



AI IN PRODUCT INNOVATION

A No-Hype Guide to Al Strategy and Implementation

Why This Course?



Al (Artificial Intelligence) and ML (Machine Learning) are transforming Tech and Product services. This course helps product leaders understand and apply Al & ML effectively for smarter decisions, product innovation, and a competitive edge without the hype.

Who Should Attend?



- Product Managers & Leaders in SaaS & IT Services
- Founders & CXOs Exploring AI Adoption
- 🗸 Strategy & Innovation Teams

Course Overview



1. Introduction to AI & ML

- What is AI? Automation vs. Intelligence, true capabilities & limitations.
- What is ML?
- Traditional vs. Al-Driven Products: When Al adds value vs. when it's unnecessary.
- Key Al Terminology: Neural Networks, Deep Learning, LLMs, SLMs, RAG, Supervised vs. Unsupervised Learning, Model Tuning.
- Types of AI: Narrow AI, Generative AI, Super AI, addressing misconceptions.
- Al Tools; ChatGPT, GitHub Copilot, DeepSeek, Claude, MidJourney & Models.
- Open Source vs. Blackbox AI: Pros and cons, when transparency is critical.
- Building Your Own vs. Open Source vs. Blackbox Al: Evaluating control, cost, and flexibility.

2. Al in Product Development

- Al-Powered Product Lifecycle: Why Al models degrade over time and need retraining.
- Al in Product Strategy: How Al enhances roadmaps and prioritization but doesn't replace human judgment

3. Where AI Helps Product Managers

- Al Across Teams
- Building UX for Al Products: Designing user-centric Al products with feedback loops, transparency, and explainability.
- Al Feasibility Checklist
- Al-First Product Metrics
- Do you have quality data?
- Is Al solving a real problem?

4. Risks and Ethical Concerns

- Al Hallucinations & Deepfakes: How Al generates misinformation.
- Carrying Forward Context: Privacy concerns with long-term data retention.
- Where Al Works & Where It Doesn't: Al's effectiveness vs. consistent failures.
- Data Piracy & Al Misuse: Ethical concerns in Al-driven fraud and security risks.
- The Future of Work: Al's impact on jobs and skills.

5. A Critical AI Perspective



- Al Bias & Ethical Challenges: How Al inherits and amplifies biases.
- Hidden Costs of Al: Compute power, data storage, sustainability.
- Ensuring AI Delivers Business Value: Setting realistic expectations and KPIs.

6. Hype vs. Reality

- The Rise of Al Agents & Agentification
- What AI Can Actually Do: Separating real capabilities from myths.
- Spotting Exaggerated AI Claims: Avoiding misleading implementations.

About the Instructors

Kaustubh Patekar is the founder of ProdZen, helping startups and IT services companies scale. A mentor at NASSCOM Deep Tech Club and a frequent speaker at global conferences, he writes on Product Management, Strategy, and Leadership. Previously, he was VP of Product at Manthan (Algonomy) and held leadership roles at Oracle and MicroStrategy.



Kaustubh holds a Master's from MIT (NASA grant) and a Bachelor's from IIT Bombay. He also holds a US patent in database technology.

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Anuj Gupta is a (Gen)Al Advisor and Fractional Head of Al, guiding startups and enterprises across the US, Europe, and India. With 20+ years of Al leadership, he has incubated Al teams, driven Al-first product strategies, and advised multiple high-growth companies.

He was Chief Al Officer at Vahan Inc (YC-19) and led Al efforts at Freshworks, Intuit, and Huawei.



An acclaimed AI author and keynote speaker, his book is used in 50+ universities. He has presented at MIT, Nvidia, and ODSC and holds multiple patents and research publications shaping AI strategy.

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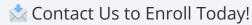


What You'll Gain?

- ✓ A clear understanding of Al's real-world applications for product leaders.
- ✓ Tools to assess when and where AI is valuable.
- ✓ A strategic approach to integrating AI into product development.
- ✓ Awareness of Al's risks, limitations, and ethical concerns.
- ✓ Earn an industry-recognized Certificate upon course completion.

Ready to Lead with AI?

Join us for this in-depth, no-fluff course designed for Product and Business leaders.



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About ProdZen

ProdZen helps Founders, CXOs, and product leaders grow tech services businesses with expert guidance in product strategy, positioning, pricing, and revenue acceleration. We work with startups and IT services companies to build and scale products, develop IP-enabled service offerings, and expand into global markets. Through hands-on consulting, we deliver measurable results within 3 to 6 months.