

# **Al Primer Workshop**

Turn AI potential into practical results for your business

# Who is it for?

Decision-makers, innovation leads, and operational teams who want to explore how AI can deliver measurable business value — from smarter products and services to more efficient operations.

# Workshop goals

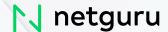
- Build a shared understanding of Al and its business applications
- Identify and prioritize high-impact AI opportunities across departments
- Assess your company's data readiness and Al maturity
- Shape actionable MVP concepts for quick validation
- Develop a clear roadmap for pilot implementation and scaling

"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

- Align on workshop goals, personas, and Al maturity levels
- Share real-world AI case studies across industries
- Map current pain points, inefficiencies, and opportunities

#### Stage 2: Idea generation & prioritization

- Brainstorm potential AI use cases across business functions
- Map ideas against adoption readiness and complexity
- Use impact vs. feasibility frameworks to select top candidates

#### Stage 3: MVP development

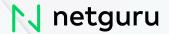
- Use MVP Canvas to define:
  - Value proposition
  - Stakeholders and end users
  - Core features and workflows
  - Required data and technologies
  - KPIs for success
  - Risks and mitigation strategies
- Collaborate in breakout groups to develop solution drafts

#### 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 opportunities across your organization
- Clear distinction between quick wins and transformational projects
- · MVP canvases for selected AI solutions with goals, KPIs, and risks
- A high-level implementation roadmap with timelines and responsibilities
- A workshop report capturing insights, priorities, and recommendations

# Some of 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

# Al case study snippets

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

# Why Netguru?

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