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**Introduction**for the Business Reporting Use Case

*Want to introduce colleagues to Groopit? Here’s an example email you can use for inspiration – just make sure to customize the copy highlighted in yellow!*

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Team:

I would like to suggest a tool I’ve recently come across that might benefit our leadership team. It would allow us to get real-time, uncensored information from leaders throughout our organization. It’s simple to use, works with our existing tech stack (optional: insert specific systems here, like “including Microsoft Teams, Slack, Salesforce or email”) and might be a great asset for us to leverage for our (optional: insert a specific initiative here) work.

Here’s how it works: Leaders answer a few simple questions, once per week. The AI analyzes the information, recognizes patterns before they are obvious, and summarizes the actionable intelligence almost instantaneously.

We could establish a weekly cadence with a few simple questions to get started. For example:

* 1. *What’s working?*
	2. *What’s not working?*
	3. *Where did we win?*
	4. *Notice any changes in markets, competition, supply or regulations?*
	5. *Any issues where collaboration may be useful?*

The AI is built by former Microsoft executives, and their company is called Groopit, the “AI engine for human intelligence.” Apparently, Microsoft Copilot is not able to deliver the same high-quality results, so even Fortune 25 executives are now using it to engage leaders across their organizations.

I found this 90-second audio clip useful about the problem Groopit solves - you can listen here: <https://groopit.co/solutions/business-reporting/>.

**I’d like to schedule a demo so we can all take a look. Is anyone else interested in learning?**

Looking forward to it.

Thanks,
Name