



the Office

brainstorm simulator

Can AI come to their rescue?

RAISE
YOUR
HACK

WORLD'S LARGEST AI HACKATHON

The Problem

Brainstorming isn't the issue — we all love sharing ideas.

The real problems:

- Time pressure
- Lack of collaboration
- Mood

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Value proposition

Tons of AI tools help individuals think better, work faster.

But most miss the point:

- The real challenge is **working better together.**
- An AI that doesn't compete — but helps every person contribute.

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Target market

- Product managers
- Marketing agencies
- Creative industry

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Addressable market

According to ChatGPT (yep):

- Brainstorming & innovation tools ≈ \$30B
- Structured ideation frameworks are on the rise

Most existing AI brainstorming tools are bundled into all-in-one platforms (meetings, notes, reporting). Opportunity for a dedicated solution.

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Research

This isn't a gimmick. Research is booming:

- Beyond Individual UX: Defining Group Experience(GX) as a New Paradigm for Group-centered AI
- Enhancing AI-Assisted Group Decision Making through LLM-Powered Devil's Advocate
- Exploring Collaborative GenAI Agents in Synchronous Group Settings: Eliciting Team Perceptions and Design Considerations for the Future of Work
- Amplifying Minority Voices: AI-Mediated Devil's Advocate System for Inclusive Group Decision-Making

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Why now?

Group dynamics are hard to address.

But technology is catching up:

- Cheap, fast inference
- Open-source LLMs
- Agent-based reasoning
- Better persona simulations

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Toxic work environment

What better test than the most
dysfunctional workplace ever?

The Office (2005–2013)



Meet the Team

Dwight Schrute

Intense, loyal, and obsessed with rules, tradition, and power.



Jan Levinson

You're intense, ambitious, and carry emotional baggage from your former leadership role.




Michael Scott

You think you're the funniest person in the room and want to contribute ideas that make you look good. Y




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 **Brainstorm Topic**


e.g., Aliens are visiting Earth for the first time. You must design a 3-item welcome kit that explains life on Earth.

Enter the topic you'd like to brainstorm about


 **Select Characters (Choose up to 4)**




Dwight Schrute
Assistant Regional
Manager




Erin Hannon
Receptionist




Jan Levinson
VP of Regional Sales




Jim Halpert
Sales Representative




Karen Filippelli
Sales Representative



Kevin Malone
Accountant



Michael Scott
Regional Manager



Pam Beesly
Receptionist

Select your brainstorming team members (maximum 4 characters)

0 of 4 characters selected

Simulates dysfunctional brainstormers.

Then injects AI to see if group dynamics improve.

Can AI make the session healthier?

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Erin Hannon

I think Dwight's Rulebook of Human Interaction is a great idea! It'll help our alien friends understand how to behave on Earth. But, we should also consider that it might be a bit too strict or overwhelming for them. Maybe we can add some fun examples to make it more engaging?

4 pros/cons added



Dwight Schrute

I'm tolerating Erin's frivolous ideas, but we must ensure our welcome kit maintains its dignity and focus on essential information. While a food guide might be... amusing, we cannot compromise the integrity of our intergalactic introduction.

4 pros/cons added

Rulebook of Human Interaction

♥ 1



Dwight Schrute

It's great to have rules to follow / This will help aliens understand human behavior /
👍 I love this idea because it sets boundaries for our alien friends / This would really help them understand human norms

But it might be too strict / Aliens might find it overwhelming / But I'm worried that it might come across as too strict / This might be overwhelming for them

Earth's Hierarchy Chart

♥ 1



Dwight Schrute

A Fun Guide to Earth's Food

♥ 1



Erin Hannon

Fun is important, I suppose / Aliens might enjoy trying new foods / Introducing alien friends to Earth's cuisine could be a great icebreaker
This might distract from more important information / What if they don't like our food? /
👍 But we must ensure they understand the hierarchy of food, e.g., beets are superior to corn

Quick Start Guide to Human Emotions

♥ 1



Erin Hannon

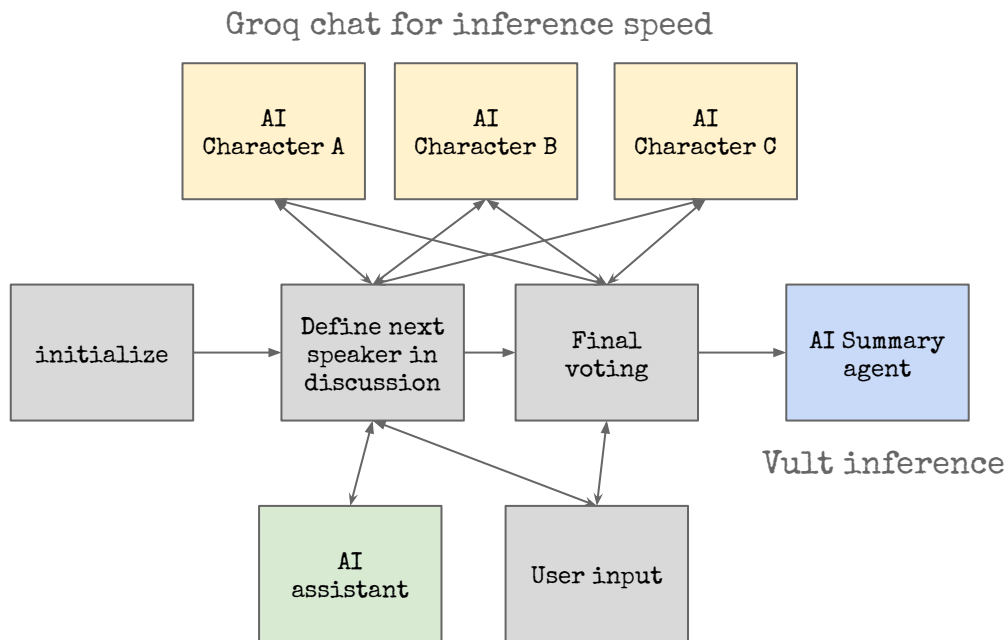
A Fun Guide to Earth's Traditions

♥ 2



Erin Hannon

Graph and tech stack



Tech stack:

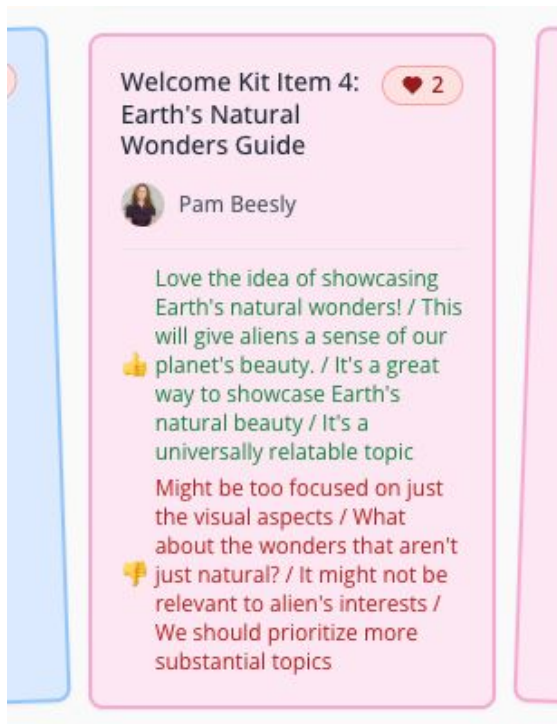
- Groq API (llama-3.3-70b-versatile)
- Groq compound mini (llama 4 scout and llama-3.3-70b + web search)
- Vultr inference (llama-3.1-70b-instruct-fp8)
- Langgraph and Langchain with Zod schemas (MCP)
- Node.js / React / Vite
- Deployment on Vultr cloud server

Developed with Replit.

Groq compound mini for
augmented reasoning
capabilities and web search

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Communication Mode



Participants can:

- Share text
- Post sticky ideas
- Add pros & cons
- Vote on ideas

Structured through protocol and schema (Zod + Langgraph MCP).

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What makes a healthy brainstorm?

Participant Statistics			
● Erin Hannon Receptionist			
	Ideas Created:	7	
	Undiscussed Cards:	6	
● Jan Levinson VP of Regional Sales			
	Ideas Created:	2	
	Undiscussed Cards:	1	
● Michael Scott Regional Manager			
	Ideas Created:	4	
	Undiscussed Cards:	3	

Everyone participates (measured via idea share std deviation)

Most ideas get discussed (measured via % coverage)

🎯 It's about **group health** , not just “good ideas.”

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AI Nudging Behaviour

- Encourage quieter members to share
- Nudge people to weigh in on pros & cons
- Reduce over-posting
- De-emphasize ideas already well-covered
- Drop a fun fact to lighten the mood (Groq compound mini)



AI Assistant

Jan and Michael, we've heard some great ideas from Erin so far. Let's make sure to add some thoughts of your own to the mix.

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Sampler topic

“Aliens are visiting Earth for the first time. You must design a 3-item welcome kit that explains life on Earth”.

🎯 Topic with no wrong answers — the goal is balance, not brilliance.

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Early Results

- Jan shares fewer ideas, which get less attention — showing character variation
- With AI:
 - Slight improvement in idea coverage
 - No strong change in participation fairness (yet)

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Problem: Aliens are visiting Earth for the first time. You must design a 3-item welcome kit that explains life on Earth.									
no assistance									
	ideas created					undiscussed cards			
	Dwight	Jan	Michael	Standard deviation participation		Dwight	Jan	Michael	Proportion undiscussed cards
	6	2	6	0.4714045208		5	2	5	0.8571428571
	4	1	6	0.4109609335		2	1	5	0.7272727273
	6	2	6	0.4714045208		5	2	5	0.8571428571
	3	3	6	0.4714045208		3	3	5	0.9166666667
	2	2	6	0.4714045208		2	1	5	0.8
	6	6	6	0		6	5	6	0.9444444444
	3	4	7	0.4249182928		3	4	5	0.8571428571
	0	1	2	0.4082482905		0	0	0	0
	2	2	6	0.4714045208		1	1	5	0.7
	5	3	3	0.4714045208		5	3	3	1
total	37	26	54	0.4113607748		32	22	44	0.8376068376
AI assistance									
	ideas created					undiscussed cards			
	Dwight	Jan	Michael	Standard deviation participation		Dwight	Jan	Michael	Proportion undiscussed cards
	6	1	6	0.4714045208		5	0	5	0.7692307692
	3	0	6	0.4082482905		2	0	4	0.6666666667
	6	5	6	0.4714045208		5	5	5	0.8823529412
	3	3	6	0.4714045208		2	3	4	0.75
	3	2	6	0.4249182928		3	1	5	0.8181818182
	2	4	4	0.4714045208		2	3	3	0.8
	2	2	4	0.4714045208		2	1	2	0.625
	4	2	5	0.4157397096		4	1	4	0.8181818182
	2	2	6	0.4714045208		2	1	5	0.8
	4	2	6	0.4082482905		3	1	5	0.75
total	35	23	55	0.4124789557		30	16	42	0.7787610619

Future Scenarios

Test AI in different group roles:

- Moderator
- Idea generator
- Devil's advocate
- Consensus builder

All in various team setups.

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What I'm looking for

- Feedback — does this prototype generate interest?
- Suggestions for future directions
- Related projects or potential collaborations
- Investment or pilot opportunities

Thanks

Christophe Bruchansky

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