

AI 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 AI and its business applications
- Identify and prioritize high-impact AI opportunities across departments
- Assess your company's data readiness and AI 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 AI 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

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