

Samsung Solve for Tomorrow

A BOOTCAMP **MARK CUBAN**
FOUNDATION

Lesson 1: Effective Prompting with BRIEF



Think About It

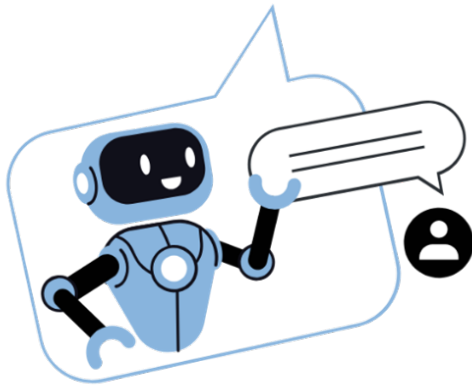
If your phone autocompletes a text for you and it was actually good:



Did you write that or did the AI?

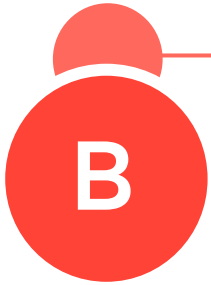
LLM (Large Language Model)

Understands and generates human language



- ✓ Trained on billions of pages of text to learn language patterns
- ✓ Predicts the most likely next word – like autocomplete, but vast
- ✓ Can produce errors because it predicts, not understands
- ✓ Each LLM is built differently – so each has different strengths

The BRIEF Framework



Background

Situation
Context



Role

Who the AI
should be



Input

The info it
must use



End Goal

What a great
answer looks like



Format

Layout,
length, style

Background

Ask yourself - What does the AI need to know to help me?



Examples

1

I'm a 9th grader writing a persuasive essay for English class.

2

I have \$40 and no car. It's Saturday in Austin, TX.

3

I'm designing an app for students who lose track of homework.

Role

Ask yourself - What kind of expert would give me the best answer?



Examples

1

Act as a local tour guide.

2

Respond as a peer tutor explaining this to a classmate.

3

You are a UX designer for a startup.

Input

Ask yourself - What specific information should the AI use?



Examples

1

We like thrift shops, street food, and live music.

2

Here is the paragraph
I want to improve
[paste text]

3

The product is a
backpack with a built-in
phone charger.

End Goal

Ask yourself - What does 'done well' actually mean for this task?



Examples

1

A timed Saturday plan with transit directions and total cost under \$80.

2

3 headline options I can A/B test.

3

An explanation a 6th grader could follow in under 2 minutes.

Format

Ask yourself - What layout, length, or style is needed?



Examples

1

Table with columns: time, place, cost, travel method.

2

Bullet list, max 5 items, each under 10 words.

3

A short paragraph, casual tone, no jargon.

BRIEF in Action

Weak Prompt

Plan my weekend.

VS

Strong Prompt

We are two friends without a car and have \$40 each. We live in Austin, TX.

Act as a local guide.

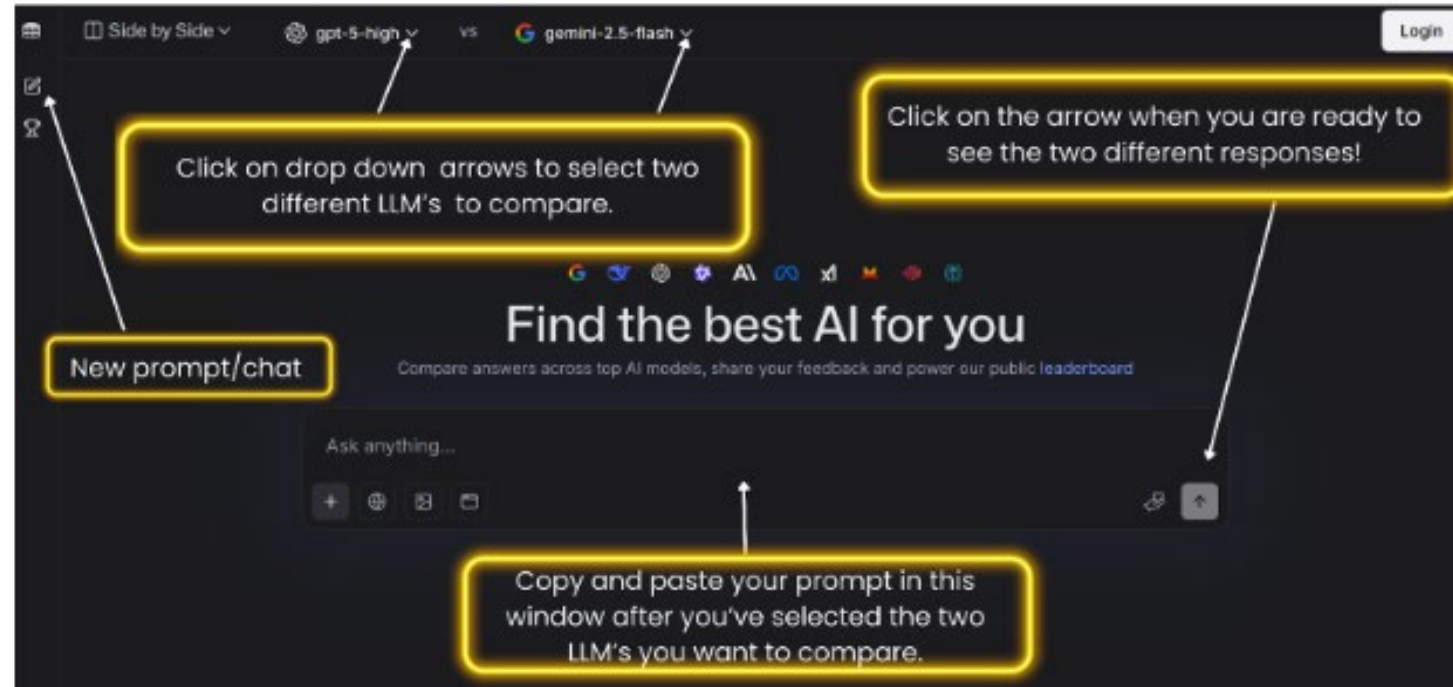
We like thrift shops, street food, and live music.

We need a timed plan with transit directions for under \$80.

We want a table with column headings time, place, travel, and cost.

We also need a plan in case it rains.

LMarena



Activity #1: Comparing LLMs

- 1 Open the LLMs Comparison spreadsheet
- 2 Read the prompts critically and improve them using the BRIEF framework
- 3 Open LMarena
- 4 Select 2 AI models and note those in the spreadsheet
- 5 Paste your prompt into LMArena and decide which one did a better job
- 6 Record that in the LLM spreadsheet

18:00



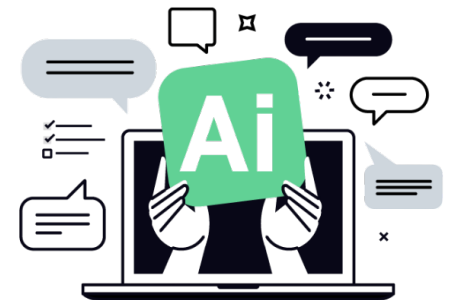
Activity #2: Prompt Optimization

Improve this prompt using BRIEF:

Design a new social media app.

- 1 Work through each BRIEF letters together — each person contributes at least one idea.
- 2 Decide as a group which LLM to use for this task — and be ready to defend why.
- 3 If time allows “Battle It Out” and test your prompt and compare with another group.

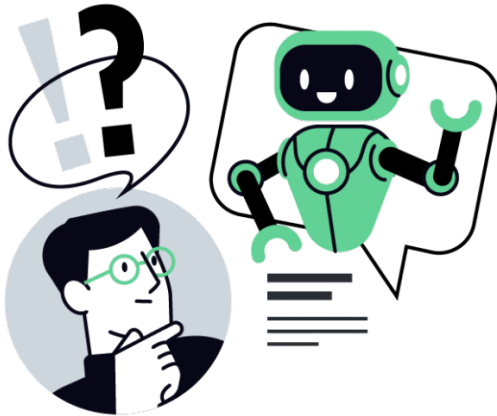
10:00



Debrief

- 1 Walk us through your improved prompt — what did you add for each BRIEF letter?
- 2 Which LLM did you choose for the social media app task — and why that one specifically?
- 3 Did one LLM consistently win, or did it depend on the task?
- 4 Did prompt quality matter as much as — or more than — which LLM you chose?

3 Things to Remember



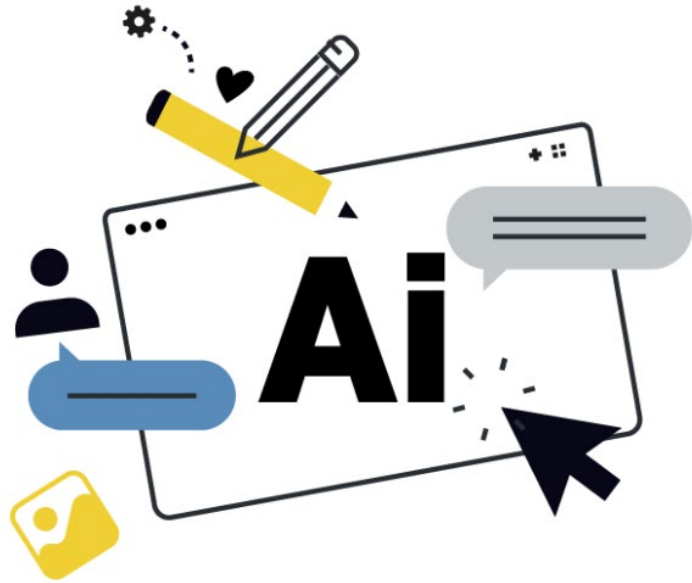
LLMs predict — they don't understand.
They can be confidently wrong. Always verify.



Different LLMs are better at different tasks.
The best tool depends on what you're trying to do.



**Your prompt is an input,
not just a question.**
Better prompts using BRIEF = better outputs,
regardless of which model you use.



The next time you
use AI for something

What's one thing
you'll do differently?