

55 BirchStreet

Go from business challenge to
AI prototype — in just 3 hours.

Stop talking about AI. Start building with it.

Shared Learning

Rapid Progress

Prepared Prompts

Most leaders and teams know AI matters. Few know how to use it on real business problems – and typical training takes far too much time.

This AI acceleration workshop changes that.

AGENDA

1. Impulse Key Note

Get inspired to get your hands dirty with examples from your facilitator.

| 30 min

2. Problem Definition

Outline the challenge, map users, align on what success looks like.

| 45 min

3. Ideate & Evaluate

Generate and screen ideas with AI as a thinking partner.

| 45 min

4. Prototype

Turn the idea into a testable, visual prototype built on your own.

| 60 min

How you benefit

€295*

per person in mixed group
(up to 12 people).

Or email us for a custom workshop
exclusively with your team, working
on your specific business challenge.

- A working prototype (based on a pre-prepared case study)
- Every participant experienced AI as a partner, not a threat
- A repeatable process your team can run again independently
- Changing the way you think and work in the future, starting today

Who We Are

We are a transformation consultancy.

Why do we care so much about GenAI?

Because it is both an enabler and catalyst for change – and the strongest driver of transformation for organizations today.

We have not only developed our own proprietary AI-powered consultancy platform, *navar.ai*, to get our hands dirty ourselves. We also love to shine a light on AI's progress and potential – so feel free to join one of our future events for deep talk and exchange.

Our AI Offering

AI Adoption

Outline the challenge, map users, align on what success looks like.

AI Hackathons

Build skills and accelerate progress on key use cases

AI Enablement

From basecamp training to C-level workshops

AI Use Case Assessment

Identify, prioritise and execute high-value workflows

AI Trend & Tool Monitoring

Track and assess the latest tools for your key value chains

AI Prototyping

Innovate and prototype with LLMs and no-code tools

AI Projects

HASPA NEXT



Client feedback from our GenAI workshops

“The session was so much fun. I have never achieved such concrete and useful results in such a short time.”

Senior Product Manager, OTTO

“It was important to get out of our daily routine and start experimenting.”

Marketing Manager, Lornamead

“I feel inspired and I think I can utilise AI in daily business even more.”

Marketing Manager, Lornamead

“Thanks a lot for the engaging, fun and enlightening workshop.”

Workshop Participant,
Berlin Product Managers

Your crew for the journey

Our GenAI Consulting Leads

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Mike Betts

**GenAI Product
& Strategy Director**

>20 years in innovation, strategic communication, products and experiences. Specialising in GenAI since 2023.

Consultancies & Companies

55BirchStreet | AKQA | North Design | myToys | Nokia | RAC Motoring Services

Clients

MTV | Hotel.de | GORE-TEX | FRIDAY Insurance | Deutsche Telekom | Siemens Innogy | Zalando | Toyota | Ford | Daimler MINI | HM Land Registry | Douglas | IWC Saudi Arabia Tourism | Hamburg Tourism | Otto group | One.O (Otto Consulting)



Lena Harnisch

**Senior Manager:
Transformation & GenAI**

>10 years in change & transformation consultancies, strategy and digitalisation, across multiple B2B and B2C clients and industries.

Consultancies & Companies

55BirchStreet | Dr Fried & Partner Estée Lauder | Thomas Cook

Clients

BAUR | bonprix | Oatly | Hamburg Tourism | Hermes | Eventim | Stage Entertainment | Hanse Merkur | Diverse German Mittelstand and MDAX enterprises



Timm Hauschild

**Manager: Transformation
& GenAI**

8 years in digital & sustainable transformation, innovation management and product development.

Consultancies & Companies

55BirchStreet | Viebrockhaus AG

Clients

Mankiewicz | Hamburg Tourism | BAUR | HASPA Next | One.O (Otto Consulting) | Diverse German Mittelstand enterprises



Marvin Hamm

**Senior Consultant:
Transformation & GenAI**

10 years in project management, IT-system development and innovation management.

Consultancies & Companies

55BirchStreet | Viebrockhaus AG

Clients

Mankiewicz | Hamburger Energienetze | Hermes | One.O (Otto Consulting) | Diverse Automotive & Luftfahrt OEMs

Get in touch



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