

# How to get 30 feasible AI ideas for your business in 3 days?



swipe





Ask AMBOSS,  
a German  
subscription-based  
educational platform  
for medical  
professionals.



AMBOSS,  
teamed up with  
Netguru to speed up  
the ideation process  
around AI  
opportunities  
for the business.









CASE STUDY

We ran  
a one-day  
AI Primer  
workshop  
with the client.



We shared our  
helicopter view on  
the potential use  
cases of AI and data  
science in healthcare  
and edtech.



This served as  
a starting point for  
guided brainstorming  
with the AMBOSS  
leadership team.







The workshop was followed by an **AI Hackathon** for over **100 AMBOSS employees** across product, engineering, commercial, and medical teams.



# Results?



## AMBOSS gained:

- ✓ 30 innovative AI-centric concepts
- ✓ several feasible prototypes to work on
- ✓ 14 internal teams formed just to focus on AI-driven opportunities



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



**Aadeel Peerally**

Director of Product Management at AMBOSS



# Own the change with Netguru