



AI IN PRODUCT INNOVATION

A No-Hype Guide to AI Strategy
and Implementation

Why This Course?



AI (Artificial Intelligence) and ML (Machine Learning) are transforming Tech and Product services. This course helps product leaders understand and apply AI & 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

For More Information :

<https://theprodzen.com>

Course Overview

1. Introduction to AI & ML

- What is AI? Automation vs. Intelligence, true capabilities & limitations.
- What is ML?
- Traditional vs. AI-Driven Products: When AI adds value vs. when it's unnecessary.
- Key AI 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.
- AI 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 AI: Evaluating control, cost, and flexibility.

2. AI in Product Development

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

3. Where AI Helps Product Managers

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

4. Risks and Ethical Concerns

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

5. A Critical AI Perspective

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

6. Hype vs. Reality

- The Rise of AI 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.

<https://www.linkedin.com/in/kaustubh-patekar/>

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

He was Chief AI Officer at Vahan Inc (YC-19) and led AI 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.

<https://www.linkedin.com/in/anujgupta-82/>



What You'll Gain?

- ✓ A clear understanding of AI'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 AI'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.

✉ Contact Us to Enroll Today!

 <https://www.linkedin.com/company/theprodzen/>

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.

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