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Generative AI Innovation Sprints and Concept Testing Training Course

19 – 23 July 2027
Amsterdam

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Ref: 1257_47295 **Date:** 19 – 23 July 2027 **Location:** Amsterdam **Fees:** 6200 GBP

Generative AI Innovation Sprints and Concept Testing is a 1-week training course for innovation leads, strategy managers and product teams who turn early ideas into tested concepts, and it produces an innovation sprint pack. Language and image models now let teams draft personas, offers and mock-ups in hours, so the scarce resource is no longer ideas but disciplined testing and selection. Jupiter Prime Training presents Generative AI Innovation Sprints and Concept Testing as an experiment-led course.

Why Generative AI Innovation Sprints and Concept Testing Matter Now

Three forces shape the subject. Competitors prototype offers far faster than before, shortening the window to respond. Boards and investment committees want evidence from customers before funding, not polished slides. Legal and brand owners worry about synthetic content, intellectual property and claims made in mock-ups. Organisations that pair rapid generation with honest testing build portfolios of validated bets; those that do not drown in unvetted ideas or ship concepts nobody wanted. The course draws on ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework AI RMF to set guardrails for experiments.

Who Gains Most from Generative AI Innovation Sprints and Concept Testing

- Innovation leads who run idea pipelines and stage-gate funding
- Strategy managers who shape new business models and adjacent markets
- Product owners who frame offers, features and pricing hypotheses
- Service designers who map customer journeys and pain points
- Marketing specialists who craft test messages and landing pages

A cross-functional venture squad attending together gains most, because sprint roles, evidence thresholds and portfolio decisions become shared practice.

Generative AI Innovation Sprints and Concept Testing Capabilities

Participants practise compressing the path from problem framing to customer evidence while keeping ideas honest and testable.

- Design a five-step sprint that uses models for divergent ideation — innovation boards
- Build synthetic personas and jobs-to-be-done maps, then check them with real users — product owners
- Specify riskiest assumptions and matching experiments — venture sponsors
- Test concepts through mock-ups, fake-door pages and interviews — customer insight teams
- Calculate a value case with ranges rather than single figures — finance partners
- Weigh concepts in a portfolio using stage gates and kill criteria — investment committees

Key Generative AI Innovation Sprints and Concept Testing Terms

- Innovation sprint — A time-boxed sequence that moves a team from a framed problem to a tested concept.
- Synthetic persona — A model-generated customer profile used to spark ideas, always checked against real user evidence.
- Riskiest assumption — The belief that, if false, would make a concept fail, and so is tested first.
- Fake-door test — A page or offer that measures interest in something not yet built.
- Minimum viable product — The smallest version of an offer that produces learning from real customers.
- Kill criteria — Pre-agreed evidence thresholds that end funding for a concept.

Generative AI Innovation Sprints and Concept Testing Day by Day

Day 1: Opportunity Framing

- Opportunity Spaces and Trend Scans — Choosing Where to Look for Growth
- Problem Statements and How-Might-We Questions — Focusing Ideation
- Jobs-to-Be-Done Maps — Grounding Ideas in Customer Progress
- ISO/IEC 42001 and NIST AI RMF — Setting Guardrails for Experiments
- Intellectual Property and Synthetic Content Rules — Protecting Brand and Ownership

Day 2: Model-Assisted Ideation

- Divergent Prompting Techniques — Widening the Idea Pool
- Synthetic Personas — Exploring Segments Before Fieldwork
- Analogy and Recombination Prompts — Borrowing Models From Other Industries
- Business Model Canvas Drafts — Comparing Revenue and Cost Logic
- Idea Clustering and Dot Voting — Narrowing to Testable Concepts

Day 3: Rapid Prototyping

- Concept Sheets and Storyboards — Communicating the Offer Clearly
- Generated Mock-Ups and Landing Pages — Building Test Assets Quickly
- No-Code Prototypes — Simulating Service Steps
- Riskiest Assumption Mapping — Ordering What to Test First
- Experiment Cards — Defining Hypothesis, Metric and Threshold

Day 4: Evidence and Portfolio Decisions

- Customer Interviews and Concept Tests — Gathering Unbiased Reactions
- Fake-Door and Smoke Tests — Measuring Real Demand Signals
- Value Case Ranges — Estimating Upside and Cost Uncertainty
- Stage Gates and Kill Criteria — Deciding Continue, Pivot or Stop
- Innovation Portfolio Balance — Mixing Core, Adjacent and New Bets

Day 5: Practising the Innovation Sprint Pack

- Case Opportunity Framing — Applying Jobs-to-Be-Done and Problem Statements
- Case Concept Generation — Applying Divergent Prompting and Clustering
- Case Test Design — Applying Experiment Cards and Assumption Maps
- Investment Panel Pitch — Presenting Evidence and Value Ranges
- Innovation Sprint Pack — Finalising Concepts, Tests and Gate Criteria

Applying Generative AI Innovation Sprints and Concept Testing After the Course

- Run a two-day ideation sprint on one live growth question and log its concepts on experiment cards.
- Launch one fake-door test for the strongest concept and bring the results to the next stage-gate meeting.

Generative AI Innovation Sprints and Concept Testing Questions FAQ

What are Generative AI Innovation Sprints and Concept Testing and why do they matter now?

They are structured sprints that use language and image models to generate ideas, then test concepts with real customers. They matter now because ideas are cheap to produce, so evidence and selection decide which bets deserve funding.

Which roles gain most from Generative AI Innovation Sprints and Concept Testing?

Innovation leads, strategy managers and product teams gain most. Service designers and marketing specialists who build test assets also benefit.

How do Generative AI Innovation Sprints and Concept Testing differ from a generative AI productivity course?

They target new offers, not faster routine work. A productivity course improves drafting and summarising; this course covers opportunity framing, prototyping, customer experiments, value ranges and portfolio decisions.

What do you bring back from Generative AI Innovation Sprints and Concept Testing?

You bring back a sprint pack built on a case, with framed opportunities, tested concepts, experiment cards and gate criteria.

Generative AI Innovation Sprints and Concept Testing: The Way Forward

The innovation sprint pack first informs the investment panel's decision on which concepts receive a further round of testing. Innovation leads and product owners then run its experiments. After the first gate, revisit the kill criteria and portfolio balance, since results in sectors such as telecoms or consumer goods often show whether thresholds were too generous or too strict.