

AI FELLOWSHIP PROGRAM

BUILD. LEAD. SCALE.



This is not a course.
This is a **founder execution system.**

You don't learn how startups work.
You run one.



Weeks 1-4

FOUNDATIONS → SYSTEMS THINKING → AUTOMATION

WEEK

01

AI Foundations for Builders

Understand the landscape before you build.

- AI, GenAI, LLMs, RAG, APIs, agents
- Where AI works — and where it breaks
- Thinking in workflows, not tasks

OUTPUT

AI-assisted workflow
Real-world use-case breakdown



CHALLENGE

Build your first AI-assisted workflow

WEEK

02

Context Engineering & SOP Writing

Turn processes into AI-readable instructions.

- Advanced context engineering
- Writing clear and detailed SOPs
- Converting human processes into AI prompts

OUTPUT

SOP playbook
3 business process SOPs



CHALLENGE

Write SOPs for 5 different business tasks

WEEK

03

AI Tools & Builder Stack

Use the right tool for the right job.

- Tool selection frameworks (Cursor, Lovable, Claude, OpenClaw)
- Rapid prototyping with AI tools
- Building personal portfolio using AI

OUTPUT

End-to-end workflow
Personal portfolio website



CHALLENGE

Build your own professional portfolio website using AI

WEEK

04

Building AI Agents

Move from tasks to autonomous execution.

- Agent design and logic
- Building personal AI assistants
- Connecting Claude with tools (WhatsApp, OpenClaw)

OUTPUT

Working AI Agent
Personal assistant



CHALLENGE

Build a fully functional Personal AI Assistant using OpenClaw

FROM

Using AI tools randomly



TO

Building structured systems



WEBSITE
www.aivalytics.com



EMAIL
ceo@aivalytics.com

Weeks 5-8

BUILD → INTEGRATE → DEPLOY → OPTIMIZE

WEEK

05

AI Workflows & Automation

Design systems that run on their own.

- Triggers, actions, logic, memory
- Building AI workflows using no-code tools
- Business automation patterns

OUTPUT

Business automation system
Automated workflow



CHALLENGE

Build an AI workflow that connects Claude with WhatsApp

WEEK

06

AI for Market Research

Use AI to deeply understand any market.

- Using AI for customer research
- Competitor analysis using AI
- Data collection & insight generation

OUTPUT

Market research report
Validated market insights



CHALLENGE

Do complete market research for 3 different business ideas using AI

WEEK

07

Advanced AI Agents & Orchestration

Build smarter, more reliable agents.

- Multi-agent systems and orchestration
- Guardrails and reliability
- Agent memory and context management

OUTPUT

Multi-agent workflow
Autonomous task system



CHALLENGE

Build a multi-agent system for a business process

WEEK

08

AI in Business Functions

Apply AI across core business areas.

- AI for marketing & content creation
- AI for finance & basic analysis
- AI for operations and support

OUTPUT

Department-specific AI systems
3 automated business functions



CHALLENGE

Automate one full process from each business function (marketing, finance, operations)

FROM

Building workflows



TO

Integrated AI systems



WEBSITE
www.aivalytics.com



EMAIL
ceo@aivalytics.com

Weeks 9–12

INTEGRATE → VALIDATE → LAUNCH → ITERATE

WEEK

09

Production Deployment

Move from prototype to real-world use.

- Deployment strategies
- User feedback and iteration
- Monitoring and optimization

OUTPUT

Deployed AI solution
Feedback loop system



CHALLENGE

Deploy your AI agent and collect real user feedback

WEEK

10

Systems Thinking & Analysis

Learn to see and analyze business systems.

- Understanding business systems
- Analyzing processes for automation
- Finding opportunities for AI agents

OUTPUT

System analysis framework
Process automation map



CHALLENGE

Analyze a real business and identify 5 processes that can be automated

WEEK

11

Idea Generation & Selection

Choose the right problem to solve.

- Generating startup ideas
- Problem validation frameworks
- Selecting your startup idea

OUTPUT

Finalized startup idea
Problem-solution fit document



CHALLENGE

Generate and evaluate 20 startup ideas

WEEK

12

Idea Validation

Test your idea before building.

- Rapid validation techniques
- Customer conversations
- Quick market testing

OUTPUT

Validated business idea
Early customer feedback



CHALLENGE

Complete the 48-Hour Money Challenge

FROM
Idea & Insight



TO
Validated Opportunity



WEBSITE
www.aivalytics.com



EMAIL
ceo@aivalytics.com

Weeks 13-16

MARKET → CUSTOMER → EXECUTION → TRACTION

WEEK
13

Customer & Problem Deep Dive

Start with reality, not assumptions.

- Identify real customer segments
- Conduct direct customer conversations
- Validate the core problem

OUTPUT

Clear customer profile
Defined problem statement



CHALLENGE

Talk to 10 potential customers

WEEK
14

Positioning & Offer Creation

Understand how marketing really works.

- Market landscape and opportunity
- Positioning and differentiation
- Creating your offer

OUTPUT

Positioning statement
Compelling offer



CHALLENGE

Write 10 cold emails that get replies

WEEK
15

Value Creation & Offer Design

Build something people actually want.

- Value creation frameworks
- Crafting and enhancing your offer
- Pricing strategy

OUTPUT

Finalized offer + pricing
Value proposition document



CHALLENGE

Build and test 3 different offers

WEEK
16

Sales & Outreach Systems

No sales = no business.

- Writing high-converting emails
- Outreach and lead generation
- Handling objections and closing

OUTPUT

Sales outreach system
First sales conversations



CHALLENGE

Get 5 customer calls booked

FROM

Customer Insight & Offering



TO

Sales Conversations & Traction



WEBSITE
www.aivalytics.com



EMAIL
ceo@aivalytics.com

Weeks 17-20

EXECUTION → LAUNCH → LEADERSHIP

WEEK



17

MVP Development with AI

Build fast using everything you've learned.

- Building MVP using AI tools & no-code platforms
- Working with your 5 AI interns for the first time
- Rapid iteration and version building
- Using AI agents to speed up development

OUTPUT

-  Working MVP
-  Team execution system in place



CHALLENGE:

Build and launch your Minimum Viable Product with your team of 5 interns

WEEK



18

Go-To-Market Strategy

Take your product to real customers.

- Choosing the right marketing & distribution channels
- Launch planning and execution
- Early traction and user acquisition tactics
- Positioning and messaging refinement

OUTPUT

-  Go-to-market plan
-  Initial users / early revenue



CHALLENGE:

Get your first 10 users

WEEK



19

Team Leadership & Management

Lead your team of 5 AI Generalists.

- Managing and delegating effectively to interns
- Setting up communication systems (Slack/Notion/etc.)
- Tracking progress, accountability & driving outcomes
- Leadership principles for early-stage startups

OUTPUT

-  Clear team roles & ownership
-  High-performing execution team



CHALLENGE:

Run your first full team meeting with all 5 interns

WEEK



20

Finance & Money Management

Understand the numbers that matter.

- Basic financial modeling for your startup
- Unit economics and pricing analysis
- Tracking revenue, expenses & cash flow
- Financial decision-making using AI tools

OUTPUT

-  Basic financial model
-  Unit economics breakdown



CHALLENGE:

Build a complete financial model for your business

FROM

Execution & Systems



TO

Growth & Impact



Weeks 21-24

SCALE → OPTIMIZE → GROW → IMPACT

WEEK

21

Growth Marketing with AI

Use AI to grow faster and smarter.

- Content marketing systems
- Growth loops and funnels
- Paid ads and performance
- Analytics and optimization

OUTPUT

Growth system
Marketing performance dashboard



CHALLENGE

Generate 100 qualified leads using AI-powered systems

WEEK

22

Operations & Process Optimization

Build efficient systems that scale.

- SOPs and documentation
- Process automation
- Team workflows and tools
- KPIs and performance tracking

OUTPUT

Optimized operations system
KPI dashboard



CHALLENGE

Automate and optimize 5 key business processes

WEEK

23

Financial Planning & Strategy

Make data-driven financial decisions.

- Financial forecasting basics
- Unit economics and metrics
- Budgeting and resource allocation
- Funding and runway planning

OUTPUT

Financial plan
3-6 month runway model



CHALLENGE

Build a 6-month financial plan for your startup

WEEK

24

Demo Day & Future Roadmap

Showcase. Get feedback. Plan what's next.

- Pitch deck and storytelling
- Demo day preparation
- Expert feedback and evaluation
- Future roadmap and next steps

OUTPUT

Investor-ready pitch deck
Future roadmap



CHALLENGE

Pitch your startup on Demo Day

FROM

Execution & Systems



TO

Growth & Impact



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www.aivalytics.com



EMAIL

ceo@aivalytics.com

Invest in skills. Build a real company.

PROGRAM INVESTMENT

₹49,999

One-time Program Fee

BATCH SIZE



40

FELLOWS ONLY

Small batch. Maximum impact.
Personalized attention.

WHAT'S INCLUDED

- ✓ 6-Month Intensive AI Fellowship
- ✓ Live daily sessions from industry experts
- ✓ Team of 5 AI Generalists (interns) to execute your startup
- ✓ Access to all tools, templates & frameworks
- ✓ Personalized dashboard + progress tracking
- ✓ Dedicated WhatsApp support & notifications
- ✓ Assignments, challenges & real execution work
- ✓ Final Demo Day + Competition with exciting prize of 50k
- ✓ AIValytics Certificate of Completion

SCHEDULE



Monday to Friday

7:00 PM – 8:30 PM
(sometimes till 9:00 PM)

FACULTY



- Technical Sessions led by experts from MIT, IIT Kharagpur & MNCs
- Entrepreneurship & Leadership Sessions led by founders and professionals from IIM & top MNCs

★ GRAND FINALE ALERT! ★

COMPETITION ON THE LAST DAY

WITH

— EXCITING PRIZE MONEY —

₹50,000

Showcase. Compete. Win Big. Make your mark!



**YOU WILL
WALK AWAY WITH**



A real product
launched



Real users &
potential revenue



Leadership
experience



Investor-ready
business plan



AIValytics
Fellowship
Certificate

WHO IS THIS FOR?



Aspiring Founders
Ready to build
and launch.



Builders & Developers
Who want to turn ideas
into real businesses.



AI Enthusiasts
Who want to create
AI-powered ventures.



**Students & Young
Professionals**
Who want to become
future-ready leaders.



NEXT BATCH STARTS SOON

Limited seats. High impact.
Real transformation.



APPLY NOW

Take the first step toward
building your future.