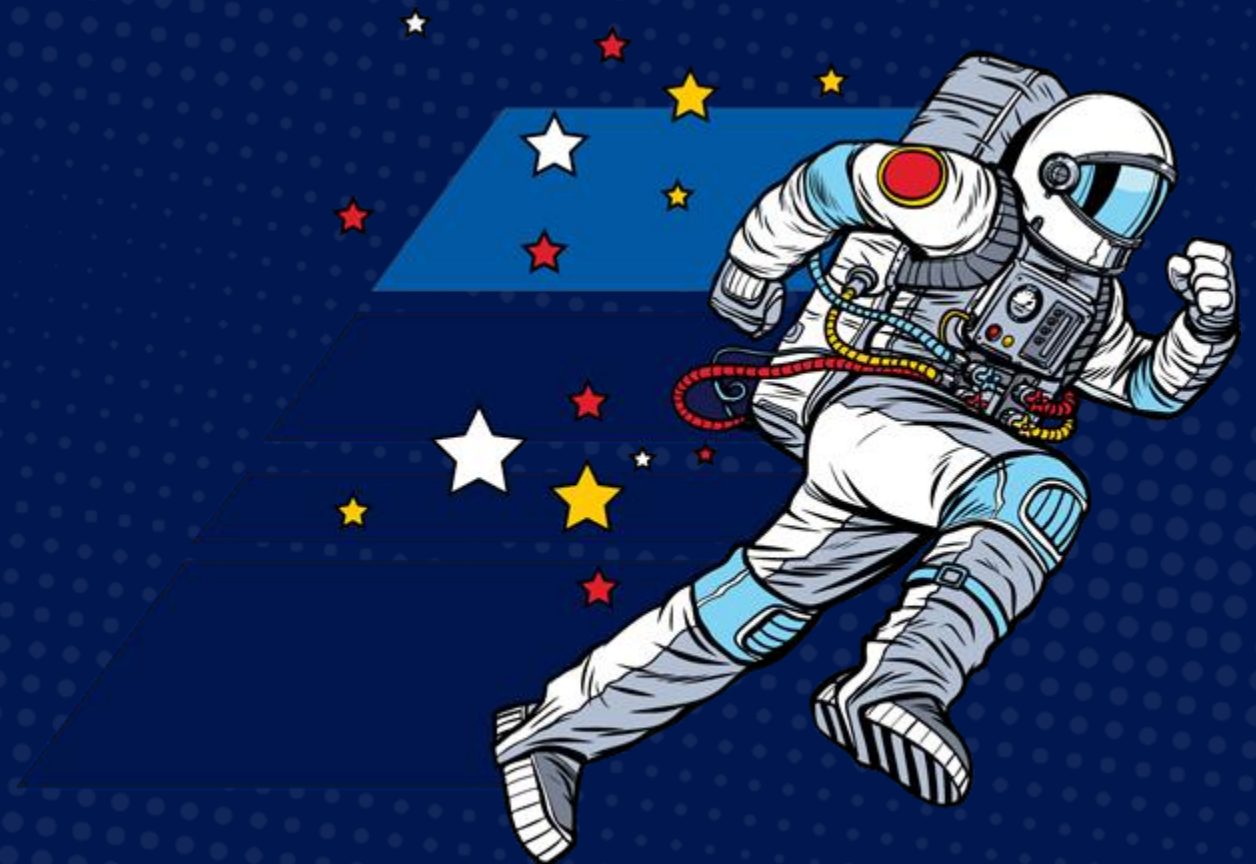
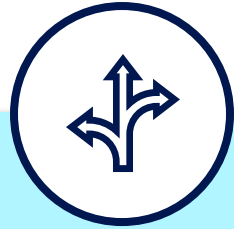


**New Horizons**

**PROPEL**



# Opportunity Solution Mapping in an AI Enabled World

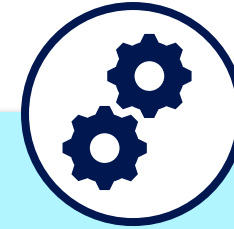


## 01. Understand & Align on the Opportunity

- The role of generative AI
- Business context & strategic objectives
- Useful application of AI to achieve outcomes

### Outcome

Prioritised themes and opportunities for exploration in workshop 2.



## 02. Prioritise Solution Experiments

- AI use cases in practice
- Opportunity to solution mapping
- Hypothesis formation & experiment design

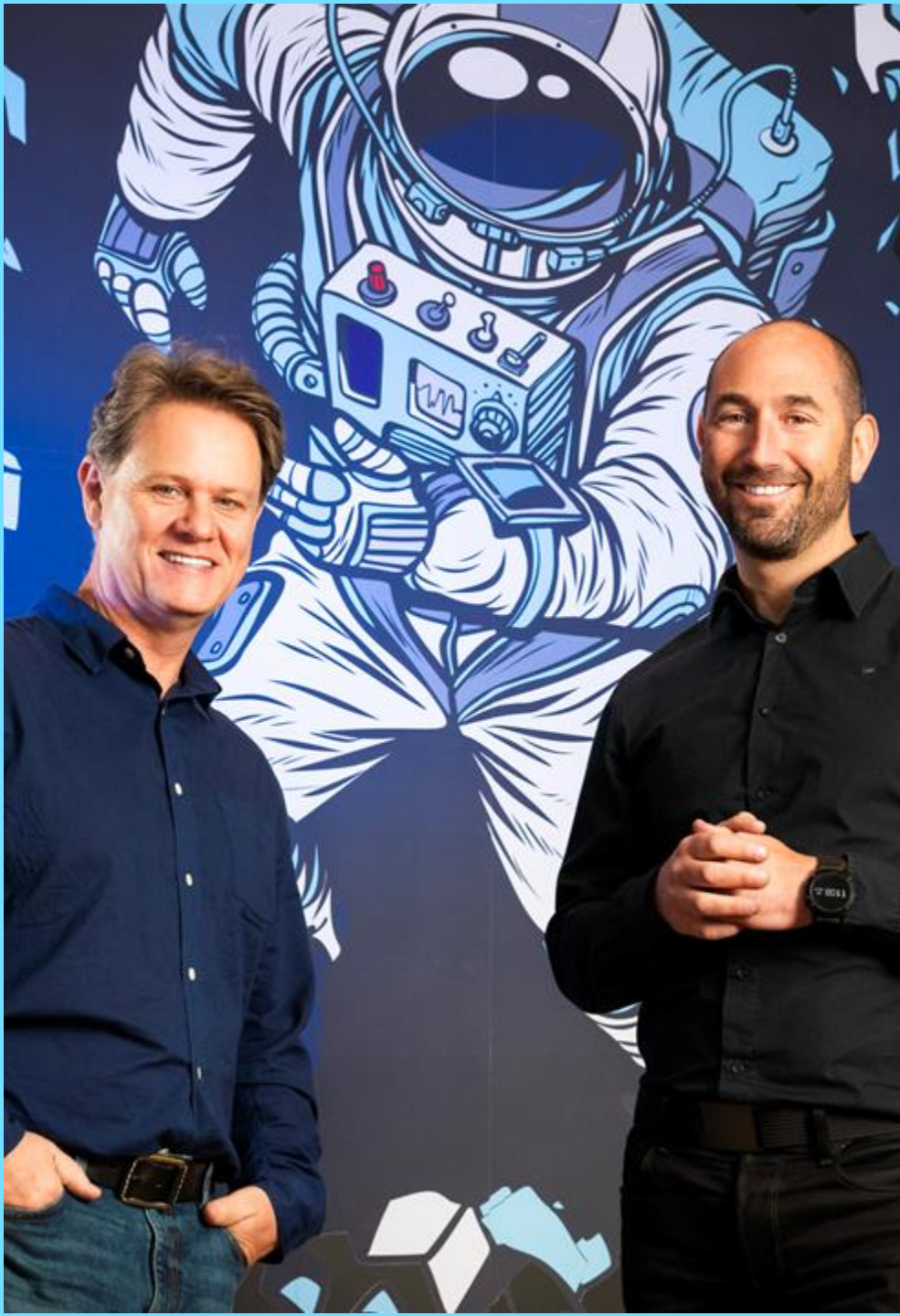
### Outcome

Clearly articulated solution hypotheses and prioritised experiments to test



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**PROPEL**  
VENTURES



## *About Propel*

Propel assists businesses and entrepreneurs with accelerating their product innovation and development, helping capture business and market opportunities faster.

Unlike other development partners, Propel is a strategic partner, helping clients focus on discovering and building the right thing for the business and its users to achieve product and market success.

Everything we do is committed to the future success of your product — from strategy, design, development, go-to-market, and sustainably scaling your product for future growth.

## *Our profile*

Currently, Propel boasts an ever growing team of approximately **80** amazing product specialists.

From product strategists, managers, designers and developers, we have a team member to assist you through every part of your product journey.

## Our values *DRIVE* the Propel Way!



### **Founders Mindset**

*We are focused, take ownership and have a bias for action*



### **Craftsmanship**

*We invest the right amount of time to work our magic*



### **Outsized Impact**

*We make sure that our impact greatly outweighs the time we spend on our work*



### **Forthright**

*We have direct, honest conversations, focusing on the issue and not the individual. Equal measures of heart and head.*



### **Client Obsession**

*We build empathy for and have an understanding of our clients*