

Microsoft 365 Copilot: Interactive experience



Task 1: Brainstorm ideas with Microsoft Copilot

Using Microsoft 365 Business Chat (m365.cloud.microsoft/chat), brainstorm innovative ideas for a company or product. Examine the viability of these ideas by identifying their potential benefits and possible obstacles.

Example prompts

"Can you help me identify gaps in the [specific market or industry] that could be potential opportunities for a new product or company? I'm looking for underserved areas or emerging trends that could be capitalized on."

"I'd like to explore the [industry or market segment] sector. Who are the key competitors?"

Note:

- Replace the text within the brackets with your specific market, industry, or segment.
- Save the output from Business Chat to the Word document "Copilot Research" that you created earlier

Task 2: Concept development

Using Copilot in Word, articulate a comprehensive concept that includes the mission, vision, values, proposed offerings, target audience, and distinctive edge of your proposed company or product.

Example prompt

"Draft a concept for our new [company or product] referencing [/Copilot Research.docx], including its mission, vision, core values, offerings, target audience, and unique market edge."

Note:

- If the "Copilot Research" Word document does not display in reference file list, share the document, and copy the link into the prompt field within Copilot in Word instead.
- Once finished, save this new document as "Product Concept" onto your OneDrive account.

Task 3: Investor pitch

Using Copilot in PowerPoint, create a pitch deck designed to capture the attention of your board of directors. Emphasize the unique value proposition, market potential, and competitive edge of your business idea or product concept.

Example prompt

"Create a PowerPoint pitch deck referencing [/Product Concept.docx]. Highlight our unique value proposition, the sizable market opportunity, and the competitive advantage that positions us for success."

Note:

- If the "Product Concept" Word document does not display in reference file list, share the document, and copy the link into the prompt field within Copilot in PowerPoint instead.

Before you go

Download the Microsoft Copilot app on your mobile device by scanning the QR code.



Or, on your mobile device, select one of the following links:

- [Download the Microsoft Copilot app on the Apple App Store](#)
- [Get the Microsoft Copilot app on Google Play](#)

Try one of these prompts

"Summarize my chats and emails from the past 2 hours."

"What's the latest from [/person], organized by emails, chats, and files?"

"Check my calendar for today, and tell me what time my flight leaves Seattle."