

Mastermind: a space where ideas for innovation take shape



You know the tools. You understand what AI can do. Perhaps you've even got a few ideas on how to use it in your organisation — streamline a process, automate repetitive tasks, design a better experience for your users.

But between "I know" and "I'm doing it" there's a moment where most people get stuck.

Not because they lack the skills. Rather because they're working on it alone — in an organisation that doesn't necessarily keep up, surrounded by people who don't necessarily get it. There's no one to ask the right question. No one to look at the problem from a completely different angle. No one to say: "but have you thought about this from the user's perspective?" That's precisely why the mastermind format exists.

“ I've seen what happens when experienced professionals finally get a space to work on their AI ideas — not alone, not in theory, but with the right people around them. People who ask hard questions, challenge assumptions and genuinely care about each other's projects. That's what Mastermind is. Not another programme to complete. A space where your idea meets different perspectives and the momentum to move forward. I build it because I believe the best innovations don't happen in isolation — they happen when people with diverse experience sit down together and do the work.

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— Gabriela Wrażeń



Thinking in a group isn't a soft skill — it's an advantage

A mastermind is a well-established group work format in which a small group of people meet regularly to work on their own projects together. Everyone comes with their own challenge — and over several months, develops it step by step, drawing on the most valuable resource of all: other people's perspectives.

When someone from HR, someone from pharma and someone from marketing all lean over your idea — you see things you'd never have spotted on your own. The group's questions are often more valuable than any expert's answers, because they push you into thinking you simply can't trigger sitting alone in front of a screen.

This isn't a course. Nobody tells you what to do. You do the work — and the group, together with the process facilitator, helps you do it better.

What do you actually get out of it?

First and foremost: momentum. Concrete, measurable, with a deadline and people you don't want to face empty-handed.

But there's something else that no online course can give you:



A tested idea

Not in theory, not in your head — tested by questions from people who face similar challenges in their own organisations. You know where your concept is strong and where it needs refining, before you take it to the board or an investor.



A new network

Not a random group from a training session, but people who spent months getting into the detail of your project. They know your context, understand your challenges, and stay in your network long after the programme ends.



A way of thinking

The mastermind teaches you an approach where you start from the user's real problem, not from the technology. Where AI supports people rather than replacing them. That's the Me+AI philosophy — and once you've internalised it, it changes how you look at every project that follows.



Confidence

Sounds obvious, but it isn't. When you walk into a meeting with the board knowing your idea has survived a dozen rounds of honest questions from experienced people — you talk about it differently. With conviction that doesn't come from a course, but from the work itself.



What does the work look like?

The programme runs for 3–4 months and has a clear rhythm — from the energy of a face-to-face meeting, through systematic online work, to a finale where you present your project to a panel of judges.

Start: an in-person meeting in Warsaw. We begin face to face, because trust doesn't build through a screen. You meet the group, the facilitator, the Campus AI team. You define your project challenge and get your first push to act. It's also the moment for photos, coffee conversations and building relationships that then fuel the entire journey.

Progress: online sessions every 2–3 weeks — within a structured process. These aren't casual chats about AI. The entire programme follows a proven design methodology, coordinated by an experienced facilitator. Session by session, you move through successive stages — from identifying a real user problem, through competitor analysis, persona creation, concept definition and experience mapping, to AI Experience and pitch deck preparation. Each stage builds on the previous one, and the facilitator ensures you don't get lost in abstractions but work on specifics — with your project, in your business context. This isn't lectures. It's work: a short thematic input, individual exercises, group feedback and concrete next steps. Between sessions, the group stays alive on Discord — at a lighter pace, but with a constant exchange of thoughts and inspiration.

Finale: Pitch Deck presentations before a jury. The last session is the culmination of the entire process. You present your project — from the problem, through the solution, to the business value and the role of AI — before the Campus AI team. You receive an evaluation, constructive feedback on every piece of work and — importantly — there's a prize for the best project. It's the moment when you see how far you've come since that first meeting. And when your idea stops being "a project in your head" and becomes something you can show to the board, an investor or your team.

The whole process is led by an experienced facilitator with over 15 years in service design and digital transformation. Her role isn't to give ready-made answers — it's to ensure the group draws out the best possible questions.



**Who is it for?**

For people who already have knowledge of AI and now want to turn it into something tangible. Managers, change leaders, experts from medium and large organisations — from departments such as HR, marketing, internal communications, pharma and administration. People who deal daily with the challenges of implementing change and know there's untapped potential in their organisations waiting to be unlocked.

If you feel you've got an idea but lack the space to refine it with the right people — this format is made for exactly that. Groups are intentionally small — 10–12 people — and selected through a pre-screening process. Not to create barriers, but to ensure everyone in the group can genuinely benefit from the others being there.

Mastermind as part of something bigger.

The Mastermind doesn't exist in a vacuum. It's one element of the Campus AI ecosystem — a community of people who learn, experiment and implement AI in their organisations. You start with a course where you build the foundations. Then you step into the mastermind, where you turn knowledge into a project. And the relationships you form along the way — on Discord, during sessions, over coffee at the Warsaw meeting — stay with you long after.

Because Campus AI isn't just about learning new tools. It's about having people around you who think alike — and with whom you can change the way we work with technology, together.