

AI Agent Workshop

Turn AI agent potential into actionable solutions for your business.

Who is it for?

Decision-makers, innovation leads, and operational teams who want to explore where AI agents can deliver measurable impact — from automating workflows to enhancing customer experiences.

Workshop goals

- Build a shared understanding of AI agents and their business value
- Identify and prioritize high-impact use cases across departments
- Develop actionable MVP concepts for quick validation
- Create a clear roadmap for pilot implementation

"Thanks to Netguru's expertise, we mapped key areas for experimentation with generative AI, aligned with our growth objectives and strategy."



Aadeel Peerally

PDirector of Product Management at AMBOSS

Workshop structure

Stage 1: Preparation & context setting

- Introduce workshop objectives, agenda, and expected outcomes
- Explain automation maturity levels (from simple assistants to multi-agent orchestration)
- Share real-world examples of AI agent use cases
- Map current pain points, inefficiencies, and key personas

Stage 2: Idea generation & prioritization

- Brainstorm use cases across functions (e.g., marketing, operations, IT)
- Map ideas against automation maturity levels
- Use prioritization frameworks (impact vs. feasibility) to select top candidates

Stage 3: MVP development

- Use MVP Canvas to define:
 - Value proposition
 - Stakeholders and end users
 - Core features and workflows
 - Required data and technologies
 - KPIs for success
 - Risks and mitigation strategies
- Collaborate in breakout groups to develop solution drafts

Stage 4: Validation & feedback

- Present MVP concepts in teams
- Gather structured feedback from peers and facilitators
- Refine concepts based on input

Stage 5: Implementation planning

- Define pilot scope (e.g., single team, process, or client)
- Identify resources needed (people, data, tech)
- Set timelines and milestones
- Plan risk management and governance

What you'll walk away with

- A prioritized portfolio of AI agent opportunities
- MVP canvases for selected use cases
- A roadmap for pilot implementation
- A workshop summary report with recommendations

Some methodologies we use

#1	Design thinking	Uncover real needs and shape solutions
#2	Lean startup	Rapidly prototype, test, and iterate MVPs
#3	SWOT & prioritization frameworks	Evaluate feasibility, risks, and impact

AI case study snippets

- Merck – AI R&D Assistant reduced research timelines from 6 months to 6 hours
- Newzip – AI-powered hyper-personalization boosted user engagement by 60%
- ARC Europe – AI claims automation cut processing time by 83%

Why Netguru?

- 17+ years in digital acceleration
- 2500+ projects delivered across industries
- Proven track record in AI agents, assistants, and automation