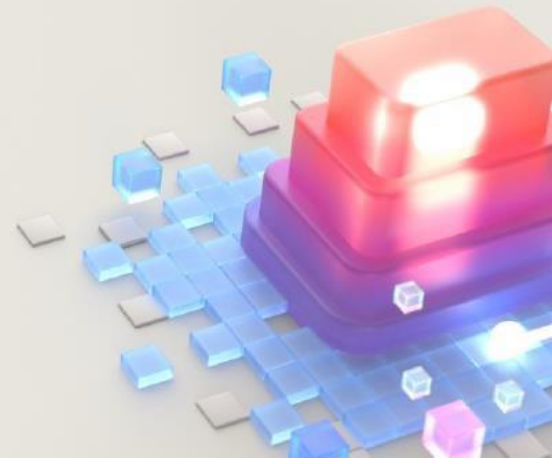# Microsoft 365 Copilot: Interactive experience

## Task 1: Brainstorm ideas with Microsoft Copilot

Using Microsoft 365 Business Chat (accessed on Microsoft.com/Copilot), 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.*