How to get 30 feasible Al ideas for your business in 3 days?



Ask AMBOSS, a German subscription-based educational platform for medical professionals.

AMBOSS, teamed up with Netguru to speed up the ideation process around Al opportunities for the business.



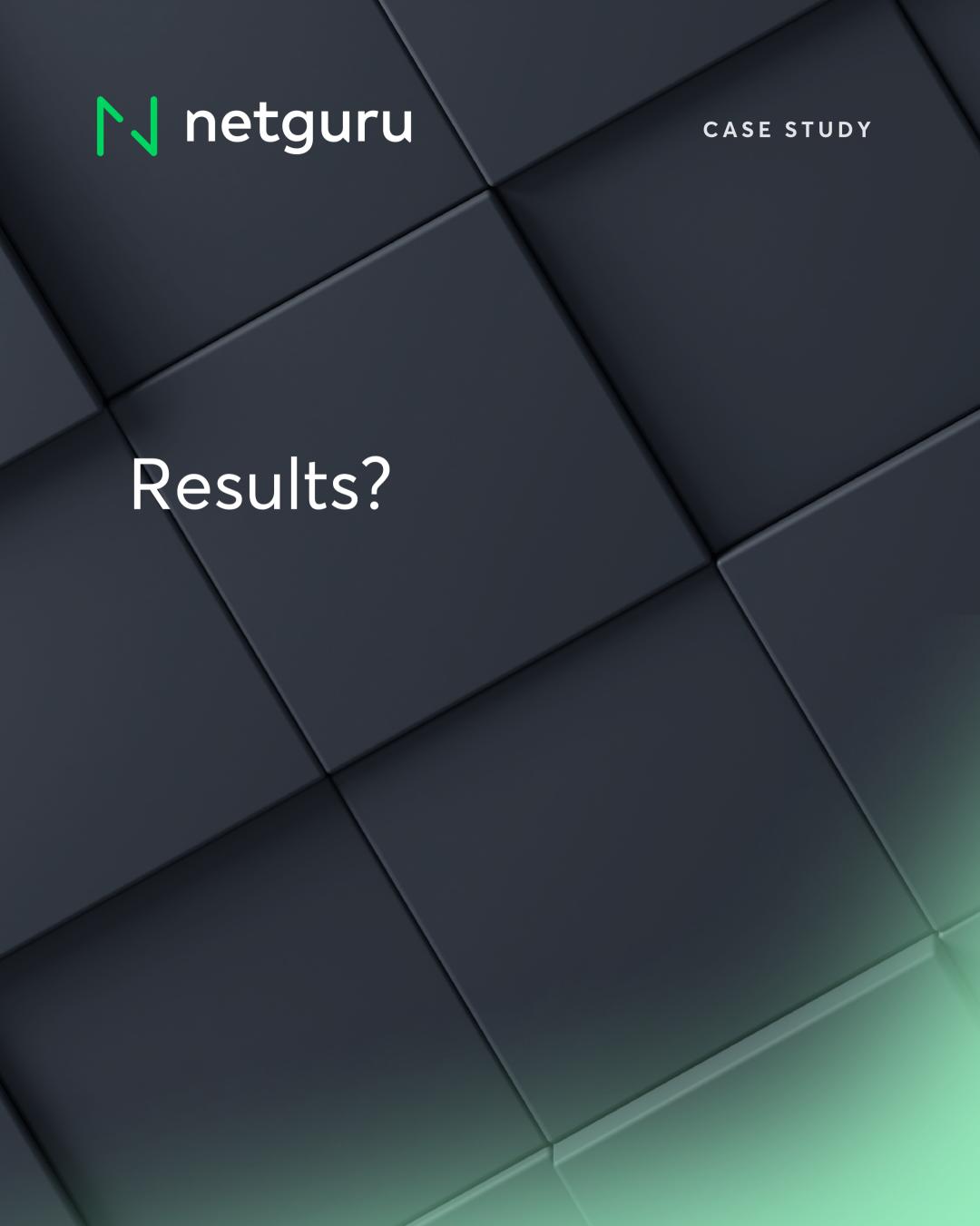
We ran
a one-day
Al Primer
workshop
with the client.

We shared our helicopter view on the potential use cases of Al and data science in healthcare and edtech.

This served as a starting point for guided brainstorming with the AMBOSS leadership team.



The workshop was followed by an Al Hackathon for over 100 AMBOSS employees across product, engineering, commercial, and medical teams.



AMBOSS gained:

- 30 innovative Al-centric concepts
- several feasible prototypes to work on
- 14 internal teams formed just to focus on Al-driven opportunities

"Thanks to Netguru's expertise, we mapped key areas for experimentation with GenAl, aligned with our growth objectives and strategy."



Aadeel Peerally
Director of Product Management at AMBOSS

CASE STUDY

netguru

Own the change with Netguru