Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 Feb 2026
Team ID	LTVIP2026TMIDS71823
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

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

> PROBLEM
> How might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- 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.
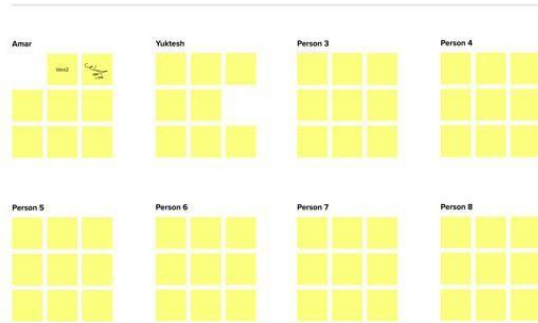
Step-2: Brainstorming, Idea Listing & Grouping

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

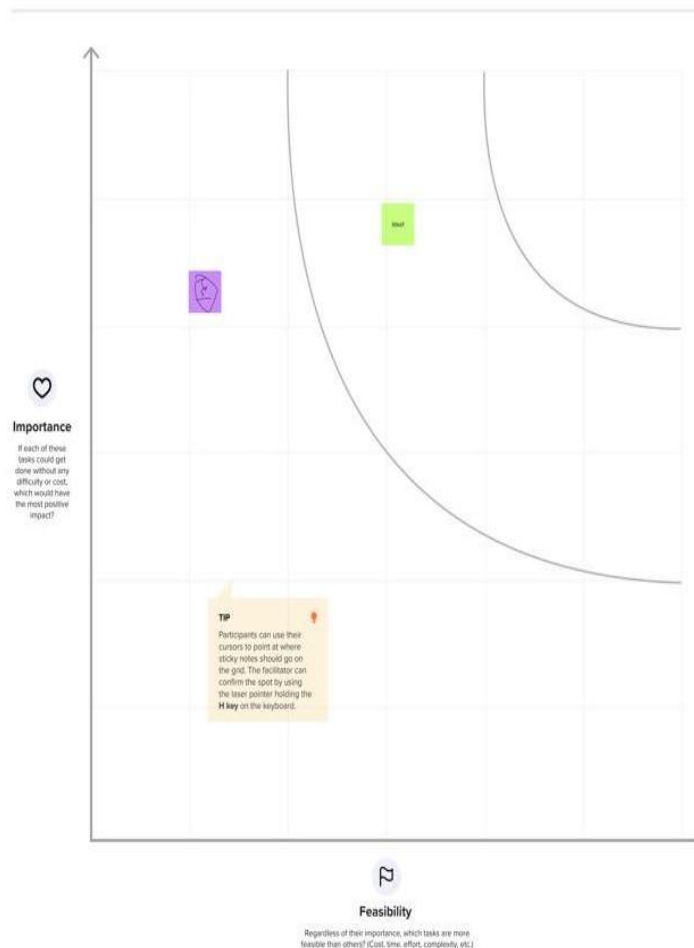- **User Interaction:** Interactive dashboards, conversational Q&A interface

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