**Microsoft Copilot: Interactive experience (option 1) 1**



**Microsoft Copilot: Interactive experience**

# **Task 1: Brainstorm ideas with Microsoft Copilot**

Using Microsoft Copilot (Copilot.Microsoft.com), 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 Microsoft Copilot 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.

**Microsoft Copilot: Interactive experience 2**

# **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](https://app.adjust.com/19zhqbbc?campaign=Codex_Copilot_SuperBowl_Rivercard&adgroup=exp-68-323&creative=desktop-ios&redirect=https%3A%2F%2Fapps.apple.com%2Fapp%2Fid6472538445%3Fmt%3D8%26pt%3D80423%26ct%3DCodex_Copilot_SuperBowl_Rivercard)
* [Get the Microsoft Copilot app on Google Play](https://app.adjust.com/19zhqbbc?campaign=Codex_Copilot_SuperBowl_Rivercard&adgroup=exp-68-323&creative=desktop-android&redirect=https%3A%2F%2Fplay.google.com%2Fstore%2Fapps%2Fdetails%3Fid%3Dcom.microsoft.copilot)

**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.