



**Partner to Build AI-native Talent**

# **AI Skill Development Fellowship Program**

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**Explore Campus Partnerships Now →**

# Journey with PMReady

1



## Cohort

Learn together in a guided group, moving through the same schedule and milestones with peers for support and accountability.

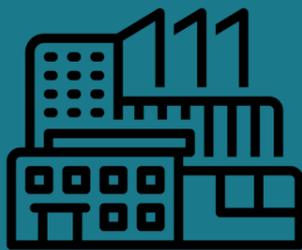
2



## Mentors

Sessions are led by practicing professionals who bring current tools, examples, and “what actually works” from the field.

3



## Industry-Aligned

Outcomes map to hiring signals for specific sector Fintech, healthcare etc curated specialized guidance target industry wise

4



## Capstone

Build a real project from idea to demo: research → plan → prototype/analysis → test → present, with evidence and metrics.

# WHY This WHY Now?

Work now runs at AI speed; curricula must keep pace across functions

1



**Institutional edge**  
Offer a multi-role AI pathway that attracts top applicants.

2



**Employer pull**  
Portfolios aligned to hiring signals (analysis, automation, GTM).

3



**Faster outcomes**  
From research to launch with AI-accelerated workflows.

# Roles transformed by AI

Employers expect AI-literate contributors across product, analytics, ops, design, engineering, and growth.

### Aspiring Product Manager



#### Avg Package

Normal Product Manager: 12-22 LPA  
AI Product Manager: 20- 50 LPA

### Aspiring Product Analyst



#### Avg Package

Normal Product Analyst: 6- 15 LPA  
AI Product Analyst: 15- 35 LPA

### Aspiring Data Analyst



#### Avg Package

Normal Data Analyst: 8- 15 LPA  
AI Data Analyst : 12- 25 LPA

### Aspiring Business Analyst



#### Avg Package

Normal Business Analyst: 8- 12 LPA  
AI Business Analyst: 15- 35 LPA

## Aspiring Digital Marketer



### Avg Package

**Normal DM: 6-12 LPA**  
**AI DM: 15-25 LPA**

## Aspiring Developers



### Avg Package

**Normal Developer: 10- 25 LPA**  
**AI Developer: 18- 50 LPA**

## Aspiring Strategy Consultant



### Avg Package

**Normal SC: 12- 20 LPA**  
**AI SC: 25- 60 LPA**

## Aspiring UI/UX Designer



### Avg Package

**Normal UI/UX Designer: 8-15 LPA**  
**AI UI/UX Designer: 12-25 LPA**

## Aspiring Brand Manager



### Avg Package

**Normal Brand Manager: 6-10 LPA**  
**AI Brand Manager: 8- 15 LPA**

# Institution-grade Outcomes

Employers expect AI-literate contributors across product, analytics, ops, design, engineering, and growth.



# Our Mentors



**Arun Nandewal**

*-Sr.PM @  
Microsoft (Ex-  
BCG, Myntra)*



**Chaitanya Reddy**

*-Staff. PM @  
Freshworks*



**Sushil Patil**

*-Sr.PM Ex General  
electric, dassault  
system*

# Mock Interview Testimonials



**SIDDHI BHAMBHANI**  
FROM IIT ROORKEE

“ The experience was nice. I was confused about various things, and this mock interview gave me the clarity I needed ”



**MUSKAN GULYANI**  
FROM IIM NAGPUR

“ Although it was a mock interview, it turned out to be a valuable learning experience for me ”



**AYUSH JINDAL**  
FROM IIT DELHI

“ Mentor clarified my future path in product management. He also shared insights into different business niches. ”



**ASHUTOSH JENA**  
FROM IIM NAGPUR

“ The mock interview was very informative, it was a valuable experience that boosted my readiness for PM roles. ”

# Workshop Testimonials



 **PAYAL SHARMA**  
FROM IIM SAMBALPUR

“ The blend of theory, hands-on activities, and an AI-assisted case study made the sessions interactive and relevant ”



 **SHREYA DEEPAK**  
FROM IIM SAMBALPUR

“ The workshop was highly practical and eye-opening. The session made complex concepts accessible and relevant to product managers ”



 **AMBEDKAR KUMAR**  
FROM IIM SAMBALPUR

“ PM Ready’s workshop combined hands-on learning with big-picture insights. An inspiring session on applying AI thinking to products ”



 **MRIGANK SINHA**  
FROM IIM RANCHI

“ Mentor’s case study on why Meta’s Threads didn’t take off was full of practical lessons for aspiring product managers ”

# Program Overview



Duration: 16 Weeks  
Format: Hybrid

Premier Institutions  
Students



Role-Targeted  
Curriculum

## Intermediate Module

Developing  
specialized AI  
application and  
product skills

1

Weeks 1-4

### Foundation Module

Building  
fundamental AI, PM,  
and BA knowledge

3

Weeks 9-12

### Advanced Module

Implementing  
advanced AI and  
making strategic  
decisions

2

Weeks 5-8

**Week 1: Introduction to AI and Modern Product Management**

**Week 2: Product Discovery and User Research with AI**

**Week 3: Product Strategy and AI-Driven Decision Making**

**Week 4: Introduction to Data Analysis and Business Intelligence**

## Topics Covered:



**AI  
Fundamentals**



**Discovery  
Research**

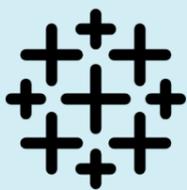
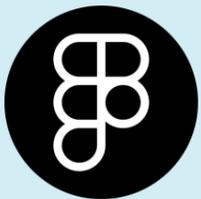


**Data-driven  
Strategy**



**Analytics  
Basics**

## Tools Used:



## Target Audience :



**Product  
Managers**



**Business  
Analysts**



**Ops/  
Marketing**



**Design/  
Engineering**

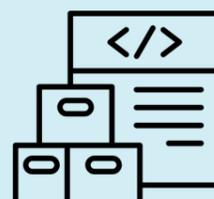
## Learning Outcomes:



**AI  
Literacy**



**Evidence-Led  
Discovery**



**Strategy  
Artifacts**



**Dashboard  
Skills**

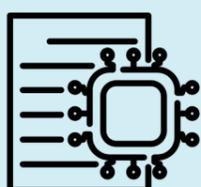
**Week 5: Generative AI Deep Dive and Applications**

**Week 6: AI Product Development and System Design**

**Week 7: Product Analytics and AI-Driven Growth**

**Week 8: Digital Marketing and AI Automation**

## Topics Covered:



**Generative  
AI**



**Fine-Tuning  
v/s RAG**



**A/B  
Testing**

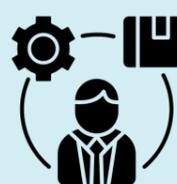


**Predictive  
Analytics**

## Tools Used:



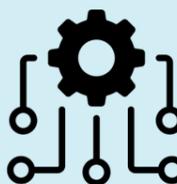
## Target Audience :



**Product  
Managers**



**Business  
Analysts**



**Ops/  
Marketing**



**Design/  
Engineering**

## Learning Outcomes:



**AI  
Feature Delivery**



**Scalable AI  
Systems**



**Data-driven  
Growth**



**Automated  
Marketing**

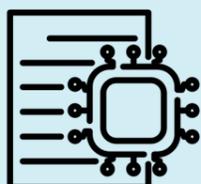
Week 9: AI Agents and Advanced Automation

Week 10: Advanced AI Product Strategy

Week 11: AI Ethics, Governance, and Risk Management

Week 12: Strategic Leadership and AI Transformation

## Topics Covered:



Generative  
AI



Fine-Tuning  
v/s RAG



A/B  
Testing



Predictive  
Analytics

## Tools Used:



## Target Audience :



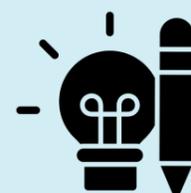
Product  
Managers



Business  
Analysts



Ops/  
Marketing



Design/  
Engineering

## Learning Outcomes:



AI  
Feature Delivery



Scalable AI  
Systems



Data-driven  
Growth



Automated  
Marketing

## Spotify Case Study:

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The case study explores how Spotify turned music streaming into a global lifestyle brand. With data-driven personalization, a smart freemium-to-premium model, and viral campaigns like Spotify Wrapped, the company built deep cultural relevance. By targeting Gen Z, Millennials, creators, and commuters, and adapting to local markets with affordable pricing, Spotify turned users into communities.

**Lesson: Personalization + creativity + localization = brand love & virality.**

## Netflix Case Study:

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The case study shows how Netflix reshaped entertainment with personalized recommendations, a subscription-only model, and global-local content. By leveraging data and creating originals like Stranger Things, Netflix built loyalty and binge culture worldwide.

**Lesson: Blending data with storytelling can turn a service into a global phenomenon.**

## IBM Case Study:

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instaclustr



Case Study



Using open source Apache Cassandra®, with Apache Spark™ and the Cassandra Lucene Index plugin on AWS, IBM designed and built a scalable, highly available and globally distributed consumer management, marketing and IoT platform.

The case study highlights how IBM transformed from a traditional hardware company into a global leader in cloud computing, AI, and enterprise solutions. By investing in Watson AI, hybrid cloud, and consulting services, IBM repositioned itself for the digital era.

**Lesson: Reinvention through innovation and strategic pivots helps legacy companies stay relevant in fast-changing industries.**

## Salesforce Case Study:

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Case Study:

The Salesforce logo, which is a blue cloud shape with the word 'salesforce' in white, lowercase, sans-serif font inside it.

salesforce

The case study shows how Salesforce became the world's #1 CRM platform by pioneering cloud-based software, subscription pricing, and strong community building. With innovations like AppExchange and Customer 360, Salesforce turned CRM into an ecosystem for businesses of all sizes.

**Lesson: Focusing on customer success, innovation, and scalability can transform a product into an entire industry standard**

# Tools Covered



## Use AI tools like ChatGPT, Notion AI, Perplexity for prompts & docs.

Master prompt engineering with ChatGPT, Notion AI, and Perplexity AI to streamline documentation, fact-checking, and creative workflows, boosting your AI-driven productivity efficiently.

## Use Tableau, Power BI, Mixpanel to turn data into clear stories.

Use powerful analytics platforms like Tableau, Power BI, and Mixpanel to convert complex datasets into clear, compelling visual narratives that drive better decision-making.

## Use Python, SQL, Git, Figma for smooth development and teamwork.

Enhance your development workflow by mastering tools like Python, SQL, Git, and Figma, enabling smooth collaboration and efficient project execution from start to finish.

## Use AWS, Azure, Zapier for scalable cloud and automation.

Build scalable infrastructure and automate workflows by leveraging cloud services AWS and Azure combined with Zapier, ensuring seamless integration across platforms.

## Use Copy.ai, Crew AI to boost content creation and productivity.

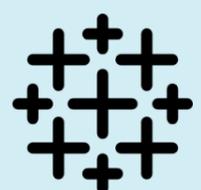
Elevate creative output with AI-driven tools like Copy.ai and Crew AI, designed to innovate content creation and optimize team collaboration for superior productivity.

## Use Langchain, Huggingface, Streamlit for AI apps and data tools.

Develop advanced AI solutions by utilizing Langchain, Huggingface, and Streamlit, empowering you to create interactive applications and sophisticated machine learning models.

## Use Miro, Kraftful, Excel for knowledge and design collaboration.

Integrate collaboration and knowledge tools such as Miro, Kraftful, and Excel into your workflow to enhance teamwork, streamline documentation, and keep your projects organized.



# LEARN 50+ AI TOOLS TO BOOST YOUR CAREER



**Course Price: ₹ ~~29999~~**

**Offer Price: ₹ 14999**

**Special Discount for Partner (25%) / Premier Institute (11%)**

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