

# AI for Product and Business Managers Masterclass

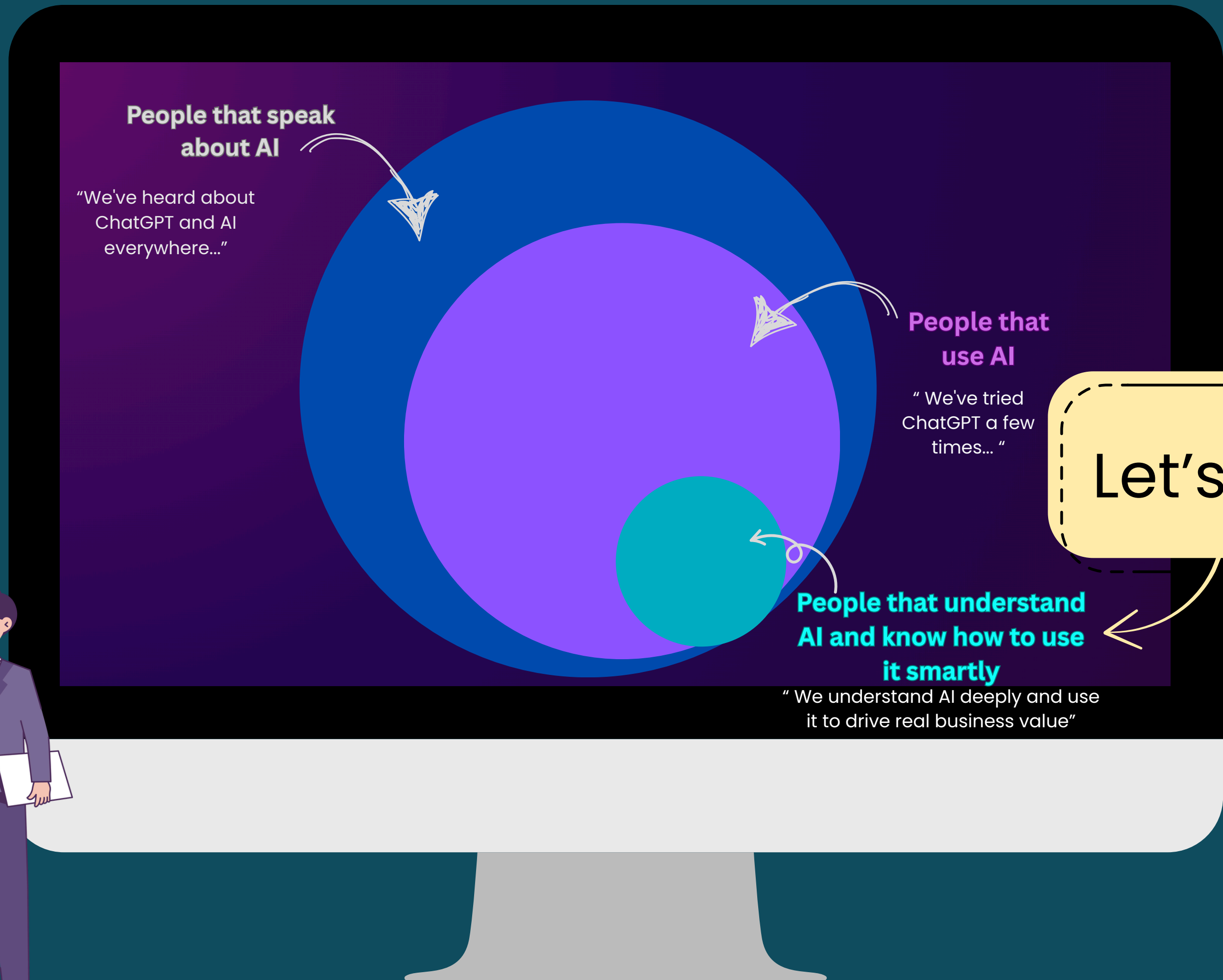
From AI-curious to AI-confident in 2 days



Understand How AI Works -  
and How to Integrate It

No tech skills needed.

Main Trainer: Adela Mureşan, AI expert, with 13+ years of  
implementing and delivering AI projects including  
Romania's largest bank



**Most AI initiatives fail because teams lack foundational understanding.  
Here's how we solve that:**

## 1: Training

Build AI Fluency – Understand what AI is and how it can drive real business value



## 2: Workshop

Walk away with 3–5 actionable AI initiatives for your business



# Is This Workshop Right for You?

Perfect for:

- **Product Managers** : Integrate AI features confidently , prioritize AI-driven roadmaps , Speak AI with technical teams
- **Business Leaders & Directors**: Lead AI transformation , identify opportunities , build AI-literate teams

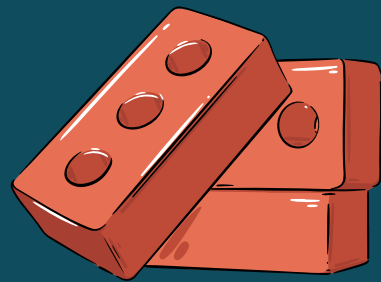
*No technical background needed. Just bring curiosity and examples from your daily work.*

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Not sure if it's right for you? Email us: [contact@ai-vise.com](mailto:contact@ai-vise.com)

## Training : Understand the Full Spectrum of AI

You will explore the full spectrum of AI, from traditional machine learning for predictive tasks to Generative AI for content creation and automation. We'll go through theory, examples and practical steps for taking AI ideas all the way to production-ready solutions.



**1. Foundation** Clear introduction to AI concepts, key terminology, and types of machine learning through real-world examples.



**2. Generative AI** Deep dive into GenAI use cases, discover models like ChatGPT, Claude, Gemini. Practical prompt engineering techniques to get results.



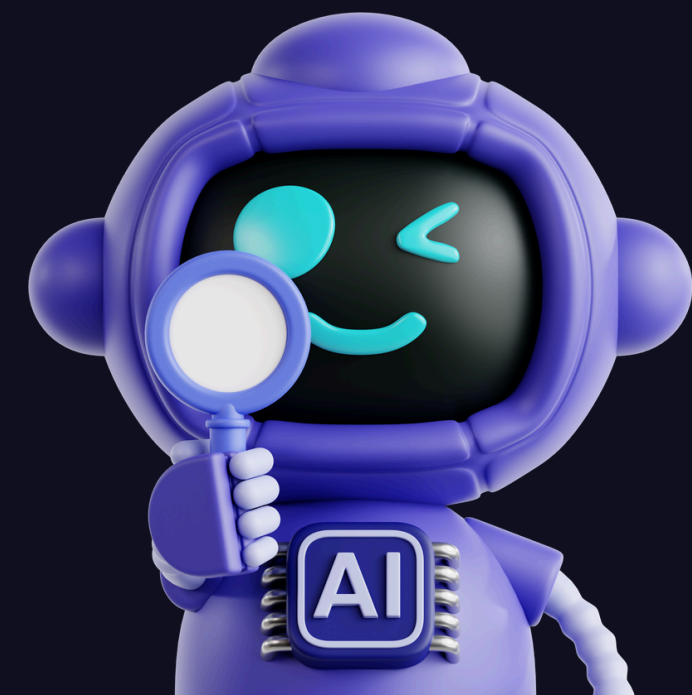
**3. AI in production.** Since theory and production are two different worlds, we will address the topic of AI deployment, on-prem and in the cloud. We will discover how we deploy our custom models or how we can use existing cloud services.  
We end the discussion with a lesson on ethical AI to prepare you for a responsible adoption.

## Interactive workshop: Discover how AI can help YOU

Through a guided, interactive workshop, we will explore your daily tasks and workflows to uncover where AI can create real impact.

- Map your daily/weekly workflows and responsibilities
- Identify time-consuming, repetitive, or data-heavy tasks
- Brainstorm AI opportunities with measurable ROI
- Impact Prioritization Exercise
- Choose your top 3-5 AI initiatives
- Build your 30-90 day implementation roadmap

**Outcome: Your team will know exactly what to build, what to buy and what to ignore, and exactly how to execute.**



# Agenda Day 1

## Module 1

### AI Fundamentals

Overview of AI concepts and applications

Key terminology and first examples

Understand supervised, unsupervised and reinforcement learning concepts through real examples

## Module 2

### Advancing AI to Images and Text

The logic behind neural networks (no math required, just a basic understanding)

Introduction to computer vision

Text data and natural language processing

## Module 3

### Generative AI

Generative AI models exploration. Explore ChatGPT, Claude, Gemini and more: What makes them different?

Text, image, audio and video generation

Prompt engineering tips and tricks

Showcase of GenAI Use Cases

## Module 4

### Chatbots & AI Agents

Custom chatbots with YOUR data

RAG (Retrieval-Augmented Generation) explained simply

AI agents: When chatbots take action for you

Security & privacy considerations

# Agenda Day 2

## Your AI Roadmap Accelerator

### Module 5

From prototype to production

Exposing a model through an API

What is the cloud and how we interact with it?

AI in the cloud

Build vs. Buy decisions: When to use existing AI services vs. custom models

### Module 6

AI Ethics and Responsible AI

The questions every business leader should ask before deploying AI

Overview of GDPR and EU AI Act compliance requirements

Detect and mitigate bias in AI systems

Map your daily/weekly workflows and responsibilities → Identify time-consuming, repetitive, or data-heavy tasks.

Brainstorm AI opportunities.

Impact Prioritization Exercise

Choose your top 3-5 AI initiatives.  
Build your 30-90 day implementation roadmap.

# Outcomes and Takeaways

CLEAR UNDERSTANDING OF WHAT AI IS AND HOW IT WORKS

HOW TO TALK WITH AI TO GET THE BEST OUT OF IT

HOW TO APPLY AI RESPONSIBLY IN PRODUCTION



A SHOWCASE OF REAL-WORLD USE CASES FOR INSPIRATION

YOUR PERSONAL AI ROADMAP READY TO EXECUTE

COURSE RESOURCES

# Logistics and Pricing



**Location:** Available on-site or remote (on-site recommended for better engagement)



**Duration:** 2 full days (9:00 – 17:00)



**Group size:** 5–20 participants



**What's included:** training and workshop outcomes, slides, handouts, AI cheatsheet, GenAI tools guide, certificate of completion, AI roadmap.



**Customization available:** company-specific use cases, GenAI focus, or add-ons



## **Pricing:**

- 5,000€ for up to 10 participant
- 7,000€ for 11–20 participants



## Success Bonus:

- 4 hours of follow-up consultation to ensure success.
- Discounted follow-up consulting or implementation.

**GUARANTEE: IF YOUR TEAM DOES NOT WALK AWAY WITH AT LEAST 3 HIGH-IMPACT AI INITIATIVES, WE WILL PROVIDE ADDITIONAL CONSULTING AT NO COST UNTIL YOU DO.**

# FAQ

- **I'm not technical at all. Will I be able to follow?**

Absolutely! This workshop is designed specifically for non-technical business professionals. No coding or math required.

- **What if my industry isn't tech?**

AI applies to every industry. We customize examples to your sector and the workshop focuses on YOUR specific workflows.

- **How is this different from an online AI course?**

This is a customized, interactive experience where you build YOUR action plan with direct expert guidance.

- **Can we do this remotely?**

Yes, but we recommend on-site for better engagement and interaction.

# FAQ

- **What's your cancellation/rescheduling policy?**

Full refund if cancelled 30+ days before the workshop. Reschedule anytime up to 14 days before at no cost. We understand plans change.

- **Will I really walk away with an action plan?**

Yes! Day 2's afternoon is dedicated to building your personalized roadmap. You'll leave with a document outlining your top 3-5 AI opportunities and implementation steps.

- **Is this about ChatGPT?**

No. While we cover generative AI (ChatGPT, Claude, etc.) extensively, we also teach traditional ML, computer vision, NLP, predictive analytics, and AI deployment strategies.

- **How technical is the deployment/production section ?**

We explain technical concepts in business terms. You'll understand how deployment works, what questions to ask engineers, and how to evaluate options.

# Let's bring AI knowledge to your team!



**Alvise**

Reach out to us for a tailored discussion.



[contact@ai-vise.com](mailto:contact@ai-vise.com)

**DISCOVER YOUR AI ROADMAP IN JUST 2 DAYS AND BUY BACK TENS OR HUNDREDS OF HOURS OF YOUR TEAM'S WEEK.**