather than retyping the number.

TAB LAYOUT, IN THIS ORDER

1. Assumptions block at the very top. Every driver lives here and nowhere else. It opens with a Key inputs sub-section carrying every single-cell input that does not vary along the timeline, including the minimum cash balance and the days in year. Timeline drivers follow, grouped under Income statement, Balance sheet and Cash flow statement sub-headings.

2. Income statement

3. Balance sheet

4. Cash flow statement

5. Supplemental Schedules, below the cash flow statement: net PP&E, shareholders equity, working capital, revolver, interest.

HOW ASSUMPTIONS ARE WRITTEN

Projected drivers are typed, not computed: one hard-coded blue cell per year, rounded to one decimal. Never carry a projected driver as = the prior column and never derive one from a model output. Historical columns show the implied ratio as a formula, so the reader can see what the projections were seeded from.

The one exception is the revenue growth fade: each faded year's growth rate is a formula referencing the long-term growth input. Say in your summary that this is the exception.

ASSUMPTION METHODOLOGY, FOLLOW THIS EXACTLY

- Revenue: a growth rate per year, never a single CAGR
- Working capital: receivables on days of revenue, inventory and payables on days of cost of sales
- Capex as a percentage of revenue, depreciation off the opening net PP&E balance
- Interest income and interest expense are separate lines. Never net them
- Tax at a single effective rate on pre-tax profit
- The cash flow statement starts at net income

- The balance sheet balances through cash and the revolver and nothing else. Surplus cash accumulates in the cash balance, which comes off the cash flow statement. A shortfall against the minimum cash balance draws the revolver, which comes off the revolver schedule. No forced plug row anywhere

SCHEDULES

Net PP&E, shareholders equity and the revolver are full roll-forwards: opening balance, each movement on its own row, closing balance. Build a roll-forward for every balance sheet line that has more than one cash flow statement entry hitting it. The statement line links to the closing balance and carries no arithmetic of its own.

Working capital is the exception. It shows ending balances only, one row per item driven off its days assumption. No opening, movement and closing roll-forward, and no closing net working capital row. The cash flow statement computes each change on its own line.

Interest is its own compact block: one row per item, each of them a rate multiplied by AVERAGE of the prior and current balance sheet balance, referencing the balance sheet directly. Interest income, revolver interest expense, long-term debt interest expense. No balance rows brought down and no total row.

CIRCULARITY

The interest schedule closes the loop between the income statement, the balance sheet and the revolver, so build the circuit breaker in the first pass rather than fixing it later.

Look for an existing circularity switch in the workbook, most likely on the Info tab, and use it by its defined name. Only create one if none exists. Never add a row whose only job is to bring that switch onto the 3SM tab.

The income statement interest lines carry the only circularity in the model, each written as `=IF(CircSwitch=1, schedule row, 0)`, with the expense line summing the instrument rows inside the IF.

CHECKS

Add a balance check row: total assets less total liabilities and equity, written as a plain difference so a balanced model reads 0.0 in every column. No IF wrapper and no OK / ERROR verdict. Label and value both in italics.

QUALITY CONTROL

Before saving, confirm that the balance check returns zero in every column with the circularity switch at 1 and again at 0, that no hardcoded number sits inside a formula, that every driver lives in the assumptions block and nowhere else, that interest income and expense are never netted, that no forced plug exists anywhere, and that the column layout is unchanged.

When complete, tell me:

1. The saved file name
2. The long-term growth rate you used and where it came from, and whether you defaulted
3. What you assumed that I did not give you, any input you could not find, and where you looked
4. The balance check result at `CircSwitch = 1` and at `CircSwitch = 0`
5. Any house rule you set aside, and why

Turn the Chat into a Skill

Purpose: Converts the methodology and every correction in the chat into a reusable skill.

When to use: In the same chat as the three-statement prompt, once the model is right.

Turn everything we just did into a reusable skill called three-statement-build. Generalize it. No hardcoded file names, tickers, or column positions. Discover inputs by label or pattern. State the required inputs and what to do when one is missing.

Read back over this whole conversation. The skill must carry the full methodology from my first prompt and every correction made in this chat, including:

1. The tab layout: assumptions block at the top grouped by statement, then income statement, balance sheet, cash flow statement, then the supplemental schedules
2. The long-term revenue growth rate as a required input, linked if the workbook carries it, defaulted to 2.5% only with a clear statement that it was defaulted
3. The circuit breaker in the first build, using an existing switch if there is one
4. Roll-forward schedules for net PP&E, equity and the revolver; working capital as ending balances only
5. Minimum cash as an explicit labeled input, never buried in a formula
6. The balance check row as a plain difference
7. The existing column layout and year headers, never added to, removed or re-dated

Write it so it works on any company. Do not make this skill depend on any other skill being installed.

Copy the FORMATTING and INPUTS sections of the project instructions into the skill, verbatim, as sections called "Formatting standards" and "Input resolution". Do not summarize or link, because the skill has to work outside this project.

The description field must say when to use it: building an integrated three-statement forecast onto an empty tab from a historical financials tab in the same workbook. Describe the kind of work, never this company.

End the skill with a verification checklist the model runs before it says it is finished: balance sheet balances in every column, switch tested at 1 and 0, no hardcodes inside formulas, every driver in the assumptions block, cash flow starts at net income, interest income and expense not netted, column layout unchanged.