



# Agentic AI AMRO Academy

## Complete Business Documentation

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### COMPANY OVERVIEW

**Name:** Agentic AI AMRO Academy

**Parent Company:** Agentic AI AMRO Ltd (<https://agentic-ai.ltd>)

**Mission:** To train professionals in practical AI automation skills that companies are actively hiring for, with hands-on training using real enterprise tools.

### What Makes Us Different:

- We're not just an academy - we're an operating AI automation agency with 4 live SaaS products in the market
  - Our instructors are industry veterans with 30-35 years of real-world experience
  - Students learn with actual enterprise-grade tools, not toy examples
  - We've already trained multiple batches with documented career outcomes (8-10 video testimonials)
  - Interactive, engaging activities keep students updated on real-time AI trends and developments happening globally
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### OUR TWO PROGRAMS

# Course Overview

A 2-month curriculum covering agentic AI and generative AI topics through daily sessions and extensive learning.



Fundamentals



Agentic AI



Generative AI



Projects



## PROGRAM 1: "AI AUTOMATION PROFESSIONAL PROGRAM"

**Duration:** 2 Months (8 weeks)

**Format:** Live online sessions, 5 days/week

**Session Length:** 2 hours/day

**Total Training Hours:** 80 hours

**Batch Size:** 20-25 students maximum

### Target Student:

Career switchers, tech enthusiasts, marketers, entrepreneurs who want comprehensive AI skills to either land an AI-related job or start offering AI services.

**Price:** £2,999

### Payment Options:

- Full payment: £2,999
- Split payment: £1,500 upfront + £1,649 after 4 weeks

### What's Included:

- 40 live instructor-led sessions taught by industry experts with 30-35 years of experience
- Interactive activities tracking real-time AI trends and global developments
- Lifetime access to all session recordings
- Private student community (Discord/Slack)

- 50% discount on all 4 SaaS tools (AmroBotAI, AmroPilot, AmroGen, AmroCode) for first 3 months after graduation
  - Verified digital certificate upon completion: "AI Automation Professional"
  - Access to our job board and hiring network
  - 5 portfolio-ready projects
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## 8-WEEK CURRICULUM BREAKDOWN

### WEEK 1-2: AI Fundamentals & Prompt Engineering

What Students Learn:

- Understanding how AI actually works (LLMs, tokens, context windows)
- The difference between GenAI and Agentic AI
- Master-level prompt engineering techniques
- Working with ChatGPT, Claude, Gemini at a professional level
- Building your first AI chatbot
- Real-time updates on latest AI model releases and capabilities

**Hands-On Project:** Build a customer support chatbot for a mock business

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### WEEK 3-4: Coding with AI & Automation

What Students Learn:

- Python basics (enough to work with AI tools)
- Using AI coding assistants effectively (Cursor, GitHub Copilot)
- Building simple automation scripts
- API basics and integrations
- Working with AmroCode platform
- Current trends in AI-assisted development

**Hands-On Project:** Build an automated lead scraper that exports to Google Sheets

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### WEEK 5-6: AI Content Automation & Marketing

What Students Learn:

- AI content generation strategies
- SEO-optimized content at scale
- Email marketing automation
- Social media content calendars with AI
- Working with AmroPilot platform

- Latest content automation trends and best practices

**Hands-On Project:** Create a complete 30-day content marketing system for a business

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## **WEEK 7: Voice AI & Conversational Agents**

What Students Learn:

- How voice AI works (Speech-to-Text, Text-to-Speech, LLM processing)
- Building appointment booking voice agents
- Phone system integrations
- Customer service voice bots
- Platforms: Vapi, Retell AI, Bland AI
- Emerging voice AI technologies and use cases

**Hands-On Project:** Build a restaurant reservation voice agent

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## **WEEK 8: Real-World Application & Portfolio Building**

What Students Learn:

- Building complete AI solutions for businesses
- Pricing your services (£400-£4,000 project range)
- Client communication and requirements gathering
- Creating proposals and case studies
- Resume and LinkedIn optimization for AI roles
- Current job market trends for AI professionals

**Final Project:** Build a complete AI solution (chatbot + automation workflow) for a mock client and present it

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## **PROGRAM 2: "AI AUTOMATION INTENSIVE PROGRAM"**

**Duration:** 1 Month (4 weeks)

**Format:** Live online sessions, 5 days/week

**Session Length:** 3 hours/day (intensive)

**Total Training Hours:** 60 hours

**Batch Size:** 12-15 students maximum (deliberately small)

**Target Student:**

Career switchers, tech enthusiasts, marketers, entrepreneurs who want comprehensive AI skills. The difference is the PACE and INTENSITY, not the audience.

**Price:** £4,999**Payment Options:**

- Full payment only (no payment plans - this ensures committed students who can handle the intensive pace)

**What Makes This Different from the 2-Month Program:**

- FASTER pace (same core content covered in half the time)
- MORE INTENSIVE daily sessions (3 hours vs 2 hours)
- SMALLER batch size (12-15 vs 20-25) = more personalized attention
- ACCESS to observe and learn from real client work happening at our agency
- Taught by industry veterans with 30-35 years of experience
- Same 50% discount on all 4 SaaS tools for 3 months after graduation

**What's Included:**

- 20 intensive live sessions taught by industry experts with 30-35 years of experience
- Interactive activities tracking real-time AI trends and global developments
- Behind-the-scenes access to how we build solutions for real clients
- Opportunity to observe live agency projects and see real client work in action
- Lifetime access to all recordings
- Private student community
- 50% discount on all 4 SaaS tools for 3 months
- Verified digital certificate upon completion: "AI Automation Intensive Professional"
- Access to our job board and hiring network

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**4-WEEK CURRICULUM BREAKDOWN****WEEK 1: Accelerated Foundations**

**Day 1-2:** AI fundamentals, prompt engineering, chatbot building + latest AI model updates

**Day 3-4:** Python basics, AI coding tools, automation scripts + trending development practices

**Day 5:** Build 2 working projects: chatbot + automation workflow

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**WEEK 2: Advanced Skills**

**Day 1-2:** Content automation, marketing AI workflows + current industry applications

**Day 3-4:** Voice AI, conversational agents, phone integrations + emerging voice tech

**Day 5:** Build 2 working projects: content system + voice agent

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### **WEEK 3: Real Client Exposure**

This is what makes the intensive program special.

**Day 1-2:** Observe how we scope and design solutions for real clients

**Day 3-4:** See how we build and deliver actual client projects

**Day 5:** Watch client presentations and feedback sessions

Students observe and learn from real work. They see how professionals with decades of experience handle client projects, which gives them invaluable insight they can reference in interviews and when talking to potential clients.

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### **WEEK 4: Build Your Portfolio & Launch**

**Day 1-2:** Service packaging, pricing models, client acquisition strategies + current market rates

**Day 3-4:** Build your portfolio website and service offerings

**Day 5:** Final project presentation and portfolio review

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## **STUDENT BENEFITS**



**50% Discount on All 4 SaaS Tools:** All students who complete either program receive 50% discount on:

- AmroBotAI (<https://amrobotai.com>) - Website Conversational Chatbot Provider
- AmroPilot (<https://amropilot.com>) - Enterprise Grade Content Automator
- AmroGen (<https://amrogen.com>) - Sales Automation AI Agent Provider
- AmroCode (<https://amrocode.com>) - Enterprise AI Coding Assistant



Discount valid for 3 months after graduation.

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## TOP PERFORMER REWARDS



**Top 3 Students in Each Batch Receive:**

- 1. Extended Tool Discounts**
  - 70-80% off all 4 SaaS tools (instead of 50%)
  - LIFETIME discount (not just 3 months)
  - Massive long-term savings for professional use
- 2. Featured Case Study**
  - Professional case study created about their learning journey
  - Published on our academy website
  - Shareable on LinkedIn and portfolios
- 3. Letter of Recommendation**
  - Signed by academy founder/lead instructor
  - Can be used for job applications
  - Highlights specific skills and achievements

#### 4. Priority Opportunities

- First notification for freelance project opportunities
- First consideration when we have client work we can refer
- Referrals to our business network

#### How We Determine Top 3:

- Project quality (40%)
  - Class participation and engagement (20%)
  - Final project presentation (30%)
  - Peer feedback and collaboration (10%)
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### WHY THIS PRICING MAKES SENSE



### **2-Month Program at £2,999:**

Organizations are willing to pay 43% salary premiums for AI-skilled workers. If someone earns £40,000/year and gets a job using AI skills, a 35-40% salary bump means £14,000-£16,000 more per year. Our £2,999 course pays for itself in less than 3 months.

Alternatively, if someone freelances and charges £2,000 for one AI automation project, the course pays for itself with their first client and a small second project.

### **1-Month Intensive Program at £4,999:**

The intensive program is £2,000 more because:

- Smaller batch size (12-15 vs 20-25) = significantly more attention per student
- Access to observe real client work (invaluable experience)
- Twice the daily session time (3 hours vs 2 hours)
- Same certification value, achieved in half the time
- Perfect for people who need to upskill quickly

The average salary for AI-skilled workers in the UK is £60,000-£85,000. The course investment becomes negligible when you land an AI role or start landing freelance clients at £1,500-£4,000 per project.

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## **WHAT MAKES OUR INSTRUCTORS SPECIAL**



**Industry Veterans with 30-35 Years Experience:** Our instructors aren't fresh graduates or theoretical academics. They're professionals who have spent decades in technology, automation, and business. They bring:

- Real-world problem-solving experience
- Industry connections and network
- Practical knowledge that only comes from years of doing
- War stories and case studies from actual projects
- Understanding of how businesses actually work

**Current Practitioners:** Our instructors actively work on AI automation projects through Agentic AI AMRO Ltd. They teach what they're doing RIGHT NOW, not what they learned years ago.

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## INTERACTIVE LEARNING & REAL-TIME UPDATES



# Why Choose Us?

 <b>Expert Instructors</b> Learn from industry mentors	 <b>Real-World Projects</b> Work on live AI projects	 <b>Tool Discounts</b> Save 50% on SaaS AI tools
 <b>Daily Live Sessions</b> Interactive lessons, everyday	 <b>Course Certificate</b> Gain a valuable credential	 <b>Build Portfolio</b> Showcase your AI skills

### We Don't Just Teach - We Keep You Current:

- Weekly discussions on latest AI model releases (GPT, Claude, Gemini updates)
- Real-time analysis of new AI tools entering the market
- Interactive sessions on trending AI use cases globally
- Case studies of recent AI implementations in businesses
- Group activities analyzing current AI news and developments
- Live demos of new AI platforms and technologies as they emerge

This ensures students don't just learn - they stay CURRENT with an industry that changes every week.

# REALISTIC OUTCOMES WE PROMISE



## What We DON'T Promise:

- ✗ "You'll make £10K in 30 days"
- ✗ "Guaranteed job placement"
- ✗ "Build a six-figure business in 60 days"
- ✗ "No experience needed to become an expert"
- ✗ "Our certificate will automatically get you hired"

## What We DO Promise:

- ✗ You'll complete 5-7 portfolio-ready projects you can show employers or clients
- ✗ You'll understand how to build AI chatbots, automation workflows, and voice agents
- ✗ You'll know how to use professional AI tools that businesses actually pay for
- ✗ You'll have the skills to either apply for AI-related roles or offer AI services
- ✗ You'll learn from instructors with 30-35 years of real industry experience
- ✗ You'll stay updated on real-time AI trends and developments
- ✗ You'll get access to our network for job opportunities and client referrals

## What Typically Happens After Graduation (Based on Our Previous Batches):

- 40-50% land AI-related jobs within 3-6 months
- 20-30% start freelancing and land 1-3 clients within 6 months

- 20-30% use the skills to improve their current job/business
- 10% don't actively pursue AI work but value the knowledge



We're honest: Not everyone becomes an AI success story overnight. But everyone who completes the program gains legitimate, marketable skills taught by seasoned professionals.

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## OUR SOCIAL PROOF

## MASTER AI & GENERATIVE AI

ENROLL NOW



AgenticAI  
AMRO Academy

## NEW COURSE INTRO TO GenAI



AgenticAI  
AMRO Academy

“ The instructors and curriculum were excellent. I learned all the skills I needed.



JOHN DOE  
Student

## ADVANCE YOUR CAREER IN AI

Comprehensive courses  
on AgenticAI and GenAI



AgenticAI  
AMRO Academy

### Current Status:

- 8-10 video testimonials from previous students
- Mix of career outcomes: job placements, freelance clients, business improvements
- Real people, real results (not paid actors)

### What Students Say (General themes):

- "Learning from instructors with decades of experience made all the difference"
- "Actually learned practical skills, not just theory"
- "The real-time updates on AI trends kept me ahead of the curve"
- "The projects I built got me my first client"
- "Worth every penny - now I'm earning more in my role"



**JOHN SMITH**

**STUDENT**

ID 0123456789

EXP. DATE 12/31/2026

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## **TARGET STUDENT (BOTH PROGRAMS)**

### **Profile 1: The Career Switcher**

- Currently in marketing, sales, customer service, or operations
- Sees AI affecting their industry
- Wants to gain AI skills to stay relevant and advance their career
- Age: 25-40
- Income: £30K-£55K
- Goal: Land an AI-related role at £45K-£70K

### **Profile 2: The Freelancer/Consultant**

- Already doing web design, marketing, consulting
- Clients are asking about AI solutions
- Wants to add AI services to command higher rates
- Age: 25-45
- Income: £25K-£65K (variable)
- Goal: Add £1,500-£4,000/month in AI project revenue

### **Profile 3: The Entrepreneur**

- Wants to start offering AI automation services
- Needs the technical skills to deliver solutions
- Willing to invest in learning
- Age: 25-50
- Current situation: Employed or running another business
- Goal: Build AI service revenue within 6-12 months

### **Profile 4: The Tech Enthusiast**

- Works in tech but not in AI
- Fascinated by AI, wants formal training
- May work in IT, support, QA, project management
- Age: 22-40
- Income: £40K-£70K
- Goal: Transition to AI-focused role

**Both programs target the SAME people. The choice is:**

- 2-month program = Comfortable pace, more time to absorb
  - 1-month intensive = Faster pace, get skilled quickly
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# PROJECTED REVENUE (YEAR 1)

## Conservative Scenario:

- 2-Month Program: 4 batches × 15 students × £2,999 = £179,940
- 1-Month Program: 4 batches × 10 students × £4,999 = £199,960
- **Total: £379,900**

## Moderate Scenario:

- 2-Month Program: 6 batches × 20 students × £2,999 = £359,880
- 1-Month Program: 6 batches × 12 students × £4,999 = £359,928
- **Total: £719,808**

## Optimistic Scenario:

- 2-Month Program: 8 batches × 25 students × £2,999 = £599,800
- 1-Month Program: 8 batches × 15 students × £4,999 = £599,880
- **Total: £1,199,680**

## Additional Revenue Streams:

- SaaS subscriptions from graduates
- Corporate training contracts
- Referral commissions

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# COMPETITIVE ADVANTAGES

## 1. Instructors with 30-35 Years of Industry Experience

Not fresh graduates or bootcamp trainers - seasoned professionals who've seen technology evolve over decades.

## 2. Active AI Automation Agency

We don't just teach - we actively build AI solutions for clients. Students learn from current practitioners.

## 3. Real Enterprise Tools

Students learn with actual SaaS platforms (AmroBotAI, AmroPilot, AmroGen, AmroCode) that businesses pay for.

## 4. Real-Time Updates & Interactive Learning

Weekly activities keep students current with rapidly evolving AI landscape.

## 5. Small Batch Sizes

20-25 students (2-month) and 12-15 students (1-month) means personalized attention from veteran instructors.

**6. Proven Track Record**

8-10 video testimonials from real students with real career outcomes.

**7. Real Client Exposure (1-Month Program)**

Students observe actual client work - invaluable for understanding real-world applications.

**8. No Bullshit Marketing**

We don't promise overnight riches. We promise skills, experience, and opportunities.

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## **MARKETING STRATEGY**

**Primary Channels:**

1. **YouTube** - Free AI tutorials, tool demos, student success stories
2. **LinkedIn** - Thought leadership posts, case studies, AI trend analysis
3. **Facebook/Instagram Ads** - Targeted at career switchers and entrepreneurs
4. **Email Marketing** - Weekly AI tips, student spotlights, enrollment windows
5. **Partnerships** - Collaborate with career coaches, recruitment agencies

**THE POWER OF AGENTICAI**

New Session



**AgenticAI**  
AMRO Academy

**LEARN MORE**

[www.agenticalatmo.ac](http://www.agenticalatmo.ac)

**NEW COURSE**

**Generative AI Fundamentals**




**AGENTICAI**  
Academy

**“**

"This was an amazing course on AI tools. Highly recommended!"



Caroline Smith  
Student



**AGENTICAI**  
AMRO Academy

**Start Learning Today**

   

@agenticalamro

### Key Messages:

- "Learn AI automation from instructors with 30-35 years of industry experience"
- "73% of employers prioritize hiring AI-skilled workers - become one"
- "Build a portfolio of real AI projects while staying current with industry trends"
- "No fluff, no hype - just skills taught by professionals who've been in the trenches"

## THE HONEST REALITY

### This Business Will Work If:

- We deliver excellent, practical training consistently
- We maintain small batch sizes and don't sacrifice quality for scale

- We keep curriculum updated with real-time AI developments
- Our instructors stay connected to actual client work
- We're transparent about realistic outcomes and timelines

### This Business Will Struggle If:

- We overpromise and underdeliver on outcomes
- We scale too fast and quality suffers
- We don't keep pace with rapid AI evolution
- We become disconnected from actual project work
- We start making fake promises to boost enrollment numbers

**OUR PROGRAMS**

- Comprehensive AI Curriculum
- Hands-On Learning
- Experienced Instructors
- Certification of Completion

**LEARN AGENTIC AI & GEN AI**

Empowering you with practical skills in AI through immersive courses led by industry professionals.



**ENROLL NOW**

## CONCLUSION

Agentic AI AMRO Academy is built on a foundation of:

- **Veteran expertise** (instructors with 30-35 years of industry experience)
- **Active practice** (we run an AI automation agency with 4 live SaaS products)
- **Real outcomes** (8-10 video testimonials proving the model works)
- **Current knowledge** (interactive activities tracking real-time AI trends)
- **Honest marketing** (we don't promise overnight success)

**Become  
an AI  
Expert**

**Learn Agentic AI  
and GenAI in 2 Months**

Extensive curriculum with  
daily instructor-led courses

**Enroll Now**

Both programs target the same audience - people who want practical AI skills from seasoned professionals. The choice is simply about pace: comfortable (2 months) or intensive (1 month).

The pricing reflects the value of learning from 30-35 year industry veterans, working with real enterprise tools, and staying current in a rapidly evolving field.

This is a solid, executable business model with clear differentiation in a growing market.