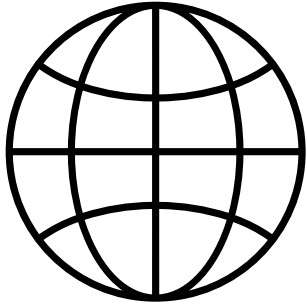


PRODUCT HQ

GENERATIVE AI PRODUCT INNOVATION & STRATEGY

- ONLINE - TRAINING -

**SYLLABUS AND
COURSE OVERVIEW**



UNLOCK THE POWER OF GENERATIVE AI FOR PRODUCT INNOVATION AND STRATEGY!

This course provides a comprehensive overview of Generative Artificial Intelligence (AI) and its application in product innovation and strategy. Participants will gain a deep understanding of how AI-driven generative models can revolutionize, product development and strategy in various industries.

CAREER GROWTH

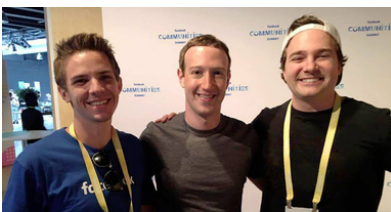
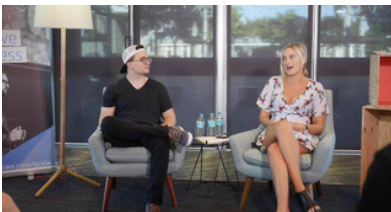
Interest in product management has more than doubled in the last 5 years. According to Glassdoor product management was the 10th best job in the United States in 2022.

SALARY ESTIMATES

In the United States, the average base pay for a product manager is \$142,332 per year.

GROWTH

By 2025, 70% of new applications developed by organizations will use low-code or no-code technologies, up from less than 25% in 2020.



PRODUCT HQ

Founded in 2014, Product HQ is a global leader in Product Management training with a community of over 30,000 product professionals.

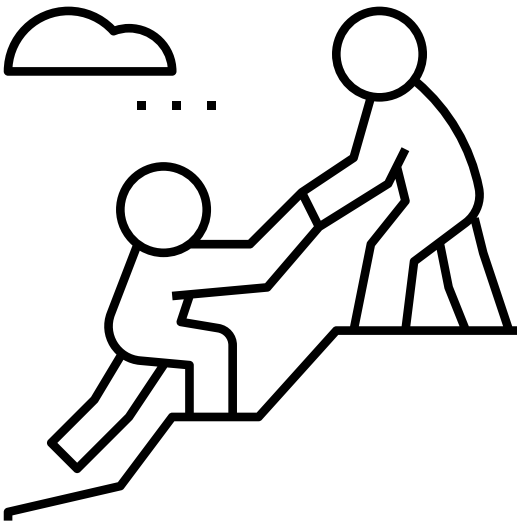
Our training certificates and credentials are internationally recognized across industries by employers who are hiring product managers.

All of our instructors are real-world product leaders working at top technology companies, including Google, Meta, Netflix, Airbnb, PayPal, Uber, and Amazon.

THE PROGRAM

Product HQ's Certified Generative AI Product Innovation & Strategy course is for product creators who want to build successful AI products

The course, which contains over twenty-one (21) lectures split across three (3) modules, Gen AI Product Innovation & Strategy for Enterprises, VC Panel and Gen AI Innovation Startup Use Cases. With top AI leaders and successful AI product developers to develop idea, identifying user needs, identification different business model, and use cases. It will unleash your potential for innovation at 'Gen AI: Product Innovation & Strategies Unveiled', an exclusive gathering of the sharpest minds in AI, product management, Startups, and Venture Capital.



LEARN FROM THE TOP AI LEADERS

We work with top AI leaders and experts in the field to curate our curriculum.

GET GUIDANCE FROM OUR COMMUNITY

Connect with our community of like-minded product professionals who will help you on your path to becoming a world-class product manager.

NETWORK WITH YOUR PEERS

Take advantage of Product HQ's exclusive networking opportunities to carve a meaningful path for your career development.

HOW IT WORKS

Signing up for our The Gen AI Product Innovation & Strategy Course is **hassle-free**:

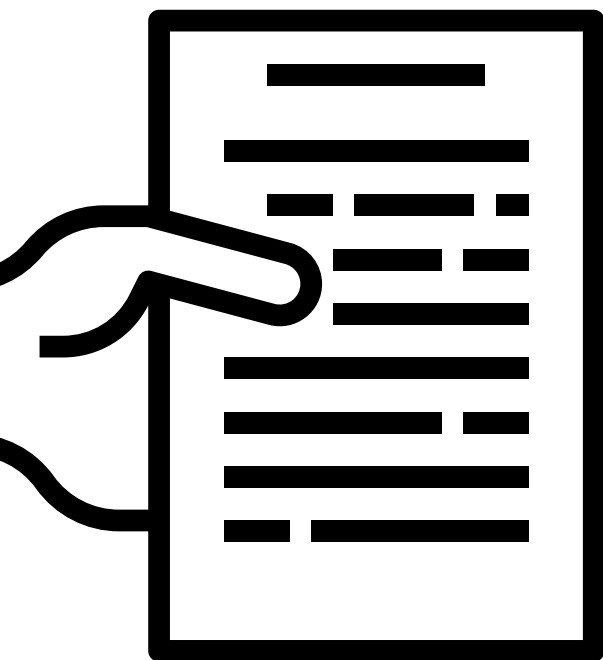
- ✓ No prior knowledge required
- ✓ No prior work experience
- ✓ No course pre-requisites needed

Just follow the registration steps below to gain lifetime access to our course:

REGISTRATION

ENROLL IN COURSE

Click the ['Enroll in Course'](#) button on the page to be redirected to the payment page.



INPUT PAYMENT INFORMATION

Create an account with PHQ that will enable you to log in and view your course material. Be sure to introduce your payment and billing information.

START LEARNING

Immerse yourself in the teachings of our expert product management instructors. Don't forget to complete your assignments and work on your capstone projects.

CONNECT WITH THE COMMUNITY

Join our invite-only Product HQ Facebook and Slack groups and take advantage of a powerful network of tech-industry leaders.

UNITS - OVERVIEW

Each unit of this course covers the concepts, activities, skills, and responsibilities associated with being a successful AI product developer. All units contain a combination of use cases, and career-related coursework to enhance your product creation idea.

WHAT'S INSIDE?

THE LEARNING PROCESS & MOTIVATION + GOAL SETTING

- Ground yourself in an inherent purpose that will guide how you approach this course and your long-term professional development.
- Discover the right mindset that will help you unlock your fullest potential throughout this course and set you on the path to becoming a world-class product manager.
- Find out how you can take advantage of hidden elements within yourself to push you forward and achieve your overall goals.

By the end of this section, you will receive a solid introduction to how Product HQ courses are structured, how to submit assignments, how to interact with our students, and how to stay motivated throughout this course.

MODULE 1 - GEN AI PRODUCT INNOVATION & STRATEGY FOR ENTERPRISES

- Understand the Foundations of AI: Delve into the fundamentals of artificial intelligence, including machine learning, natural language processing, and computer vision, to build a solid understanding of the technology that drives innovation.
- AI in Enterprise Product Management: Explore how AI is transforming traditional product management practices and discover the strategies for integrating AI into enterprise-grade products.
- Data-Driven Decision-Making: Learn how to harness the power of data to drive product innovation and make informed strategic decisions that align with your goal of creating outsized financial wins.
- Scaling AI Products: Explore strategies for scaling AI products within large enterprises, overcoming challenges related to integration, scalability, and user adoption.

MODULE 2 - VC PANEL

- Understand the Venture Capital Landscape: Gain a comprehensive understanding of the venture capital ecosystem, its role in the startup ecosystem, and its significance in driving innovation and economic growth.
- Identify Types of VC Investors: Differentiate between various types of VC investors, including early-stage, growth-stage, corporate VCs, and angel investors, and understand their unique investment criteria.
- Analyze Investor Mindset: Explore the mindset and motivations of VC investors to better align startup pitches with investor expectations and decision-making processes.
- Learn from Real-World Examples: Analyze real-world case studies of successful and unsuccessful VC deals to extract valuable insights and apply lessons learned to future endeavors.

MODULE 3 - GEN AI INNOVATION STARTUP USE CASES

- Understand the Foundations of Generative AI: Start by gaining a solid understanding of the principles and technologies that underpin Generative AI, including neural networks, deep learning, and natural language processing.
- Hands-On Learning: Get practical experience by working on hands-on projects and exercises that allow you to apply Generative AI techniques to solve real problems faced by startups.
- Ethical Considerations: Explore the ethical implications of using Generative AI in startups and learn how to navigate potential challenges while adhering to responsible AI practices.

FREQUENTLY ASKED QUESTIONS

When does this course start and finish?

This course is intentionally structured to be completed over the span of a few weeks. It is self-paced - you decide when you start and finish, but we encourage you to complete 5 - 10 hours/week.

How long do I have access to the course?

How does lifetime access sound? As mentioned before, we are 100% committed to adding even more bonus content (we love all things product and enjoy adding content!). After enrolling, you will have FREE LIFETIME ACCESS to all of it for as long as you like - across any and all devices you own.

What if I am unhappy with the courses?

We would never want you to be unhappy! If you are unsatisfied with your purchase, Contact us in the first 30 days, and we will give you a full refund.

INSTRUCTORS

GEN AI PRODUCT INNOVATION & STRATEGY FOR ENTERPRISES



Sahar Mor
Product Lead, Stripe
Ex-AirPaper, Zeitgold



Jessica Powell
Founder & CEO, Audioshake
Ex-Google



Barak Turovsky
EIR, Scale Venture Partners
Ex-Head of Product
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B2B Marketing Veteran



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Ex-Cisco, GE



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Velocity AI



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Ex-DataRobot, IBM



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Partner, Sorenson Ventures



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Stanford PhD



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formerly AWS, Google

GEN AI INNOVATION STARTUP USE CASES



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Pritika Mehta
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YCombinator



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Ex-GE Digital



Aqeel A.
Co-Founder, Cerebral Valley
CEO, Doppler



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Barrett Williams
Founder/ Product VP
Ex-Scale AI, Google, NVIDIA



Richard Chen
Founder, Iterative Ventures
Ex-Meta



Ana Robakidze
CEO, Theneo (YC W22)
Forbes 30 Under 30



Yasmin Dunsky
CEO, Wildmoose (YC W23)
Forbes 30 Under 30
formerly Menlo Ventures

TESTIMONIALS



Kedar Shah

Sales Engineering

"Thank you for organizing the wonderful event on July 20 on Generative AI Product Strategy"



Praveen Dua

Director, Product Management

"Thanks for putting together the sessions yesterday for AI Product Creators - so timely and helpful ! Kudos to the team !!"

ENROLL TODAY

PRODUCT 