DATAMARCOS

LIVE ONLINE · MENTOR-LED PROGRAM

AI Product & Strategy for Leaders

6 weeks · 4–5 hours a week · Part-time, live online

A six-week, part-time live program for product managers, founders and business leaders who need to frame AI opportunities, judge build-versus-buy decisions, and brief a delivery team — without becoming an engineer.

Fees and EMI options shared on a counsellor call.

Program guide · Curriculum, projects and format. No prices are listed in this brochure.

Noida One, 303-304, Rasoolpur Nawada, Industrial Area, Sector 62, Noida, Uttar Pradesh 201309, India

www.datamarcos.com · hello@datamarcos.com · +91 88519 30644

About this program

Who it is for

- Product managers and product owners
- Founders and business-unit leaders considering AI initiatives
- Operations and strategy leads who work with engineering or vendors
- Professionals in the US, Gulf and other regions who need a structured way to plan AI work

Who it is not for

- Engineers looking for a hands-on LLMOps, RAG or agent-building program
- People seeking placement guarantees or salary outcomes — we do not offer those

Starting point

- No software-engineering background is required
- You should have a product, process or business problem you can use as a working example

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What you will be able to do

These are skills and work products from the program — not placement, salary or promotion promises.

- 1. Frame an AI opportunity in terms of a user, a workflow and a measurable outcome
- 2. Ask sharper build-versus-buy and vendor questions, including data and evaluation readiness
- 3. Spot delivery risks: quality, cost, privacy, and unclear ownership
- 4. Brief engineering, vendors or leadership with a short written strategy canvas
- 5. Know what good evaluation looks like at a product level, without having to write the code

Projects

Project 1: Opportunity map and problem statement

A written framing of one real initiative from your work, including who it is for and why AI may or may not be the right lever.

Project 2: Leadership strategy brief

A short canvas covering approach, data and vendor posture, evaluation, risks and a first release. This is a briefing document, not a software build.

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Curriculum · 6 weeks

4–5 hours a week, live and mentor-led. Open each week in the live sessions for labs and feedback.

Week 1: Opportunity mapping and problem framing

- Separating research demos from a product or process change
- Users, jobs-to-be-done and where AI can reasonably help
- Value, feasibility and risk as a simple scoring conversation
- Picking one initiative to carry through the program

Lab: Draft an opportunity map for a real initiative from your work.

Week 2: Data readiness and build versus buy

- What data you actually have, and what that allows
- When to buy a tool, when to start with a vendor, and when to build
- Questions for a sales demo or an internal architecture review
- Privacy, residency and procurement issues leaders actually face

Lab: Score a buy, build or blend option for your initiative.

Week 3: AI product thinking

- Workflows, human-in-the-loop steps and fallback behaviour
- Defining success beyond a model demo: quality, latency, cost and adoption
- Evaluation at a product level: golden questions, sampling, human review
- Iteration without promising a one-shot launch

Lab: Write a lightweight evaluation plan for your initiative.

Week 4: Risk, governance and stakeholder communication

- Quality failures, bias and customer-facing risk in plain language
- Who owns the system after launch
- What to put in a leadership update — and what not to over-claim
- A short stakeholder narrative for your initiative

Lab: Draft a stakeholder update and review it in the live session.

Week 5: Delivery models and team shape

- Roles that typically sit around an AI initiative
- Phasing a first release so it can be evaluated
- Working with internal engineers, vendors or a mixed team
- Measuring value after launch, not only at a kick-off

Lab: Sketch a first-release plan and team shape for your initiative.

Curriculum (continued)

Week 6: Strategy brief and presentation

- Assembling the opportunity canvas: problem, approach, risks, measures, ask
- Live presentations and mentor feedback
- What to do next at work, including when to pause

Lab: Present your strategy brief to the cohort.

Format, fees and refunds

Part-time and live online, in a small mentor-led cohort. Weekend-morning batches are offered for learners in the US. Evening batches (India time) are offered for learners in the Gulf and Africa. Europe-oriented groups typically meet after work and on Saturdays. Recordings are shared if you miss a live session. Exact days, times and the next cohort date are confirmed on a counsellor call.

Designed with the US and the Gulf in mind; join live from anywhere.

A Datamarcos certificate of completion is awarded when you finish the program work. Cohort start dates are shared on a counsellor call — we do not publish a date until then.

Fees and EMI options shared on a counsellor call.

7-day refund policy: if the program is not right for you, ask within 7 days of enrollment.

Mentor

Live sessions are mentor-led by Deepesh Mishra, founder of Datamarcos, a BITS Pilani alumnus, and a solution architect and corporate trainer in data and AI who has trained teams at 200+ organizations.

Questions, answered

Do I need to code?

No. This is a product and strategy program for leaders. You will write briefs and plans, not production software. Engineers who want to build and evaluate LLM systems should look at LLMOps & AI Evaluation or our longer engineering programs.

How long is the program?

Six weeks, part-time and live online, at about 4–5 hours a week including the live session and your written work.

Who is it for?

Product managers, founders, and business or operations leaders who need a structured way to choose and sequence AI work. A real initiative from your job is the working example.

Are the sessions live?

Yes. Sessions are live and mentor-led. Weekend-morning batches are offered for learners in the US, with other regional times available. Recordings are shared if you miss a session. Exact times are confirmed on a counsellor call.

Will this get me a new job or a salary increase?

We do not promise placement, salary or promotion outcomes. The program is designed so you can take a clearer AI initiative brief back to your current role or organisation.

What about fees?

Fees and EMI options shared on a counsellor call.

Is there a refund policy?

Yes. Datamarcos has a 7-day refund policy. If the program is not right for you, ask within 7 days of enrollment.

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Talk to a counsellor

Share a few details on datamarcos.com and a counsellor will talk through program fit, the next cohort, fees and enrollment.

Fees and EMI options shared on a counsellor call.

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