

AI MASTERY BOOTCAMP

A Comprehensive 2-Day Training Program

Designed for Working Professionals & College Students

2 Days

Intensive Workshop

10 Sessions

Across Both Days

30+ AI Tools

Hands-On Stack

0 Coding Req.

No Tech Background

DESIGN PHILOSOPHY

This curriculum is engineered for maximum AHA moments and minimum fatigue. Every session follows the rhythm: Concept (Why) → Demo (Wow) → Practice (Now). Sessions are deliberately spaced, breaks are structured, and the pace moves from familiar to mind-blowing. Both professionals and students leave day two having built real things.

WHAT YOU WILL WALK AWAY WITH

Day 1 Deliverables	Day 2 Deliverables
A personal prompt library with 5 frameworks ready to use	A live no-code website or landing page built by you
Your first Custom GPT tuned to your role or subject	An AI automation workflow mapped and partially built
AI-generated research report on a topic you choose	A voice agent concept or AI calling flow designed
A set of AI-generated images or product visuals	An AI-generated video with voice and avatar overlay
Platform comparison matrix personalised to your needs	Full understanding of how Agents, n8n & Make work

Trainer: Om Shah, Business & Technology Head, NPMO | AI Mastery Workshop

DAY 1 — FOUNDATIONS, PLATFORMS & CREATIVE AI

Theme: From "What is AI?" to creating images, videos and your first intelligent bot — all in one day.

DAY 1 AT A GLANCE

Time	Session	Format
9:00 – 9:30	Session 0 — Welcome, Rules & The Big Question	<i>Energiser</i>
9:30 – 10:45	Session 1 — AI Foundations & How It Actually Works	<i>Concept + Demo</i>
10:45–11:00	Coffee Break	
11:00 – 12:15	Session 2 — Prompt Engineering Masterclass	<i>Framework Lab</i>
12:15 – 13:00	Session 3 — AI Platforms Deep Dive	<i>Live Compare</i>
13:00–13:45	Lunch Break	
13:45 – 14:45	Session 4 — Building Your First Custom AI Bot	<i>Hands-On Build</i>
14:45 – 15:45	Session 5 — Visual AI: Images & Presentations	<i>Creative Lab</i>
15:45–16:00	Coffee Break	
16:00 – 17:00	Session 6 — AI for Video & Voice	<i>Wow Factor</i>
17:00 – 17:30	Day 1 Showcase + Q&A	<i>Group Share</i>

Session 0 Welcome, Rules & The Big Question

9:00 – 9:30 AM

This 30-minute opener sets the entire emotional tone of the workshop. It is not housekeeping — it is a carefully designed hook.

Opening Hook — The One Question That Changes Everything

Start with this on screen: "If AI can write, research, design, code, call customers and analyse your data — what exactly is your job?" Let it sit for 10 seconds of silence. Then begin.

Housekeeping Done Right

- One device policy — phone in hand, laptop open
- This is a first-draft workshop — all outputs are starting points, not final work
- No question is too basic — AI is genuinely new to everyone including the trainer
- INR pricing for every tool will be covered — no surprises

Quick Self-Introduction Round (2 minutes)

Each participant: Name + Industry/Degree + One word for how they feel about AI right now. Trainer maps the words on screen. This tells you the room's anxiety level and calibrates delivery speed.

AHA MOMENT

The answer to 'what is your job?' is not what most people expect. The job becomes: knowing what to ask AI, how to verify it, and where human judgment is irreplaceable. That framing — human as curator, not creator — is the mindset shift the entire 2 days is built on.

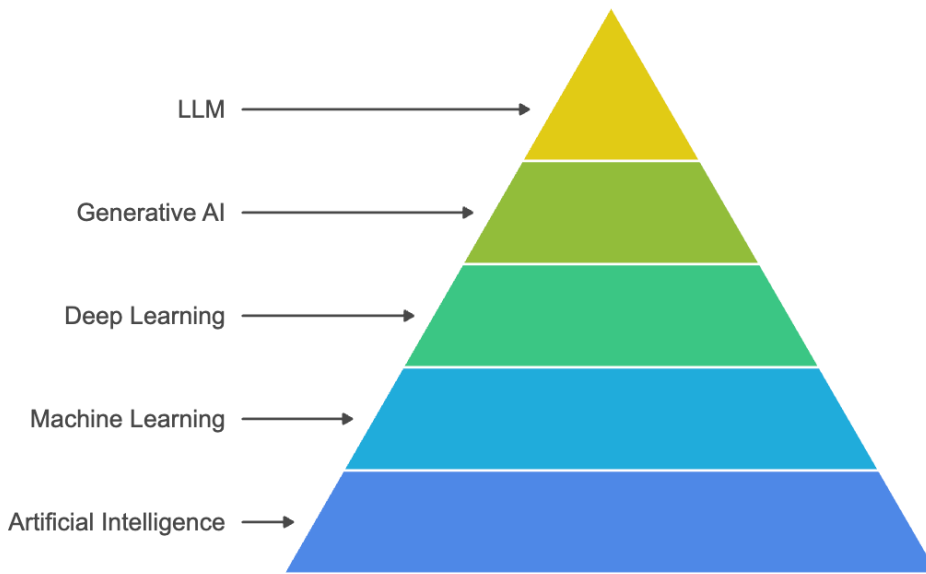
Session 1 **AI Foundations — How It Actually Works**

9:30 – 10:45 AM

1.1 What AI Actually Is (Not What Films Show) — 20 mins

Cover the hierarchy fast and visually. The goal is not academic precision — it is giving participants a mental model they can use.

AI Technology Hierarchy



Term	One-Line Mental Model
Artificial Intelligence	Any machine that mimics human intelligence
Machine Learning	The machine learns from examples (Netflix suggestions, fraud detection)
Deep Learning	ML with layers — powers Face ID, Instagram filters, voice recognition
Generative AI	AI that creates — text, images, code, video, audio from prompts
LLM (Large Language Model)	The engine inside ChatGPT / Claude — predicts the next word, at scale

Key distinction to hammer: ChatGPT is the website. GPT-4o is the model. Gemini is the app. Gemini 2.5 Pro is the model. This confusion trips everyone up.

1.2 AI Is Not Just ChatGPT — The Ecosystem Tour — 10 mins

- AI in Daily Life: Spotify playlists, Google Maps ETA, Swiggy delivery routing, bank fraud alerts, Amazon recommendations
- The mindset shift: AI is not a product — it is a layer being added to every product
- 'Builders vs Operators' — every team will split into these two roles. Non-technical people must become strong Operators.

AHA MOMENT

The vocabulary you bring to AI determines what you get out of it. Two people asking ChatGPT the same thing in different words will get wildly different answers. Vocabulary IS the new skill.

1.3 Live Demo: Train Your Own AI in 15 Minutes — 25 mins

Tool: Google Teachable Machine (teachablemachine.withgoogle.com) — free, browser-based, no account needed.

HANDS-ON: Train an Image Classifier Together

Step 1: Open Teachable Machine in browser. Step 2: Create 3 classes — Thumbs Up, Thumbs Down, Neutral. Step 3: Trainer captures 50 images per class via webcam. Step 4: Hit Train. Step 5: Watch the model predict in real-time. Discuss: why does it sometimes fail? What does 'training data' really mean? Then repeat with Audio — train a model to recognise clapping vs silence. This is the single most memorable moment of Day 1.

PRO TIP: Ask participants to deliberately 'trick' the model with ambiguous gestures. Watching it fail at edge cases teaches more about AI limitations than any slide ever could.

Session 2 Prompt Engineering Masterclass

11:00 AM – 12:15 PM

This is the most skill-dense session of Day 1. Prompt engineering is the single highest-ROI skill participants will learn — it applies to every AI tool, every day. Take your time here.

2.1 Why Prompts Matter — The Drunk Intern Analogy — 10 mins

AI is like a brilliant intern who is sometimes slightly drunk. Extremely capable, but needs very specific instructions, context, and checkpoints. The quality of your output is entirely a function of the quality of your brief.

- Bad prompt: "Summarise this report."
- Better prompt: "Read this PDF. List 5 key insights as bullet points. Flag anything that seems contradictory or missing. Keep it under 200 words."
- The difference in output quality between these two is not 10% — it is 10x.

2.2 The 4-Part Prompt Checklist (Non-Negotiable Foundation)

AI Interaction Framework



Element	What It Does
Role	Sets the AI's persona and expertise lens
Task	Specifies exactly what needs to be done
Context	Provides the background, audience, constraints
Format/Output	Defines how the answer should look

2.3 The 5 Core Frameworks with Live Examples — 40 mins

Five frameworks, each taught with: one-line description, best use case, a worked example prompt, and a live demo on screen.

Framework 1 — RACE

- Role, Action, Context, Expectation
- Best for: Business documents, marketing copy, professional communications

Example: "You are a senior HR consultant. Draft a 3-paragraph rejection email for a candidate who interviewed well but was not selected for a Product Manager role at a mid-size tech company. Keep it warm, professional, and specific — mention one genuine strength observed."

Framework 2 — TASK

- Task, Audience, Source, KPI
- Best for: Marketing, sales outreach, KPI-driven content

Example: "You are a B2B copywriter. Write a 120-word WhatsApp message targeting procurement managers at textile manufacturers. Use the attached product brochure as your source. Optimise for getting a demo booking — target 20% reply rate."

Framework 3 — PLAN

- Problem, Limits, Assets, Next Action
- Best for: Strategy, planning, problem-solving with constraints

Example: "Problem: We need to onboard 200 new students in 3 days. Limits: 2 staff, no LMS access, budget of Rs 5000. Assets: WhatsApp group, Google Forms, existing PDF handbook. What is the step-by-step onboarding plan?"

Framework 4 — Chain-of-Thought (CoT)

- Ask AI to think step by step before answering
- Best for: Complex analysis, calculations, multi-step decisions

Example: "Think step by step. A retailer has 3 SKUs with margins of 18%, 22%, and 31%. Monthly sales are 400, 150, and 80 units respectively. What is the blended margin and which SKU mix would maximise profit if total volume must stay at 630 units?"

Framework 5 — CO-STAR

- Context, Objective, Style, Tone, Audience, Response format
- Best for: Presentations, stakeholder communications, audience-specific content

Example: "Context: A fintech startup pitching to angel investors. Objective: Explain our AI-powered credit scoring model. Style: Confident but accessible. Tone: Energetic, data-backed. Audience: Non-technical investors with Rs 50L to deploy. Response: 5 bullet points for a pitch slide, each under 12 words."

AHA MOMENT

Once you have these 5 frameworks, you can handle 95% of professional prompt scenarios. The frameworks are not rigid templates — they are thinking checklists. Use whichever elements the situation demands.

2.4 Framework Selection Guide

Use case	Recommended Framework	Why
Content & communications	RACE, CO-STAR	Role clarity + audience focus
Business planning / strategy	PLAN, TASK	Constraints + measurable output
Complex analysis or reasoning	Chain-of-Thought	Step-by-step prevents errors
Quick one-liners / briefs	TASK or bare 4-part checklist	Fast, focused, minimal overhead
Multi-stakeholder documents	CO-STAR + RACE combined	Style + role gives best results

2.5 The 5 Pitfalls (and Exact Fixes) — 15 mins

Pitfall	Fix
Vague instruction ('Make this better')	Use CO-STAR with specific success criteria
Missing context — AI doesn't know your industry	Add role + company size + sector in system context
500-word prompt that confuses AI	Use TASK or RACE — shorter, structured wins
Accepting first output without checking	Ask for 2 options, then critique the better one yourself
No examples — AI doesn't match your voice	Give 1-2 examples of your writing before the request

HANDS-ON: Build Your Prompt Library — 15 Minutes

Each participant picks ONE real task from their work or studies. Writes the task as a bad prompt first (no framework). Then rewrites it using the RACE framework. Then rewrites again using CO-STAR. Runs all three in ChatGPT and compares outputs side-by-side. Share the best before/after with the room. This takes frameworks from theory to personal muscle memory.

Session 3 **AI Platforms Deep Dive**

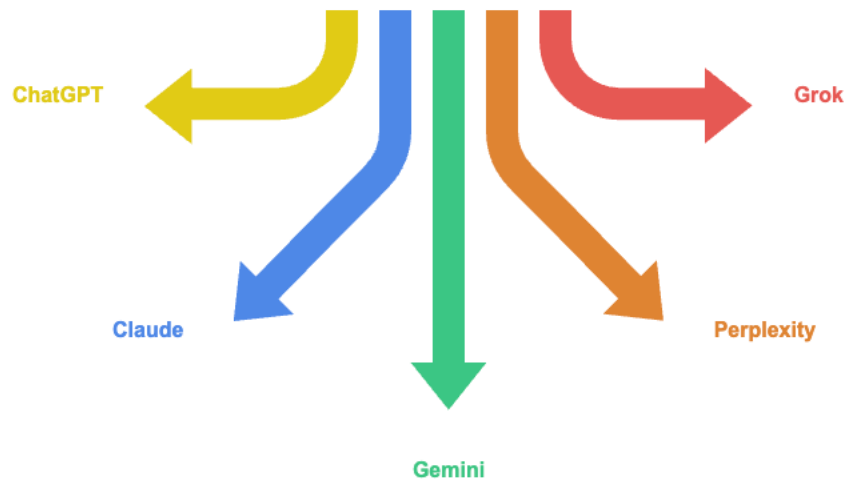
12:15 – 1:00 PM

The goal here is decision-making clarity, not exhaustive feature tours. Participants should leave knowing exactly which tool to open for which job.

3.1 The Big Five Platforms — Side by Side — 30 mins

Cover each platform with: what it uniquely does, the free tier, the INR price of paid, and one live demo.

Which AI platform should I choose?



Platform	Best At	Free / Paid (INR)
ChatGPT (OpenAI)	Creative writing, coding help, image gen, versatile bot	Free / ~Rs 1,700/mo (Plus)
Claude (Anthropic)	Long documents, nuanced reasoning, safe enterprise use	Free / ~Rs 1,700/mo (Pro)
Gemini (Google)	Google Workspace integration, real-time search, multimodal	Free / ~Rs 1,800/mo (Advanced)
Perplexity	Research with citations, real-time web, fact-checking	Free / ~Rs 1,700/mo (Pro)
Grok (xAI)	Real-time Twitter/X data, fast image generation, reasoning	Free (limited) / Rs 2,500/mo

Platform Decision Tree — When to Use What

- Writing a long report or analysing a 50-page PDF → Claude
- Researching a topic and need cited sources → Perplexity
- Working in Google Sheets/Docs or need real-time info → Gemini
- Brainstorming, creative writing, or building a Custom GPT → ChatGPT
- Need latest social media trends or fast image gen → Grok
- General everyday productivity → ChatGPT or Claude, pick one and go deep

3.2 WhatsApp Access — AI Without an Account — 10 mins

For participants who want free access without subscriptions:

- ChatGPT on WhatsApp — save +1 (800) 242-8478, message to start
- Perplexity on WhatsApp — save +1 (833) 436-3285, also works for reminders
- Grok via X app — free tier available without Premium in limited mode

PRO TIP: Have participants open two platforms simultaneously and ask each the same question. The difference in tone, depth, and citation style is the best live comparison you can give.

Also cover briefly: NotebookLM for knowledge management — upload 5 documents, ask questions across all of them, generate audio podcast summaries. Best use: IPO docs, research papers, annual reports, syllabus PDFs.

LUNCH BREAK — 13:00 to 13:45

45 minutes. Leave a prompt challenge on screen: 'Use the PLAN framework to plan your ideal next 6 months. Run it in ChatGPT during lunch. We'll discuss the best outputs at 13:45.'

This is where participants go from AI users to AI builders for the first time. The custom bot they build today will save them hours every week.

4.1 What Are Custom GPTs? — 10 mins

- Pre-configured AI assistants with their own instructions, knowledge, and personality
- Shareable with a team or kept private — no technical skills needed to build
- Think of it as hiring a specialised AI employee for one specific job

4.2 5-Step Build Process — 35 mins (live build)

Step	What You Do
1. Define Purpose	Pick ONE specific, repeatable task (e.g., draft cold emails, explain legal clauses, create study notes from lectures)
2. Write Instructions	Role + behaviour rules + tone + what it must never do — be specific, 200-500 words works best
3. Add Knowledge	Upload PDFs, documents, examples, style guides — the bot learns from these
4. Configure Capabilities	Toggle web browsing, image generation, code interpreter as needed
5. Test and Iterate	Run 5 test prompts, note failures, refine instructions, repeat

Role-Specific Bot Ideas — Pick Your Context

If You Are	Build This Bot
Sales / Business Development	Cold email writer — trained on your product and ICP
HR / Recruiter	JD drafter + interview question generator per role
Marketing	Campaign copy generator in brand voice — upload style guide
Finance / Analyst	Financial clause explainer for contracts and reports
Student	Study buddy — upload lecture notes, it quizzes and explains
Founder / Entrepreneur	Pitch deck advisor — trained on your deck + investor FAQ

HANDS-ON: Build Your Bot — 25 Minutes

Every participant builds their own Custom GPT. Trainer builds one live on screen (HR Onboarding Bot) step-by-step. Participants build in parallel using their own chosen use case. At the end, 3 volunteers share their bot name and what it does. Group votes on most useful, most creative, most surprising.

AHA MOMENT

You just built something that would have taken a developer 2 weeks three years ago. The Custom GPT you built today can be given to your team tomorrow. That is the compound value — one build, infinite uses.

The creative session. Every demo here should produce something visually impressive — the more cinematic the output, the better the room engagement.

5.1 How AI Creates Images — 2-Minute Explainer

Diffusion models learn to reverse the process of adding noise to images — they 'hallucinate' an image from text by progressively removing noise. The prompt is not a search query; it is a generation instruction. That distinction changes how you write prompts.

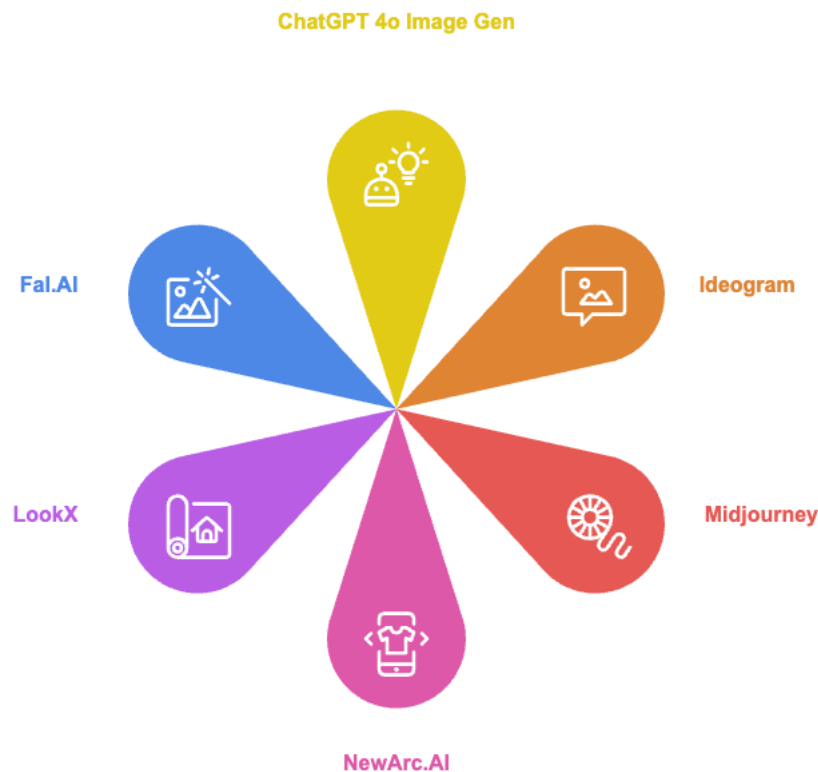
5.2 Image Generation Prompt Formula

THE FORMULA

Subject + Style + Composition + Lighting + Mood + Output Type Example: 'A 35-year-old Indian entrepreneur woman looking confident, standing in front of a glass-walled Mumbai office at sunrise. Shot on Sony A7 III. Warm golden lighting. Cinematic wide angle. Ultra-realistic. For LinkedIn banner.'

5.3 Platform Showcase with Live Demos — 30 mins

AI Image Generation Tools



Tool	Best For	Free / Paid (INR)
ChatGPT 4o Image Gen	Quick logo ideas, social posts, product mockups, in-chat creation	Free (limited) / Rs 1,700 Plus
Ideogram	Text-in-image designs, banners, posters, branded visuals	Free (limited) / Rs 1,700/mo
Midjourney	Cinematic concept art, fashion, architecture, brand moodboards	Rs 850/mo Basic
NewArc.AI	Garment sketch to photorealistic render, fashion & apparel industry	Free plan available
LookX	Architectural renders, interior design, spatial planning from sketches	Free plan available
Fal.AI	Inpainting — change specific parts of an existing image with prompts	Pay-as-you-go

HANDS-ON: Industry Image Challenge — 10 Minutes

Trainer prompts: 'Pick your industry. Now generate: (1) a product/service image, (2) a social media post visual, (3) something that represents your company culture. Run all three in Ideogram or ChatGPT 4o. Share the best one in the group chat.' This makes image generation immediately relevant, not abstract.

5.4 AI-Powered Presentations with Gamma — 10 mins

- Gamma.app — generates full presentation from a single prompt in under 2 minutes
- Live demo: 'Create a 6-slide pitch deck for a D2C skincare brand targeting Gen Z in India'
- Show customisation — change theme, edit text, add images from Ideogram
- Export to PDF or share as live link — no PowerPoint needed

AHA MOMENT

The combination of Ideogram for visuals + Gamma for structure means a full presentation can be drafted in under 20 minutes. What took a designer 2 days now takes a non-designer 20 minutes. The designer's value moves to refinement, not creation.

COFFEE BREAK — 15:45 to 16:00

15 minutes. Screen shows: 'Think of a video you wish existed. A product demo? An explainer? A creative ad? We're making it in the next session.'

Session 6 **AI for Video & Voice**

4:00 – 5:00 PM

The wow factor session. Keep energy high — these demos consistently produce audible reactions from the room.

6.1 Video Generation — The Cinematic Revolution — 30 mins

AI Video Tools



Tool	Best For	Free / INR Paid
Hailuo AI	Hyper-realistic image-to-video, product demos	Rs 850/mo
Runway ML	Video editing, effects, Gen-3 generation	Rs 1,280/mo
Google Veo 3	Highest quality cinematic video, dialogue in video	Via Freepik Rs 1,700/mo
Higgsfield	Add visual effects to photos — makes statics cinematic	Rs 770/mo
Gamma	Animated web presentations from prompts	Rs 500/mo

Live Demo sequence: (1) Take an image created in Session 5 and run it through Hailuo to create a 5-second video. (2) Show a Veo 3 output — a product becoming a robot and speaking dialogue. (3) Run Higgsfield on a static photo to add cinematic motion. These three in sequence consistently stop the room.

6.2 Voice & Audio AI — 20 mins

- ElevenLabs — clone a voice from 1 minute of audio. Generate speech in any language preserving vocal identity. Use case: product ad narration, multilingual content.
- HeyGen — create a talking avatar from a 2-minute video recording. Generate unlimited videos from your avatar with any script. Use case: training videos, personalised sales videos, multilingual marketing.
- Fathom AI — automatic meeting transcription and summary for Zoom/Google Meet. Syncs action items to CRM. Free tier is genuinely generous.
- TwinMind — offline meeting transcription. Records in-person conversations and interviews. Understands open browser tabs for context. Unique in this space.

HANDS-ON: Voice Clone Mini-Demo

Ask one volunteer to record 30 seconds of themselves reading any paragraph. Run it through ElevenLabs. Play back their cloned voice reading something completely different. Consistent reaction: stunned silence followed by nervous laughter. This is the ethical edge case moment — immediately discuss consent and disclosure.

PRO TIP: The voice demo is also the perfect bridge to ethics. Ask: 'What are the rules you would want around your cloned voice?' Let the room answer. This self-generated ethics conversation is more powerful than any slide.

Day 1 Showcase — 17:00 to 17:30

Each participant shares ONE thing they made today. Not a reflection — an actual output. Custom GPT name and purpose, an image, a Gamma deck, a video clip. Trainer keeps energy high: 'One minute each, show us the thing.' End with group vote: Most Useful, Most Creative, Most Surprising.

DAY 1 HOMEWORK

Tonight: Use your Custom GPT for one real task. Screenshot the input and output. Come tomorrow ready to share what worked and what failed.

DAY 2 — AUTOMATION, AGENTS & BUILDING REAL THINGS

Theme: From using AI to building with it — automation flows, voice agents, no-code websites, and the full agent stack.

DAY 2 AT A GLANCE

Time	Session	Format
9:00 – 9:30	Day 1 Revision + Homework Share	Group Discussion
9:30 – 10:45	Session 7 — AI for Data Analysis	Expert Deep Dive
10:45–11:00	Coffee Break	
11:00 – 12:30	Session 8 — No-Code Building with Lovable + Google AI Studio	Live Build
12:30 – 13:15	Session 9 — Voice AI Agents with Vapi	Demo + Design
13:15–14:00	Lunch Break	
14:00 – 15:15	Session 10 — Automation & Agentic AI (n8n, Make)	Concept + Build
15:15–15:30	Coffee Break	
15:30 – 16:15	Session 11 — Ethics, Privacy & Responsible AI	Case Study Lab
16:15 – 17:00	Session 12 — Your AI Action Plan	Personal Strategy
17:00 – 17:30	Capstone Showcase + Certificates + Q&A	Celebration

Session 0 Day 1 Revision + Homework Share

9:00 – 9:30 AM

- 3 volunteers share their Custom GPT homework — what worked, what failed
- Quick revision: 5 frameworks in 5 minutes — one-liner each, participants complete the sentence
- Trainer covers the Day 2 theme: 'Yesterday we used AI. Today we build systems with AI.'
- Energy check: ask who tried a tool they hadn't used before last night. Celebrate every hand.

Session 7 AI for Data Analysis

9:30 – 10:45 AM

Data analysis is where AI pays for itself fastest for working professionals. This session connects directly to their day-to-day — sales reports, student survey data, business metrics.

7.1 Why Normal Tools Hit a Wall — 10 mins

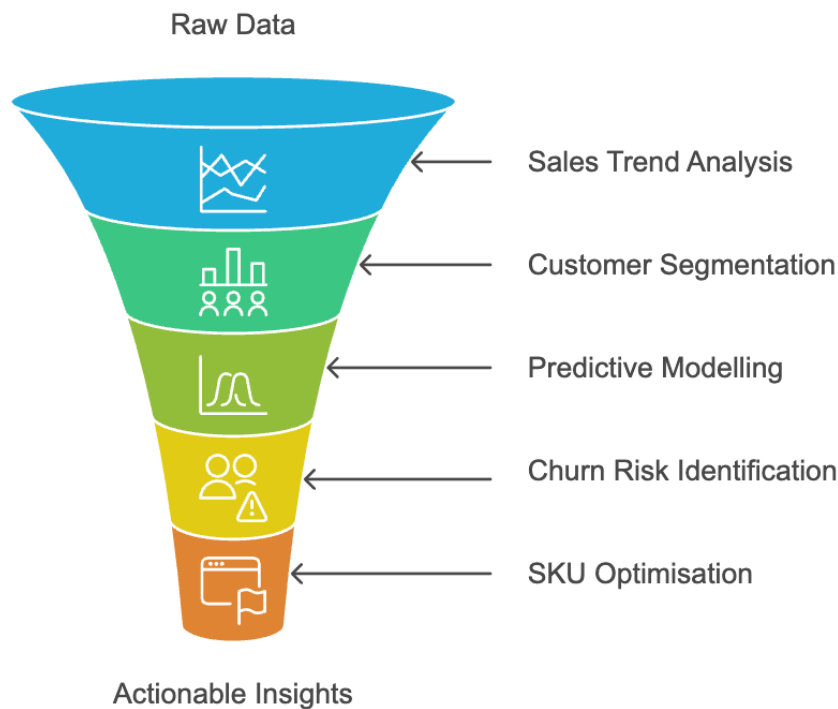
- ChatGPT / Gemini have file size limits for CSVs — ChatGPT caps at 50MB, Gemini at 100MB
- Excel breaks at large datasets; pivot tables require expertise; charts are manual

- The new model: upload data, ask a question in plain English, get analysis + visual

7.2 Julius AI — Conversational Data Analysis — 40 mins

- Julius AI — upload up to 32GB, connect live databases, ask questions in Hindi or English
- Live demo: Use a sample sales dataset from Kaggle. Ask: 'What is the best performing region? What is the YoY trend? Show me a bar chart of SKU-wise revenue. Which 3 products should we discontinue?'
- Key insight: Before analysing, ask ChatGPT: 'I have this dataset with columns X, Y, Z. What are the 10 most important questions I should ask?' Use that output as your Julius analysis agenda.

Data Analysis Process Funnel



Analysis Type	Plain-English Julius Prompt to Use
Sales trend analysis	What are the monthly sales trends for each region over the last 12 months? Show as a line chart.
Customer segmentation	Cluster my customers into 3 groups based on purchase frequency and average order value.
Predictive modelling	Predict next quarter's revenue by product using historical data. Show confidence intervals.
Churn risk	Which customers haven't ordered in 90 days and had high order frequency before? List them.
SKU optimisation	Which 5 SKUs have lowest margin AND lowest volume? Flag for discontinuation review.

AHA MOMENT

You now have PhD-level data analysis available for free or under Rs 2,000/month. The analyst's job does not disappear — it shifts from running queries to asking better questions and interpreting results with domain knowledge.

HANDS-ON: Data Analysis Live Exercise

Participants download a sample dataset from Kaggle (trainer provides link to a clean CSV). Upload to Julius. Each participant picks one of the prompt templates from the table above and runs it. Compare outputs. The participant who generates the most useful insight from the least complex prompt wins a 'Best Question' award.

Session 8 No-Code Building — Lovable + Google AI Studio 11:00 AM – 12:30 PM

This is the session most participants cite as the biggest mindset shift of the two days. Building a working website or app without any code — in under an hour — reframes what 'technical skill' means.

8.1 The Vibe Coding Revolution — 10 mins

'Vibe coding' — coined in 2024 — describes building software by describing what you want in natural language. Tools like Lovable, Bolt, and Cursor turn prompts into working React applications. Cursor (\$200M ARR, 20-person team) and Lovable (\$40M ARR, 20-person team) prove the model works at scale.

8.2 Build a Working Website with Lovable — 50 mins

Lovable.ai — describe your website in plain English. It generates React code, deploys it live, and gives you a shareable URL. No hosting required, no Git, no terminal.

The Master Prompt Template for Lovable:

LOVABLE PROMPT TEMPLATE

You are a web designer creating [type of page] for [Brand/Person Name], a [description of business/purpose]. Design a landing page that: [list 3-4 specific requirements — hero section, product gallery, contact form, etc.] The design should reflect: [brand values — modern/traditional, colors, feel] Include: [specific features — WhatsApp button, portfolio section, pricing table] Optimise for both mobile and desktop. Use clean, professional design.

Participant Use Cases for Lovable Build

Profile	What to Build
Working professional — B2B services	Company landing page with services, team, and contact form
Student — portfolio	Personal portfolio with projects, skills, and resume download
Entrepreneur / startup	Product landing page with problem-solution-pricing structure
HR / recruiter	Job portal page with open roles and application form

Educator / trainer	Course landing page with curriculum, testimonials, enroll button
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HANDS-ON: Build Your Website — 35 Minutes

Each participant builds their own Lovable website using the template above with their own context. Trainer builds live simultaneously (an Ayurvedic brand landing page). Key tips shared live: (1) Be specific with layout — say 'hero section with headline, subtitle and CTA button, then a 3-column feature section'. (2) After first generation, iterate: 'Change the hero image style to minimalist. Add a WhatsApp chat button at bottom right. Make the font larger on mobile.' (3) Publish and share the live URL in group chat.

8.3 Google AI Studio — Real-Time AI Feedback — 25 mins

- Google AI Studio (aistudio.google.com) — free, browser-based, access to Gemini models
- Screen sharing mode: AI watches your screen in real-time and gives feedback on anything visible
- Demo: Share screen showing the Lovable website. Ask AI Studio: 'What is wrong with this landing page from a conversion perspective? What should I change first?'
- Build mode: Generate a simple invoice generator or audio call analyser from a prompt — no coding
- This positions participants for the next frontier: AI that watches you work and guides you live

AHA MOMENT

You just went from 'I need to hire a developer' to 'I built and published a website in 40 minutes.' The developer's value now lives in complex backend logic, security, and scale — not in building a landing page that converts.

Session 9 **Voice AI Agents — Automating Customer Calls** 12:30 – 1:15 PM

Voice agents are where AI starts replacing entire business processes — not just tasks. This session is most relevant for business owners, sales teams, and customer-facing professionals.

9.1 The Business Case for AI Calling Agents — 10 mins

What if your business never missed a lead call again? What if follow-up calls happened automatically at 9am every day? That is what voice agents do.

Use Case	What the Voice Agent Does
Lead qualification	Calls inbound leads, asks 5 qualification questions, routes hot leads to sales instantly
Appointment booking	Integrates with calendar, books and reschedules appointments via phone call
Payment reminders	Calls overdue accounts with personalised messages and payment link
Survey & feedback	Calls customers post-purchase, collects structured feedback, logs to CRM
Course enrolment	Student enquiry triggers an AI call that explains course, answers FAQs, shares brochure

9.2 Vapi — Build a Voice Agent — 25 mins

- Vapi.ai — the leading voice agent platform. Connects to Twilio for phone numbers.
- Configure: choose voice (ElevenLabs integration), set personality, write the conversation script, upload knowledge base
- Demo: Live call to the demo Vapi agent trainer has pre-built. Room hears AI answer a real phone call.
- Show the Vapi dashboard: call transcripts, sentiment analysis, conversion tracking

The Full Workflow (Lovable + Make + Vapi):

- Step 1: User fills a contact form on your Lovable website
- Step 2: Make.com automation triggers — captures the form data
- Step 3: Make sends data to Vapi — the voice agent calls the user within 2 minutes
- Step 4: Call transcript saved automatically to Google Sheets / CRM
- This entire workflow can be live in 3 hours. No developer required.

AHA MOMENT

A 10-person sales team makes approximately 50-80 calls per day. A Vapi voice agent makes unlimited calls simultaneously, 24/7, in any language, at Rs 1 per minute. The human team now handles only the conversations the AI escalates.

LUNCH BREAK — 13:15 to 14:00

45 minutes. Leave on screen: 'What is one workflow in your work or life that you do repetitively every week? Write it down. We will automate it this afternoon.'

Session 10 Automation & Agentic AI

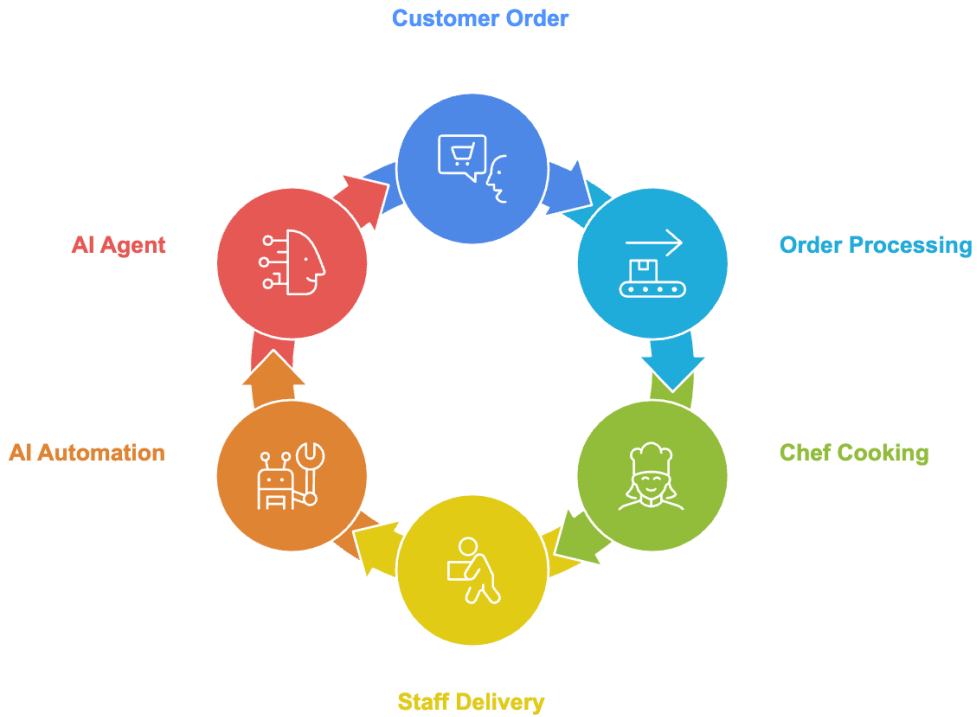
2:00 – 3:15 PM

The conceptual centrepiece of Day 2. By the end of this session, participants understand the full stack: from simple automation to true AI agents — and can design one themselves.

10.1 The Pizza Restaurant Framework — Teaching Automation from First Principles — 20 mins

The fastest way to explain complex automation concepts is through a metaphor everyone understands.

Pizza Restaurant Operations Cycle



Concept	Pizza Restaurant Analogy	Tech Equivalent
Process	The recipe — a list of steps to make a pizza	A documented SOP
Workflow	The restaurant assigns each step to a specific person or station	A project board / checklist
Trigger	A customer order arriving at the till	Form submit / email receive / webhook
Filter	Veg order goes to veg station, non-veg to non-veg	Conditional logic — if/then
Action	Chef cooks the pizza, staff delivers	AI generates email, system logs data
Automation	The order screen automatically notifies the chef with no human relay	Zapier / Make.com workflow
AI Automation	AI reads the order, suggests the best chef based on workload, personalises the topping note	AI node in automation workflow
AI Agent	A system that takes orders, monitors kitchen, re-routes delays, and calls the customer — all autonomously	n8n AI Agent with tools and memory

AHA MOMENT

The difference between AI Automation and AI Agent: Automation runs a fixed sequence. An Agent thinks, decides which sequence to run, handles exceptions, and loops back if the output is wrong. Agents have memory, tools, and goals — not just steps.

10.2 Make.com — Build Your First Automation — 25 mins

- Make.com (formerly Integromat) — visual automation builder. 1,000+ app connectors.
- Demo automation: New Google Form response → AI generates personalised welcome email → sends via Gmail → logs to Google Sheet → Slack notification to team
- Show the scenario builder — each 'module' is a step, connected by lines. Drag, drop, connect.
- Add an AI node: OpenAI module reads the form data and writes a personalised reply. The automation now uses AI.

HANDS-ON: Design Your Automation — 10 Minutes

Participants write down the workflow they identified at lunch. Trainer helps the room map it to Make.com modules: What is the trigger? What are the steps? Where does AI add value? Groups of 2-3 map out the full flow on paper before touching the tool. Then one volunteer builds their flow live with trainer guidance.

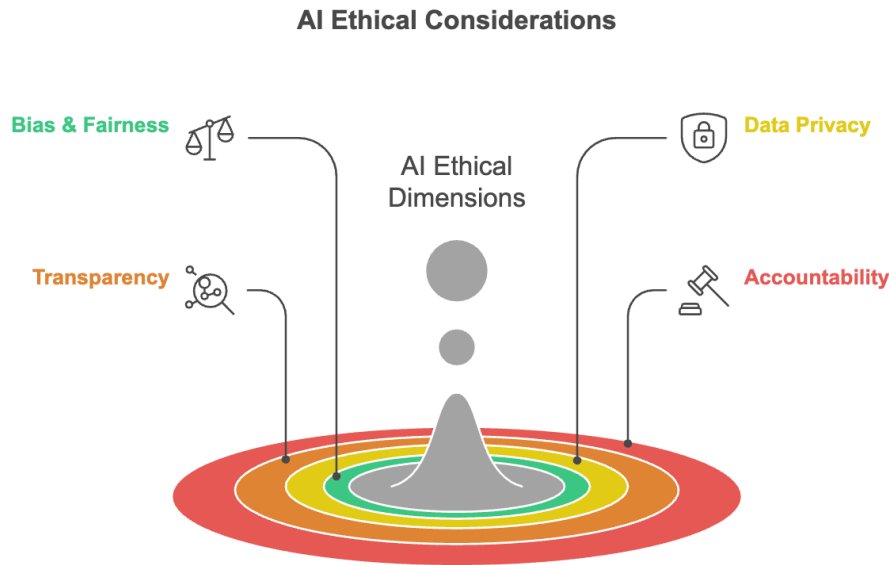
10.3 n8n — AI Agents for Advanced Workflows — 20 mins

- n8n — open-source, more powerful than Make for complex AI workflows. Can be self-hosted for data privacy.
- The Agent node: give it a goal ('qualify this lead'), tools (web search, email, CRM), and memory. It decides which tools to use and in what order.
- Demo: Lead qualification agent — receives email, searches company on web, checks LinkedIn, scores lead 1-10 with reasoning, emails personalised outreach in 90 seconds
- Comparison: Make is a workflow. n8n with an agent node is a decision-maker.

PRO TIP: For beginners: start with Make for simple automations. Graduate to n8n when you need an AI that makes decisions, not just executes steps. The boundary is when you need 'if the result is X, do Y differently.'

Placed late in Day 2 deliberately — after participants have experienced the power of AI firsthand, ethical questions land differently. They are not abstract anymore.

11.1 The Four Critical Dimensions — 15 mins



Ethical Dimension	The Real Question to Ask
Bias & Fairness	Whose data was this model trained on? Whose perspective is missing?
Data Privacy	What happens to the information I type into this AI's chat box?
Transparency	Can I explain to a regulator, customer, or court why the AI made this decision?
Accountability	When the AI is wrong and someone is harmed — who is responsible?

11.2 Four Case Studies — Group Discussion — 20 mins

Divide into 4 groups. Each group gets one case study. 5 minutes to discuss, then 2 minutes to present their verdict.

CASE STUDY A — Hiring Algorithm

A company uses AI to screen 10,000 CVs and shortlist 200 candidates. The AI was trained on historical successful hires — who were predominantly male engineers from IITs. A qualified female candidate from a tier-2 college with better grades is rejected. Who is responsible? What should the company have done differently?

CASE STUDY B — Voice Cloning Without Consent

A marketing team clones the voice of their CEO (using a public speech recording) and creates product ads without the CEO's knowledge. The CEO finds out when customers compliment the 'new ads.' Was this legal? Was it ethical? What policy should every company have on AI-generated voice?

CASE STUDY C — AI Medical Diagnosis

A hospital uses an AI system to prioritise which patients get ICU beds. The AI recommends deprioritising a 72-year-old with multiple conditions. The doctor overrides, the patient survives. Later, the hospital considers removing the override option to save time. What should the rule be about human override of AI in life-critical decisions?

CASE STUDY D — Student AI Use Policy

A university professor receives an essay that appears AI-generated. The student says they used AI for the first draft and then rewrote it. The AI detection tool flags it as 70% AI. The professor wants to fail the student. The student argues AI is now a legitimate tool like a calculator. What is the right policy? Who decides?

11.3 The Responsible AI Checklist — 10 mins

- Never input client names, PAN numbers, Aadhaar, financial records, or personal medical data into public AI tools
- Always verify critical information — AI hallucinations are real and confidently wrong
- Be transparent when sharing AI-generated content — label it, do not pass it off as original research
- Understand the ToS: free tiers of most AI tools train on your inputs. Enterprise tiers do not.
- Avoid over-reliance: AI is a first-draft tool, not a final-answer machine
- Environmental impact: one ChatGPT query uses approximately 10x the energy of a Google search. Use it purposefully.

PRO TIP: The most ethical AI users are not those who avoid AI — they are those who understand its limits, verify its outputs, and use it to amplify human judgment rather than replace it.

Session 12 **Your Personal AI Action Plan**

4:15 – 5:00 PM

The workshop ends not with slides but with each participant writing their own implementation plan. This converts learning to commitment.

12.1 The Three Layers of AI Adoption — 10 mins

AI Skill Development Roadmap



Layer	What It Means
User (everyone should be here by tonight)	Using AI tools for daily tasks — writing, research, meetings, images
Builder (week 1-4 goal)	Custom GPTs, Lovable websites, Make automations, Gamma decks
Architect (month 1-3 goal)	Designing multi-step AI workflows, voice agents, agentic pipelines for your organisation

12.2 Action Plan Framework — 7 Days / 30 Days / 90 Days

Week 1 — Foundation Tasks (User Layer)

- Install Fathom AI on your laptop — automatic meeting notes from tomorrow
- Set up Claude or ChatGPT Custom Instructions with your role, company, and preferences
- Use your Custom GPT built today for 3 real tasks this week
- Replace one Google Search per day with a Perplexity search — notice the difference
- Save ChatGPT and Perplexity on WhatsApp for quick-access AI without laptop

Month 1 — Builder Layer

- Launch the Lovable website you started today — share it with 5 people and get feedback
- Set up one Make.com automation for your most repetitive weekly task
- Build a NotebookLM notebook with 5 documents you regularly reference
- Experiment with Ideogram or Midjourney for one real marketing visual
- Generate one business or academic report fully using Perplexity Deep Research + Claude refinement

Quarter 1 — Architect Layer

- Design and build one multi-step automation on n8n for your team or business
- Measure: track one task before and after AI. Calculate actual time saved per week.
- Teach someone: run a 30-minute AI tool session for your team or class — teaching deepens your own understanding
- Stay current: subscribe to The Rundown AI (daily email) and Matt Wolfe's YouTube channel
- Build a portfolio of 3 AI projects — Custom GPT, automation, and a generated output — for your resume or LinkedIn

HANDS-ON: Write Your Action Plan — 15 Minutes

Every participant writes (on paper or in their notes): (1) One tool they will start using by tonight. (2) One Custom GPT or automation they will build by day 7. (3) One person they will share today's learning with this week. Trainer collects these — follow-up email to participants 7 days later asking for an update.

AHA MOMENT

The biggest risk is not that you learn AI and misuse it. The biggest risk is that you learn AI and do nothing with it for 3 months while the world moves on. The action plan is the most important output of this workshop.

Session 12 Capstone Showcase + Certificates

5:00 – 5:30 PM

The closing is a celebration, not a summary. Every participant shares something they built — no matter how small. The trainer's job is to amplify enthusiasm, not to lecture.

- Each participant: 60 seconds — show one thing built over 2 days (Custom GPT, website, automation, image, video, analysis)
- Group vote: three awards — Most Business Impact, Most Creative, Most Likely to Change Their Industry
- Certificates distributed (or sent digitally within 24 hours)
- Trainer's closing: 'The tools will change. The frameworks will evolve. But the human ability to ask the right question, verify the answer, and apply judgment — that is permanent. That is what you came here to strengthen. Go use it.'

APPENDIX — TRAINER RESOURCES

COMPLETE TOOL STACK — INR PRICING REFERENCE

Tool	Use Case	Free / INR Paid
ChatGPT (OpenAI)	Versatile writing, coding, image gen, Custom GPTs	Free / Rs 1,700/mo Plus
Claude (Anthropic)	Long docs, nuanced analysis, safe enterprise	Free / Rs 1,700/mo Pro
Gemini (Google)	Workspace integration, multimodal, real-time	Free / Rs 1,800/mo Advanced
Perplexity	Research with citations, real-time web	Free / Rs 1,700/mo Pro
Grok (xAI)	Real-time X data, fast image gen, reasoning	Free / Rs 2,500/mo Premium
NotebookLM	Knowledge management, document Q&A, audio summaries	Free
Julius AI	Data analysis, predictive modelling, 32GB files	Free / Rs 1,700/mo
Ideogram	Logos, banners, text-in-image design	Free (limited) / Rs 1,700/mo
Midjourney	Cinematic art, fashion, architecture moodboards	Rs 850/mo Basic

Fal.AI	Image inpainting — add/remove/change image elements	Pay-as-you-go
Gamma	AI presentations and web decks from prompts	Free / Rs 500/mo
Runway ML	Video editing and AI video generation	Free / Rs 1,280/mo
Hailuo AI	Hyper-realistic video from image or text	Rs 850/mo Basic
Google Veo 3	Cinematic video with dialogue and sound	Via Freepik Rs 1,700/mo
Higgsfield	Add cinematic visual effects to photos	Rs 770/mo
ElevenLabs	Voice cloning, TTS, multilingual audio	Free / Rs 426/mo Starter
HeyGen	AI avatar videos from script + voice clone	Free (3 videos) / Rs 2,469/mo
Fathom AI	Zoom/Meet transcription + CRM sync	Free / Rs 1,000/mo
TwinMind	Offline meeting transcription + browser context	Free plan available
Lovable	No-code website and app builder	Free (5 projects) / Rs 1,700/mo
Google AI Studio	Gemini API, screen-share AI, rapid prototyping	Free (generous limits)
Vapi	AI voice agents for inbound/outbound calls	Pay-as-you-go (~Rs 80/min)
Make.com	Visual automation builder, 1,000+ integrations	Free / Rs 1,400/mo Core
n8n	Open-source AI agent and automation builder	Free self-host / Rs 2,000/mo Cloud
Notion AI	Workspace with AI writing and database	Free / Rs 1,018/mo Plus
Loom	Video recording for async team updates	Free / Rs 1,274/mo Business

QUICK PROMPT FRAMEWORK REFERENCE CARD

Framework	Structure	Best For
RACE	Role → Action → Context → Expectation	Business documents, professional communications
TASK	Task → Audience → Source → KPI	Marketing, sales, measurable content
PLAN	Problem → Limits → Assets → Next Action	Strategy, planning with constraints
Chain-of-Thought	'Think step by step' before answering	Complex analysis, maths, multi-step reasoning
CO-STAR	Context → Objective → Style → Tone → Audience → Response	Presentations, stakeholder comms, pitches
Few-Shot	Give 2-3 examples of desired output	Matching a specific writing style or format
Self-Refinement	Ask AI to critique its own output, then improve it	Iterative improvement of any first draft

LEARNING RESOURCES FOR CONTINUED GROWTH

Resource	What It Gives You
The Rundown AI — newsletter	Daily 5-minute AI news digest — best free newsletter in the space
Matt Wolfe on YouTube	Weekly tool reviews and workflow tutorials — no hype, practical
promptingguide.ai	Free, comprehensive prompt engineering documentation
Anthropic's Claude documentation — docs.claude.ai	Best official prompt engineering guides available
Kaggle.com	Free datasets for data analysis practice with Julius AI
Lovable Discord	Community of vibe coders sharing what they've built
n8n YouTube channel	Official tutorials for automation and agent building
Google AI Studio — aistudio.google.com	Free access to latest Gemini models for building

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