

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	7 Feb 2026
Team ID	LTVIP2026TMIDS65535
Project Name	Gemini Pro Financial Decoder: Transforming Complex Data into Actionable Insights
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Brainstorming encourages open idea sharing to simplify complex financial data using AI. Ideas are collected, grouped, and prioritized based on impact and feasibility. Core features like file upload, AI financial summaries, ratio analysis, and risk detection are selected for implementation to deliver clear, actionable insights.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Project Overview : Gemini Pro Financial Decoder is an AI-powered system designed to analyze, interpret, and simplify complex financial data such as balance sheets, income statements, cash flow reports, and market data. The system leverages advanced large language models (Gemini Pro) combined with financial analytics to convert raw numerical and textual financial information into clear summaries, visual insights, risk indicators, and actionable recommendations.

The primary goal of this project is to support financial analysts, business owners, investors, and non-finance professionals by reducing manual analysis effort, minimizing errors, and enabling faster, data-driven financial decision-making.



Step-1: Team Gathering, Collaboration & Problem Statement Selection

The template consists of three main vertical columns:

- Left Column:** Features a lightbulb icon in a speech bubble with wavy lines. Below it, the section title "Brainstorm & idea prioritization" is displayed. A descriptive text encourages users to use the template for their own sessions, mentioning preparation time, duration, and recommended participants. It also lists the number of people required.
- Middle Column:** Titled "Before you collaborate", it contains a brief introduction and a 10-minute timer. Below this, three steps are outlined: "Team gathering" (defining participants), "Set the goal" (thinking about the problem), and "Learn how to use the facilitation tools" (using Superpowers). An "Open article" button is present.
- Right Column:** Titled "Define your problem statement", it asks users to frame their problem as a "How Might We" statement. A 5-minute timer is shown. A box labeled "PROBLEM" contains the placeholder "How might we [your problem statement]?".

Key rules of brainstorming section (bottom right):

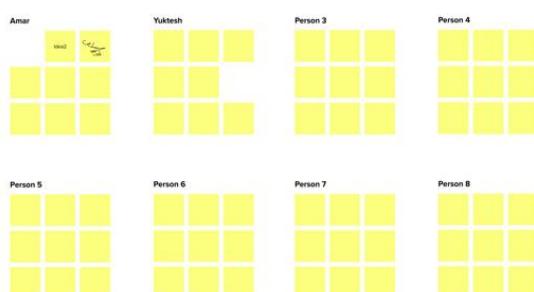
- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

The team collaboratively discussed challenges faced by users while interpreting financial data. Based on empathy mapping and problem definition, the selected problem statement focuses on the difficulty of understanding complex financial reports and extracting actionable insights in a time-efficient manner.

Step-2: Brainstorming, Idea Listing & Grouping

2
Brainstorm
Write down any ideas that come to mind that address your problem statement.
⌚ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



3
Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
⌚ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, and categorize important ideas as themes within your mural.

Person 4

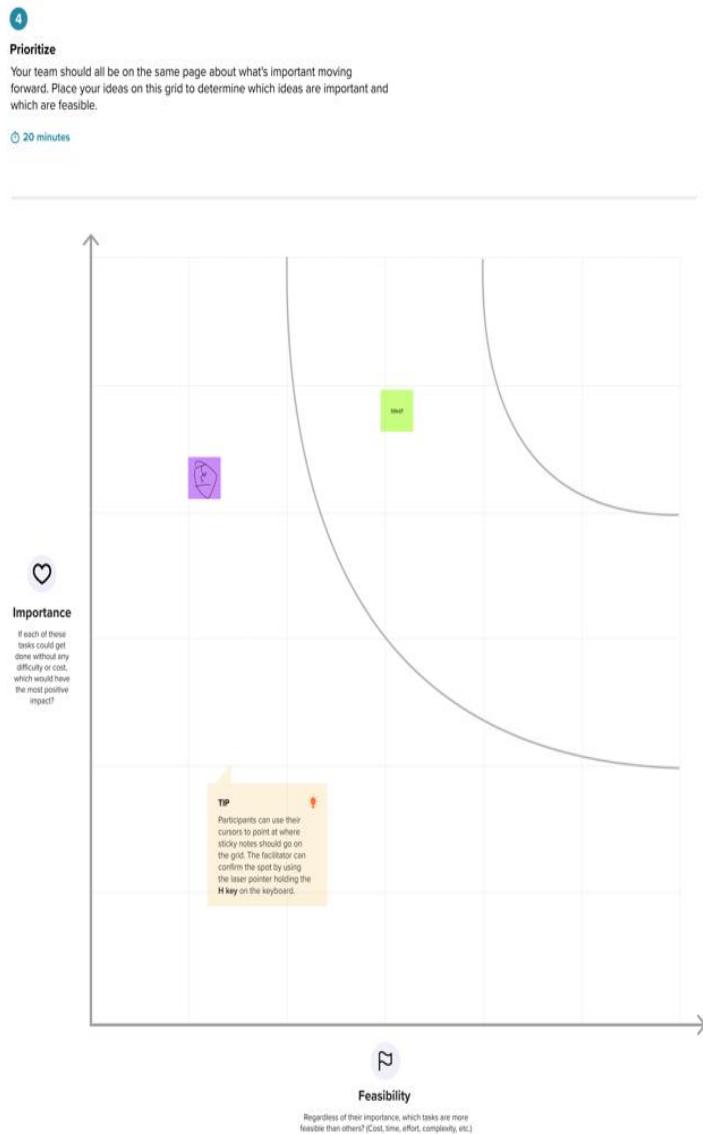
Idea List:

- AI-based financial report summarization
- Automatic extraction of key financial metrics
- Risk and anomaly detection in financial statements
- Visual dashboards for trends and performance
- Natural language explanations for financial terms
- Predictive insights for future financial performance
- Question-answering system for financial documents

Idea Grouping:

- **Data Understanding:** Summarization, metric extraction, financial term explanation
- **Analysis & Intelligence:** Risk detection, anomaly identification, trend analysis
- **User Interaction:** Interactive dashboards, conversational Q&A interface

Step-3: Idea Prioritization



Based on feasibility, user impact, and relevance, the following ideas were prioritized:

1. Automated financial report summarization using Gemini Pro
2. Intelligent risk and trend analysis
3. Simple natural language explanations for complex financial data
4. Interactive visual dashboard for insights