GEN AI PRODUCT LAUNCHPAD

FROM VISHLESAN i-HUB, IIT PATNA

PROGRAM OVERVIEW

In this program, you'll master the fundamentals of Generative AI, including key tools like ChatGPT and MidJourney. Learn prompt engineering, product design, and application building. Gain hands-on experience in creating AI-driven MVPs across text, image, and audio generation. You'll also develop essential skills for deploying AI projects without any coding, supported by expert mentorship and industry leaders.

Skills you will gain:

- Prompt Engineering
- LLMs (GPT, Transformers)
- Chatbot Development
- Text & Image Generation (Midjourney, Stable Diffusion)
- 3D Generation (Luma AI)

- AI Video Creation (Runway, Sora, Kling)
- Hugging Face & OpenAI Tools
- Python for AI
- Product Thinking
- Creative AI Workflow

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

COURSE SUMMARY

Course Duration	Weekly Commitment
Course Duration 3 Months, 3 modules	**Weekly Commitment** 8 Hours

Quick Snapshot

Item	Details
Goal	Take an idea from scratch to a live, working MVP in 12 weeks using Generative AI, "Vibe Coding" (plain-language prompting), and beginner-friendly no-code tools.
Who It's For	Students, entrepreneurs, designers, marketers—anyone who wants to build software but has zero programming background.
Format	12-week live-online program 1 core module per month mix of workshops, bite-size videos, labs, mentorship, and a capstone project.

PROGRAM ROADMAP

Module 1 — Lay the Groundwork (Weeks 1-4)

Outcome: Solid idea + clear plan + tool setup.

Week	Plain-English Focus	You Will...
1	What's Possible Now	• See how ChatGPT-style tools create text & images. • Understand "no-code" drag and drop builders. • Meet "Vibe Coding": describing features in everyday language so AI does the heavy lifting.
2	Find a Worth-Solving Problem	• Use AI to scout trends and pain-points. • Brainstorm ideas with prompt templates. • Run a quick "Is anyone interested?" test (AI-generated survey + simple landing page).
3	Master the Prompt	• Learn 5 must-know prompt patterns for building apps. • Tour beginner-friendly platforms (Bubble, Softr, Glide, Webflow). • Pick the best stack for your idea
4	Set Up to Build	• Open free tool accounts. • Sketch your app screens (drag-and-drop). • Milestone 1: one-pager describing your MVP + chosen tools.

Module 2 — Build the MVP (Weeks 5-8)

Outcome: A working product you can click, test, and share.

Week	Plain-English Focus	You Will...
5	Put the Pieces Together	• Drag UI blocks to build screens. • Set up simple "if > then" actions with visual logic. • Store data without touching SQL.
6	Add "Smart" Features	• Plug in AI for auto-writing text or generating images. • Drop-in a chatbot (one-click API).
7	Test & Fix—Fast	• Use AI to spot UI issues ("Why doesn't this button work?"). • Invite a friend to click around and record feedback. • Polish flowsand wording.
8	Connect to the Outside World	• Hook up email or payment services with pre-built connectors. • Add a "sign-up / log-in" gate. • Milestone 2: fully functional MVP ready for early users.

Module 3 — Launch & Learn (Weeks 9-12)

Outcome: Real users, real feedback, clear next steps.

Week	Plain-English Focus	You Will...
9	Get Ready to Ship	• Build a simple marketing page (AI writes copy). • Decide who you'll invite first and how you'll reach them.
10	Launch Week	• Push the "Publish" button. • Collect feedback with in-app forms & short interviews. • Watch live usage with built-in analytics.
11	Read the Signals	• Let AI sort comments by sentiment & theme. • Pick the top 3 fixes or new features. • Learn when no-code hits limits—and what to do next.
12	Showtime & Beyond	• Demo day: 5-minute live pitch + Q&A. • Peer & mentor feedback. • Map out a 90-day growth plan. • Celebrate—you just went from 0 > 1!

MEET OUR MENTORS

Ashwin Goyal

AI Product Manager | IIT Ropar

AI, Data & Product Management

Nrupul Dev

Chief Technology Officer | IIT Kanpur

15+ years of experience

ADMISSION PROCESS

Clear Qualifier Test
You must pass the exam to confirm your seat for the program.

Complete Onboarding
Only shortlisted candidates go through the onboarding process.

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

FEES STRUCTURE

Qualifier Test Fee (Non-Refundable)	₹99	

	Option 1	Option 2
	Upfront	**EMI** Through our NBFC partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Course Fee (Non-Refundable)	₹26,000	₹4,767 x 6 months
Total Program Fee	₹30,000 (inclusive GST)	₹32,600 (inclusive GST)

For More Queries

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