



masai[®]

GEN AI PRODUCT LAUNCHPAD

FROM VISHLESAN i-HUB, IIT PATNA

| About IIT Patna, Vishlesan i-Hub

National Innovation Hub: Vishlesan i-Hub at IIT Patna is part of a national mission, advancing AI in speech, video, and text analytics for sectors like health, education, and security.

Premier Technical Institute: IIT Patna is one of India's top engineering institutes, known for its cutting-edge research and strong academic foundation.

Strong Industry & Research Ecosystem: With active collaborations, incubators, and innovation hubs, IIT Patna bridges academia and industry to drive real-world impact.

Why Choose This Course?

- Supercharge Your Productivity with AI Tools
- Hands-on Learning using real-world tools like GPT, Midjourney and many more.
- Expert-Led Sessions from expert faculty and AI industry experts.
- Industry-Relevant Projects to build real-world applications like chatbots, AI art, and code generation.
- Certificate of Completion by Vishelsan i-hub IIT Patna upon course completion.
- Career Pathways in AI development, content creation, and product innovation



| What Will You Learn?

This 12-week Gen AI Product Launchpad equips you to build, launch, and scale AI-powered products using no-code tools and advanced AI features. Gain practical skills in MVP creation, user feedback analysis, and product iteration, guided by mentors to transform ideas into market-ready solutions.

Toolkit



Gamma

loom.ai

copy.ai



Figma



Notion



Claude



Canva

Gemini

| Course Details

Course Duration
3 Months

Time Commitment
8 hours per week

Certification
From Vishlesan i-Hub IIT Patna

| Course Curriculum

MODULE 1 (WEEK 1-4)

Lay the Groundwork

- Learn how ChatGPT-style tools create text and images.
- Understand no-code drag-and-drop builders for app development.
- Explore “Vibe Coding”, turning plain language into actionable AI tasks.
- Use AI to identify problems, trends, and potential product ideas.
- Set up tool accounts and create a one-pager for your MVP.

MODULE 2 (WEEK 5-8)

Build the MVP

- Drag UI blocks to build interactive screens and simple actions.
- Integrate AI features like auto-writing text and generating images.
- Test and refine your product with AI-driven insights and user feedback.
- Connect your app to email and payment systems with pre-built services.
- Achieve a fully functional MVP ready for early users.

MODULE 3 (WEEK 9-12)

Launch & Learn

- Build a marketing page with AI-generated copy to promote your product.
- Launch your MVP and collect real-time user feedback with in-app forms.
- Analyze user feedback, read signals, and make data-driven improvements.
- Present your product in a demo day with peer and mentor feedback.
- Plan your 90-day growth strategy for post-launch success.

Due to the evolving nature of the industry expectations and partner institute feedback, some syllabus aspects may change. Any updates will be communicated during the Inauguration Session(s) or at the start of the relevant module

| Our Mentors



Nrupul Dev
Co Founder & CTO, Masai

Nrupul Dev is the Co-Founder and Chief Technology Officer (CTO) at Masai School, a coding school revolutionizing higher education by investing in students' success. He has over 14 years of experience in software development and technology leadership, having previously served as Tech Lead at Digital Aristotle and INNFIDECTS Software Development. An IIT Kanpur alumnus, Nrupul has been instrumental in building Masai's technology platform and pioneering its Mastery-based Progression learning model, which enables students from diverse backgrounds to achieve industry-ready skills at their own pace.



Ashwin Goyal
AI Product Manager, HRS Group

Ashwin Goyal builds generative AI products for the travel tech industry while sharing his expertise through teaching, podcasting, and mentoring. Skilled in SQL, Python, product analytics, and machine learning, he has contributed to AI projects at a Silicon Valley startup and pioneered non-core career coaching initiatives. Ashwin holds a B.Tech from IIT Ropar and is passionate about product management, analytics, and venture capital.

**Abhinandan S.P.**

**Assistant Professor in Data Science & Engineering,
IIT Palakkad**

Dr. Abhinandan S. P. is an Assistant Professor in the Mehta Family School of Data Science and Artificial Intelligence at the Indian Institute of Technology Palakkad. His research focuses on using mathematical and machine learning methods to solve system problems in emerging cloud networking technologies, such as IoT, Edge-Cloud continuum, Systems for AI/ML, and 6G. He has published numerous research papers in prominent journals and conferences and co-authored a book on Cloud Computing.

| Admission Process



Clear Qualifier Test

Clear the qualifier test to be eligible for the program.



Complete Counselling

Only shortlisted candidates go through the counselling process.



Start Learning

Learn from India's top educators and stand out from the crowd.

| Fees Structure

Qualifier Test Fee (Non-Refundable)	₹99
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	Option 1	Option 2
	Upfront	EMI Through our NBFC partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹26,000	₹4,983 x 6 months
Total	₹30,000 (inclusive GST)	₹33,898 (inclusive GST)



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