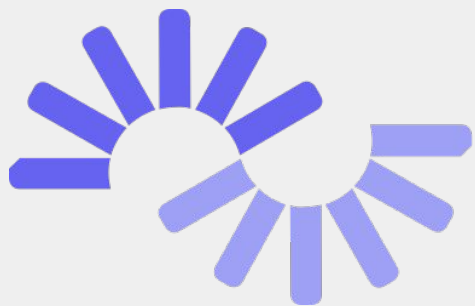




Ideaclouds

EMPOWER PEOPLE
IMPROVE TEAM RESULTS
REDUCE MEETINGS

Overview - use cases

Use IdeaClouds **whenever input is needed** from your team, customers, suppliers, or **when group decision-making is critical**.

Innovation

- Brainstorming
- Idea generation and evaluation
- Group decision-making
- Improvements & Cost savings
- [Business modelling \(Lean canvas\)](#)
- [Customer value proposition](#)

Analysis

- Risk analysis and assessment
- Measure identification
- Requirement analysis
- Effort estimation
- Value analysis workshop
- Effort and benefit analysis
- Probability and impact analysis
- Prioritization meeting
- Work breakdown structure

Reflection

- [Retrospective](#)
- Workshop facilitation
- Feedback collection
- [Lessons learned](#)
- Decision making

USE CASE EXAMPLES

Conduct a retrospective meeting

How can we improve our team work?

I'm done

Start evaluation

Start

What should we start doing?

Start

Stop

What should we stop doing?

Stop

Continue

What should we continue doing?

Continue

Regular Knowledge Sharing Sessions

Begin hosting weekly 15-minute knowledge-sharing sessions where each team member can present something new they've learned or a best practice. This will foster a culture of continuous learning and ensure everyone is up-to-date on relevant skills and techniques.

Start

Reduce Unnecessary Meetings

Stop scheduling meetings that could be resolved via email or chat. Reducing the number of non-essential meetings will free up time for focused work and reduce interruptions.

Stop

Maintain Daily Stand-Ups

Keep up with daily stand-up meetings to keep everyone updated on project progress and roadblocks. These brief check-ins are valuable for maintaining alignment and transparency.

Continue

Celebrate Small Wins

Keep recognizing and celebrating small successes within the team, whether through shout-outs in meetings or messages in chat. Acknowledging achievements, big or small, helps boost team morale.

Continue

Establish Clear Role Definitions

Define roles and responsibilities more clearly to reduce overlaps and ensure everyone knows their tasks. This will help eliminate misunderstandings and improve overall efficiency in team projects.

Start

Avoid Multitasking During Meetings

End the habit of multitasking during team meetings (e.g., checking emails or working on other tasks). This ensures everyone remains engaged and can contribute to discussions more effectively.

Stop

Encourage Open Feedback

Continue fostering a culture where team members feel comfortable giving and receiving constructive feedback. This openness is essential for continuous improvement and team growth.

Continue

Create a Team Communication Guide

Develop a short guide outlining preferred communication channels and response times (e.g., use chat for quick questions, emails for formal updates). This will help streamline communication and prevent information overload.

Start

MB 01 Share

100% Contribute

Workshop topic:

R&D project management sprint

Steps:

1. Brainstorm feedback and ideas for improvements
(please refer to the screenshot on the left)
2. Prioritize importance of feedback and ideas for improvements
3. Get results in an idea ranking and download results

Design a business model with lean canvas

The screenshot shows the Lean Canvas tool interface for a 'Mid-market B2B analytics platform'. The interface features a grid of 20 cards, each representing a different business model component. The cards are organized into four rows and five columns. Each card has a title, a description, and a category label at the bottom. The categories are: Problem (red), Solution (blue), Customer Segments (yellow), Unique Value Proposition (green), Channels (grey), Cost Structure (purple), Key Metrics (dark grey), and Unfair Advantage (orange). The cards are as follows:

- Problem:** Top pains your customer faces; what they struggle with today.
- Problem:** Onboarding Friction. New users stall during setup due to connectors and configuration complexity.
- Solution:** Key features or approaches that address the top problems.
- Solution:** Metrics Layer. A governed definitions layer powering dashboards and alerts.
- Customer Segments:** Distinct target customers or users you're building for.
- Customer Segments:** Mid-Market PMs. Product managers at 100-1000 employee B2B SaaS companies.
- Problem:** Data Sprawl. Metrics live in many tools; no single source of truth for product KPIs.
- Problem:** Slow Insights. PMs spend hours exporting and blending data; decisions slip past sprint planning.
- Solution:** Zero-Setup Pack. Out-of-the-box connectors and role templates to start fast.
- Solution:** RevOps & Analytics. Ops and analytics leads owning funnel metrics and experiments.
- Unique Value Proposition:** Why your solution is meaningfully better; your sharp promise.
- Unique Value Proposition:** Always-On Confidence. Trustworthy, consistent KPIs with lineage remove debate and rework.
- Channels:** How you reach and acquire your customers.
- Channels:** Partner Marketplace. Integrations listed in cloud and CRM marketplaces for discovery.
- Cost Structure:** Major costs to deliver and support the solution.
- Cost Structure:** Support & Success. Onboarding, customer success playbooks, and solution architects.
- Value in 48 Hours:** Prebuilt dashboards + governed metrics deliver time-to-value within two days.
- Channels:** PLG Motion. Self-serve trial with in-product prompts and referral program.
- Cost Structure:** Data Infra COGS. Compute, storage, and egress costs for ingestion and analytics.
- Key Metrics:** Few metrics that show if the model is working.
- Key Metrics:** Activation Rate. Trial-to-activated conversion (connect source + view dashboard).
- Unfair Advantage:** Hard-to-copy edge (IP, data, distribution, expertise).
- Unfair Advantage:** Playbook Library. Role-based, proven experiment and analysis templates not easily copied.
- Revenue Streams:** How the business makes money from the solution.
- Revenue Streams:** Usage Tiers. Pricing by tracked events/month with soft overages.
- Time-to-First Insight:** Hours from signup to first decision backed by data.
- Key Metrics:** Net Revenue Retention. Expansion via seats and usage over 12 months.
- Unfair Advantage:** Connector Quality. Battle-tested connectors with SLAs and monitoring as a moat.
- Unfair Advantage:** Seat Expansion. Team bundles with progressive discounts to drive expansion.

Workshop topic:

New peer-to-peer
ridesharing service

Steps:

1. Brainstorm ideas for a new business model and categorize them *(please refer to the screenshot on the left)*
2. Score the impact of each idea
3. Get results in an idea ranking and download results

Design a customer value proposition

The screenshot displays the Ideaclouds CVP tool interface. At the top, a header bar contains a sun-like icon, navigation icons (info, mail, up/down arrows, clock), and the CVP statement: "CVP: 'If we auto-import and prebuild dashboards, new PMs achieve value in 48 hours.'" On the right of the header is a search icon and the text "In p".

The main workspace is divided into two columns. The left column features a blue header "Customer profile" with a sub-header "Customer Jobs, Customer Pains and Customer Gains relate to the Customer." and an "Unassigned" button. Below this are three colored boxes: "Customer Jobs" (yellow), "Customer Pains" (red), and "Customer Gains" (green). The right column features a blue header "Value Map" with the same sub-header and "Unassigned" button. Below this are three colored boxes: "Product & Services" (dark grey), "Gain Creator" (pink), and "Pain Reliever" (orange).

Each of these six boxes contains a description of the concept and a corresponding button. Below the main workspace, there are two rows of smaller boxes, each with a description and a button. The first row includes "Job-to-be-Done Interviews" (yellow), "Eliminate CSV Hell" (red), and "Admin Peace of Mind" (green). The second row includes "Team Seats Bundle" (dark grey), "Automated Onboardin..." (pink), and "Alert Fatigue Guardrails" (orange). The third row includes "Slack Triage Bot" (dark grey), "ROI Snapshot" (pink), and "One-Click Data Import" (orange). The fourth row includes "Outcome-Focused Tem..." (dark grey), "Self-Serve Workspace S..." (orange).

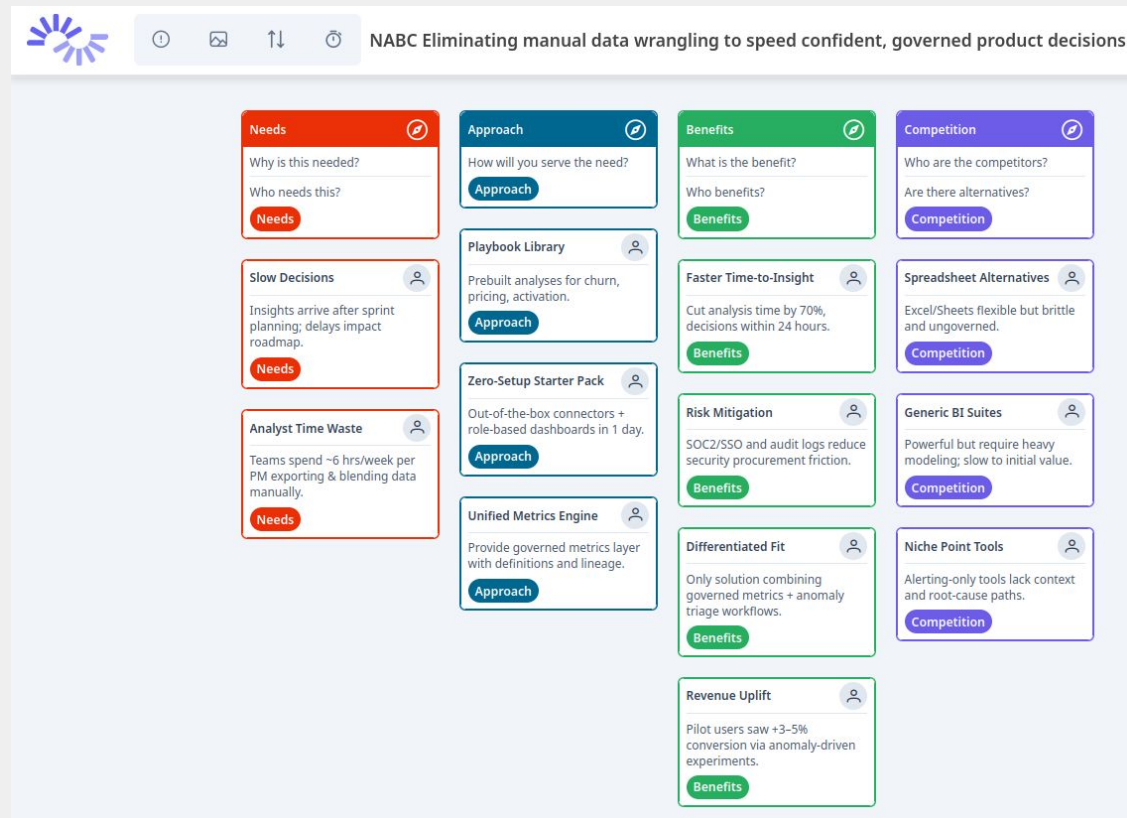
Workshop topic:

New electric car

Steps:

1. Brainstorm customer values and categorize them
(please refer to the screenshot on the left)
2. Prioritize importance of customer values
3. Get results in a customer value ranking and download results

Structure new business ideas with NABC model



The screenshot displays the NABC model interface, titled "NABC Eliminating manual data wrangling to speed confident, governed product decisions". The interface is organized into a grid of cards, each representing a business idea. The cards are color-coded by category: Needs (red), Approach (blue), Benefits (green), and Competition (purple). Each card contains a title, a description, and a button labeled with its category. The cards are arranged in a grid, with some cards having a person icon in the top right corner, indicating they are assigned to a user.

Needs	Approach	Benefits	Competition
Needs Why is this needed? Who needs this? Needs	Approach How will you serve the need? Approach	Benefits What is the benefit? Who benefits? Benefits	Competition Who are the competitors? Are there alternatives? Competition
Slow Decisions Insights arrive after sprint planning; delays impact roadmap. Needs	Playbook Library Prebuilt analyses for churn, pricing, activation. Approach	Faster Time-to-Insight Cut analysis time by 70%, decisions within 24 hours. Benefits	Spreadsheet Alternatives Excel/Sheets flexible but brittle and ungoverned. Competition
Analyst Time Waste Teams spend ~6 hrs/week per PM exporting & blending data manually. Needs	Zero-Setup Starter Pack Out-of-the-box connectors + role-based dashboards in 1 day. Approach	Risk Mitigation SOC2/SSO and audit logs reduce security procurement friction. Benefits	Generic BI Suites Powerful but require heavy modeling; slow to initial value. Competition
	Unified Metrics Engine Provide governed metrics layer with definitions and lineage. Approach	Differentiated Fit Only solution combining governed metrics + anomaly triage workflows. Benefits	Niche Point Tools Alerting-only tools lack context and root-cause paths. Competition
		Revenue Uplift Pilot users saw +3-5% conversion via anomaly-driven experiments. Benefits	

Idea to analyze:

"Eliminating manual data wrangling to speed confident, governed product decisions"

Steps:

1. Analyze 4 NABC aspects categorize them
(please refer to the screenshot on the left)
2. Use "Scoring" to prioritize the ideas created for each NABC category
3. Get results and download results

Contact us!

Do you want to achieve better results and make decisions faster? Do you want to facilitate the collaboration with your colleagues, partners or customers?

Do not hesitate to contact us:
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