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**Midpoint Consulting** 

## Unlock the Full Potential with Our 3-Week Roadmap Sprint for Startups

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Every startup needs to be thinking about how AI can be leveraged in their products. Increasingly, a plan for integrating AI into your product or service is required to acquire clients and funding. Early-stage startups don't typically have the capacity to spend time on building AI roadmaps nor do they have access to AI engineers with the expertise to guide them. That's where our 3-Week AI Roadmap Sprint comes in, specifically designed for seed and Series A stage startups like yours.

### What We Offer

Our sprint is collaborative effort that propels your startup through the initial stages of AI integration. In three weeks, we'll help you:

1. **Update Your Current Goals:** The key to this process is that we are NOT looking to invent a new wheel or reinvent what you are doing. We want to enhance your product strategy by correlating AI opportunities with your current business goals.
2. **Identify AI Opportunities:** Discover the most impactful ways AI can enhance your product, service, and user experience.
3. **Develop a Custom AI Roadmap:** Leave with a clear, actionable AI integration plan tailored to your startup's goals, timeline, existing assets and resources.

### Why Invest your time in the AI Roadmap Sprint?

1. **Tailored for Startups:** Our program is designed with the agility, pace, and resource considerations of early-stage startups in mind.
2. **Expert Guidance:** Work alongside AI experts who bring a wealth of experience from across industries to your unique challenges.
3. **Accelerated Innovation:** Jumpstart your AI initiatives, moving from concept to roadmap in just three weeks, speeding up your time-to-market.
4. **Risk Mitigation:** Validate your AI project ideas early, focusing your resources on the most viable and impactful solutions.

### Process

By the end of the sprint, you'll have a strategic plan for integrating AI into your product roadmap, setting clear priorities and actionable steps to. This roadmap will not only guide your technical team but also serve as a strategic asset in conversations with potential clients and investors, showing your commitment to innovation and long-term value creation.

## **3-Week Sprint Agenda**

### **Pre-Sprint Work Session:**

Before we begin the 3-week sprint, we will do a 1-hour work session where we can work through the sprint model and help your company come to our first strategy session prepared to hit the ground running. We require that the business lead and technical leader for your business be involved in this session.

### **Week 1: Understanding, Discovery and Ideation**

*One 2-hour Strategy Session*

Goals: Kickoff meeting with all stakeholders to outline the sprint's goals, expectations, and schedule.

Define the specific AI integration challenges and opportunities. Our end outcome is to have two channels to target where we can take a deeper AI dive along with action items.

Homework – The startup stakeholders will be given research homework related to the action items and communication channels will be established for the startup to get practical feedback from experienced AI engineers.

### **Week 2: Ideation Workshop**

*One 2-hour Strategy Session*

Goals: We will map out user journeys to identify where AI can enhance the user experiences, improve efficiency or create new value. We'll then develop a working concept and develop action items.

Homework – The startup will be asked to develop core features for the AI concept that we collectively decided on.

### **Week 3: AI Roadmap**

*One 2-hour Strategy Session*

Goals: We will outline the scope, core features, required technologies, potential challenges and expected outcomes for the AI concept that we decided on.

## **Join Us**

Embrace the future today. Let's work together to unlock new levels of efficiency, creativity, and growth for your startup. Contact us to learn more about how our 3-Week AI Roadmap Sprint can transform your AI aspirations into actionable strategies. Apply today!

We look forward to seeing your application! With any and all questions, please reach out to Aaron Drews, Research & Grants Manager for the MKE Tech Hub Coalition at [aaron.drews@mketech.org](mailto:aaron.drews@mketech.org).