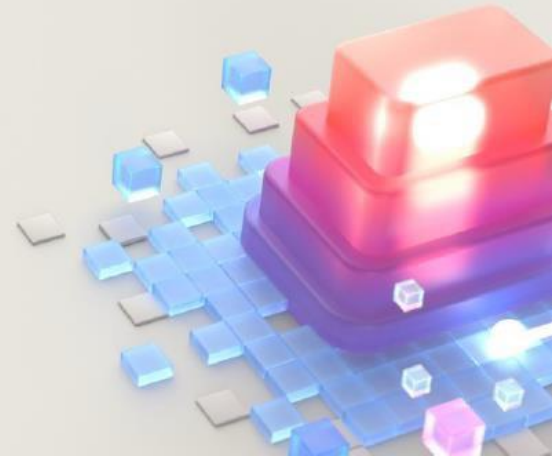**Microsoft**

Microsoft Copilot: Interactive experience

Before you begin

Throughout this experience, we will be using the publicly available version of Microsoft Copilot, accessible at Copilot.Microsoft.com. Signing into your work or personal Microsoft account is required to follow along with the steps outlined below and fully utilize features like Plugins.

1. Launch your browser and navigate to copilot.microsoft.com.
2. In the top right-hand corner of the web page, select **Sign in**.
3. Sign in using a personal Microsoft account (a Copilot license is not required).
4. Enable the Suno plugin within Microsoft Copilot. For detailed instructions, click here.

Note: In the instructions below, we will provide a sample prompt for each step. While you have the option to copy and paste these prompts, we encourage you to personalize them in your own style. Be creative and experiment. If Copilot doesn't give you the desired output initially, refine your prompt and try again. Remember to enjoy the process!

Goal: Ideate and Strategize a New App or Service

Imagine you are at the helm of a cutting-edge innovation team. Your task is to envision and develop a new app or service that has the potential to disrupt any industry of your choice, whether it's real or imagined. This experience will guide you through a series of strategic exercises to help you brainstorm, brand, and position your idea in the competitive landscape.

Task 1: Brainstorm Ideas

Utilize Copilot to spark creative thinking to generate at least one innovative app or service idea that addresses a current market need or gap. Conduct market research to identify your primary competitors, estimate market trends for your idea, and compile a curated list of competitors.

Steps

1. Brainstorming app or service ideas.

    Example Prompt: "*Generate one innovative [app or service] idea in the [industry/sector] space that addresses current market needs or gaps.*"

2. Save the output of your app or service idea to a word document.

    - Hint: *Use the "export" feature in copilot by selecting the down around in Copilots Response.*

3. Conduct Market Research.

    ***Example* Prompt:** "*Research the primary competitors for the following [app or service] idea: [Idea]. Provide a brief overview of their market presence.*"

4. Save the output of your market research to a word document.

Task 2: Create Brand Identity and Marketing Assets

Using Copilot, create the core branding elements by designing a logo and a catchy slogan that embody the essence of your app or service. Optionally, you can also generate a jingle to amplify your marketing efforts, resulting in a visually appealing logo, a memorable slogan, and potentially a captivating jingle.

Steps

> **Note**: For each step below, you can optionally save the generated outputs for future use.

1. Create a Logo.

    Example Prompt: "*Create a simple and modern logo for an [app or service] named [App/Service Name] that targets [target audience/industry]. The logo should convey [desired qualities, e.g., innovation, reliability].*"

2. Generate a Marketing Slogan.

    Example Prompt: "*Generate a catchy marketing slogan for [App/Service Name] that highlights its unique value proposition and appeals to [target audience].*"

3. Generate a Marketing Jingle.

    Example Prompt: "*Create a short and memorable [country]-inspired jingle for a marketing campaign promoting [App/Service Name].*"

Task 3: Analyze the Competitive Landscape

Using Copilot, analyze the competitive landscape by gathering detailed information on the top competitors identified in Task 1, perform a SWOT analysis for each competitor, and develop a unique value proposition that differentiates your app or service from the competition, resulting in a comprehensive competitive analysis report and a compelling unique value proposition statement.

Steps

1. Analyze your competitors.

    Example Prompt: "*Perform a SWOT analysis for the following competitors in the [industry/sector]: [Competitor]. Highlight their strengths, weaknesses, opportunities, and threats.*"

2. Develop a unique value proposition.

    Example Prompt: "*Based on that competitive analysis, develop a unique value proposition for our new [app/service] idea that differentiates it from the competitors and highlights its key benefits.*

    Overview: [App/Service name] - [overview/summary of app or service]"

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 out these prompts

"Create a 3-day travel itinerary for visiting Seattle, including must-see attractions and recommended activities."

"Create a music playlist for a summer road trip, featuring upbeat and feel-good songs."

"Provide a list of essential phrases to learn in Spanish for a beginner traveler."