



How Will Gen AI Tools Change the Innovation Function?

Meeting #2

February 14, 2024

Breakout #1: Using GenAI For Ideation

[Keith Hopper](#), Danger Fort Labs

[Curtis Michelson](#), Minds Alert

- Use cases: Amtrak; Finserv for teens
- Have people used GenAI for ideation?
- Two themes:
 - GenAI is a poor replacement for ideation; think more “Centaur”
 - Key spots in the ideation process for GenAI to support us:
 - Getting us started
 - Speeding up the process / letting us do more
 - Accelerating our thinking
 - Acting as thought partner
 - Challenging our perspective
 - Broadening scope / finding the missing bits
 - Designing the prompts themselves
- Choice: More on demo or more on collaborative experience?

GenAI for Ideation Methods (examples)

1. Providing structure and activities for team ideation
 - a. [Gemini](#)
2. Providing creative prompts for team ideation
 - a. [Questions to ideate from](#)
 - b. When you’re starting with a broad problem statement: [How Might We...](#)
3. Providing ideas that nudge us into new territories
 - a. Analogs
 - i. [ChatGPT](#)
 - ii. [Gemini](#)
 - b. [SCAMPER](#)

- c. [Wild card inputs](#) (scroll down)
 - d. [Strange connections](#) (Binky Innovator, Custom GPT)
 - e. [Creating sacrificial concepts](#) (Custom GPT)
 - f. [Multi-step innovation tool](#) from Ethan Mollick (Custom GPT)
4. Clustering, analyzing and evaluating ideas
 - a. Miro (clustering, analysis)
 - b. [Assessing, graphing ideas](#)

FinServ for Teens Opportunity, Deconstructed:

- HMW initiate a lifelong financial relationship with a teenager?
 - HMW help teenagers with financial literacy in a way that is engaging and relevant to them?
 - HMW provide a banking solution that focuses on the unique needs of a teen, for example in using their phone to easily make small purchases, receiving financial gifts from relatives into their account, and saving for future goals?
 - HMW make setting up a spending and savings account for teens easy for parents and safe so they feel comfortable giving their teen some financial freedom with a debit card?

Breakout #2: Using GenAI For Concept Development and Visualization

[Steve Fisher](#), The Revolution Factory

Among the tools we experimented with, using the “Future of Amtrak” scenario:

Midjourney (installed on Steve’s Discord account)

- Imagine Prompt
- Describe Prompt

ImageSwap (in Discord)

Stable Diffusion Face Swap: <https://huggingface.co/spaces/InstantX/InstantID>

Augie video creation tool: <https://beta.meetaugie.com/>

HeyGen (video persona – swap with yourself): <https://app.heygen.com/avatars>

Looka (logo creation): <https://looka.com/dashboard>

Uizard - UI Prototyping tool: <https://uizard.io/>

Here’s a PDF of effective ChatGPT and Midjourney prompts that Steve shared: [Dropbox link](#).