

**3-DAY COURSE**

AI Product Management (AIPM) - Sprint

Managing AI products, from ideation and strategy to launch

TARGET AUDIENCE

Chief [digital/information/product] officers, product managers, product owners, and other professionals from tech companies and startups, willing to expand their skills in managing AI products.

MATERIAL

Participants should bring their own laptop.

PREREQUISITES

Basic understanding of AI and machine learning is recommended. Instructors will provide a technical introduction to ensure everyone is ready to dive in.

ORGANISATION

- School of Computer and Communication Sciences, EPFL
- AI Center, EPFL

OVERVIEW

AI is set to transform various industry sectors. Consequently, the demand for product managers who can develop AI products is high. AI product management is a complex role that requires an understanding of both AI and product management.

How to identify opportunities for developing new AI products? When can AI improve existing products, services or processes? What are the best practices in AI Product Management (AIPM)?

Through a 3-day program, participants will learn the techniques and methodologies for managing AI products from ideation and strategy to launch.

OBJECTIVES

- Identify opportunities to develop new AI products or integrate AI within existing products
- Gain insights into the technical aspects of AI to enhance product discovery, development, and launch
- Discover compelling case studies from industry leaders and expand your professional network
- Build an effective AI product roadmap from strategy to launch
- Create a Minimum Viable Product (MVP) as hands-on exercise and receive expert feedback



- Days 1 and 2: in person
- Day 3: online or in person, according to the participant's preference

Held multiple times/year. Consult the program's webpage for the next course dates.



Certificate of Attendance



CHF 2450.-

10% special discount for contributing members of EPFL Alumni and EPFL partners



Online registration. Consult the program's webpage for deadlines. Number of participants is limited



EPFL, Lausanne, Switzerland and online

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PROGRAM

DAY 1 - Morning

Introduction to AI Product Management (AIPM)

- What and why of AIPM
- AI product discovery & understanding customer needs
- Technical introduction to AI

DAY 1 - Afternoon

AI Product Discovery

- Uncovering the latest AI advances
- Real-world insights and proven practices from top AI innovators
- Setting AI product vision and strategy
- Reflection and group work

DAY 2 - Morning

AI Product Development & Delivery

- Planning and executing a successful AI product launch
- Release and performance metrics for continuous improvement of AI products
- Uncovering the latest AI advances

DAY 2 - Afternoon

AI Product Delivery

- AI regulations & business ethics
- Real-world insights and proven practices from top AI innovators
- Managing team dynamics and effective communication with stakeholders
- Reflection and group work

DAY 3

Minimum Viable Product (MVP) Demo Day*

- Participants present their developed MVPs, showcasing their journey from ideation to execution
- Participants receive professional insights from experts to refine and enhance their MVPs

*Participants need to be available all day: presentation schedules will be communicated on day 1.

PROGRAM CO-DIRECTORS

- **Dr. Amin Kaboli**, *Lecturer in AI Product Management, EPFL; Advisor for corporations and startups*
- **Prof. Amir Zamir**, *Professor of Computer Science, EPFL; Advisor for various AI startups*

INSTRUCTORS

- **Dr. Amin Kaboli**, *Lecturer in AI Product Management, EPFL; Advisor for corporations and startups*
- **Prof. Amir Zamir**, *Professor of Computer Science, EPFL; Advisor for various AI startups*

GUEST SPEAKERS

Experts from academia, AI startups, and leading AI corporations.