TOOL SHEET
Miro

DIFFICULTY: Moderate

A. General Description

TOOL NAME	Miro
LINK	https://miro.com/
TYPE	Online collaborative whiteboard and diagramming tool
BEST FOR	Visual thinkers (including people with specific learning disorders or neurodivergent) to organise ideas; small youth teams and facilitators to brainstorm together in real time
LANGUAGES	Interface available in 8 languages (English, French, German, Japanese, Korean, Polish, Portuguese, and Spanish) Users can add content in any language
FREE/PAID	Freemium
KEYWORDS	#MindMap, #Brainstorming, #VisualIdeas, #Collaboration, #Diagram, #Whiteboard, #VisualThinking

1. What is this tool?

- **Map your ideas visually**: Miro gives you an infinite canvas where you can connect ideas using shapes, lines and sticky notes.
- **Start your way**: Choose a ready-made mind map template or start with a blank board and build branches around a central idea.
- **Create together**: Several people can work on the same board at the same time - perfect for developing a social business idea as a team.
- **Get an AI boost**: Stuck for ideas? Miro's AI features can suggest new branches and help your mind map grow.

B. Practical Task & Step-by-Step

2. Practical task

- **Start with your idea**, "Spark-To-Pitch", in the middle of the board
- Then **add a few main branches** around it - the key parts your idea needs to work: "Audience needs", "Content angles", "Services" and "Marketing messages"
- From there, **break each branch down** further, and **use sticky notes** to add details: specific needs, topics, services, examples, or anything else that helps bring the idea to life

3. Scenario / example business

- **Name**: Spark-To-Pitch
- **Service**: Short, co-created workshops helping 16-24-year-olds turn social problems into small, testable ventures, such as peer support groups, eco-delivery or homework clubs
- **Target audience**: Young people from low-income neighbourhoods, youth workers, local NGOs
- **Tone of voice**: Friendly, hopeful, practical, youth-to-youth, inclusive
- **Final goal**: Help young people design and test a small social venture in 4 weeks, and then pitch it to local partners
- **Tool use:** Map the programme's key elements on one mind map to prepare a simple presentation and pilot plan

4. Before you start

- Short **description** of the business idea (1-2 sentences) and its **target audience** (age range, context, key challenges)
- Draft list of **possible services or activities** (like "idea lab", "pitch night")
- Any **logo, colours, or images** you want to use
- Links to **existing materials** (project summary, website, PDF, etc.), if available

#	Action	Instruction
1	**Open tool**	Go to Miro and sign in or create a free account.
2	**Choose format**	Click **"Explore templates"** and select a **"Use cases"** category. Click **"Use"** on your chosen template. Invite teammates or close the pop-up.
3	**Add input**	Click **"Start"** and rename the board "Spark-To-Pitch". Rename the existing nodes "Audience needs", "Content angles", "Services" and "Marketing messages". Add branches with **+** and sticky notes from the toolbar. Delete unused nodes (right-click).
4	**Use AI feature**	Click ✨ **"Sidekicks"**. Enter a short business prompt and ask AI to create a mind map.
5	**Edit result**	**Rewrite** suggestions in plain language, **remove** unnecessary ideas and **organise** the branches. Use icons or colours to highlight key ideas.
6	**Export/share**	**Share** the board link or **export** it as an image or PDF for slides or reports.

Expected final result

One clear mind map showing the audience needs, workshop content, possible services and activities, and key marketing messages - ready to use in a simple pitch deck or brochure.

C. Tips & Complementary Information

Page 2: tips and complementary information

7. Example prompts / inputs

- "Create a mind map of a youth social business called Spark-To-Pitch that helps 16-24-year-olds turn social problems into small ventures."
- "Expand the branch 'Audience needs' with 6-8 typical needs of young people starting a business."
- "Suggest 10 simple marketing messages in clear language for promoting free youth social business workshops."

8. Tips for better results

- **Start with a template**: Choose a ready-made template instead of a blank canvas to save time and give the session structure
- **Use frames to organise ideas**: Group content into clear sections and make the board easier to navigate and export
- **Lock fixed elements**: Lock headers, instructions and backgrounds to prevent accidental changes
- **Manage your boards**: The free plan limits you to 3 editable boards, so archive or export finished boards regularly
- **Back up important work**: Export key boards as PDFs or images to avoid losing access to your work

9. Common mistakes to avoid

- **No structure**: Letting the board become cluttered instead of using clear sections or frames
- **Blank-canvas syndrome**: Starting with an empty board and no clear template or instructions
- **Too much access**: Giving everyone full editing rights, increasing the risk of accidental changes or deletions
- **No backup**: Failing to export or save important boards, risking lost work if access or permissions change
- **Too much content**: Adding too many objects or images, making the board harder to navigate and potentially slowing it down

10. Screenshot / visual example

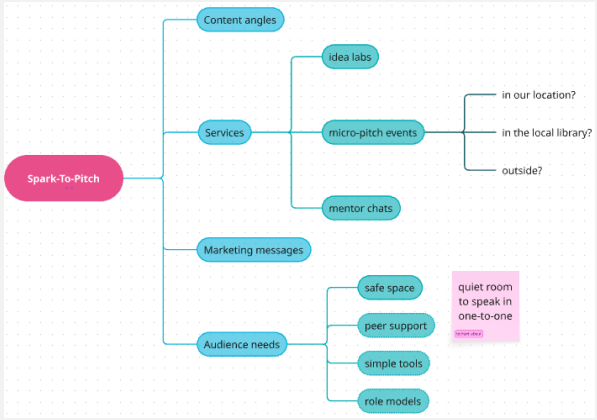


Figure 1. Miro mind map for brainstorming the Spark-To-Pitch business

11. Supporting material

- **How to use Miro**: A beginner-friendly introduction explaining how to create a board, add content, use templates, collaborate, share, and export work.
- **Miro Learning Centre**: A starting point for learning inside the Miro platform. Access requires a Miro account or login.
- **Miro Tutorial Videos**: Miro's official YouTube channel, offering short visual demonstrations of features and use cases.
- **Miro Academy**: A structured learning platform with courses and videos for beginners and more advanced users. Topics include getting started, Miro AI, customer journey mapping, diagramming, presentations, prototyping, and Agile workflows.
- **Guide to Miro training resources**: A directory that helps users choose the right learning format according to their objective.
- **Miro Community**: A user forum where people can ask questions, exchange practical solutions, and report problems.

12. Responsible AI

AI can suggest ideas, but young people should **check and adapt** them to reflect their real context and values.
AI is **not neutral** and may **miss local realities**.

Trainer notes

- **Time needed**: 45-60 minutes
- **Format**: Group work with 3-6 young people + facilitator
- **Easier version**: Use only 2 branches
- **Harder version**: Add extra branches (like Partners, Risks + Resources)