
Zero to One AI:
The New Prototyping Playbook
SOPHEVA
WISDOM EVOLVED
1000
DAYS OUT
ZERO
TO
ONEAI

Executive Overview

Program Highlights

Welcome to a transformative learning experience that will fundamentally shift how you approach solution development. In a world where technological advancement once required deep technical expertise and months of development, AI has rewritten the rulebook. This course empowers curious, creative professionals to leverage AI for rapid prototyping and validation of digital solutions—turning what once took weeks or months into something achievable in hours or days.

Who Should Participate

This program is designed for forward-thinking professionals who see AI not just as a buzzword but as a practical toolset for innovation:

Entrepreneurs & Founders seeking to validate ideas quickly before committing significant resources

UX Designers looking to expand their toolkit beyond traditional design methods

Product Leaders wanting to accelerate the product development lifecycle

Software Developers aiming to multiply their productivity and explore new approaches

Innovation Managers responsible for driving organizational change

Business Analysts who want to translate business problems into tangible solutions

Non-Technical Professionals with big ideas but limited technical resources

Program Overview

Why Attend

What sets this program apart is its laser focus on practical application. This isn't a theoretical exploration of AI—it's a hands-on workshop where you'll build real solutions to real problems. By the final session, you'll have:

- **Created functional prototypes** that can be shown to stakeholders, users, or investors
- **Developed a personal toolkit** of AI resources tailored to your specific needs
- **Mastered prompt engineering** to get precisely what you need from AI systems
- **Built confidence** in your ability to leverage AI for rapid solution development
- **Established a framework** for evaluating which problems are ripe for AI solutions
- **Connected with a community** of like-minded innovators

Program Structure at a Glance

The program unfolds across six dynamic sessions, each building upon the last to take you from AI fundamentals to showcasing your own working prototype:

1. **AI Foundations: The New Landscape of Possibilities** Understanding modern AI systems and identifying opportunities
2. **Strategic AI Integration: From Concept to Organizational Reality** Developing effective problem statements and implementation strategies
3. **Rapid Prototyping with AI: Building Your First Solution** Mastering prompt engineering and beginning your prototype journey
4. **Advanced AI Prototyping: Creating Complex, Integrated Systems** Coding functional prototypes and connecting multiple systems
5. **From Prototype to Product: Refining Your AI Solution** Gathering and implementing user feedback to validate your solution
6. **Future-Proofing Your AI Solutions: Ethics, Showcasing, and Next Steps** Addressing governance, ethics, and presenting your completed work

Between sessions, you'll have access to office hours, peer learning circles, and a dedicated community platform to support your development journey.

Customization Options

Tailored to Your Organization's Reality

This isn't an off-the-shelf program—it's a custom-fitted solution designed to address your organization's specific innovation challenges. Before launch, we recommend 1-2 discovery meetings with key stakeholders to:

- Map your organization's unique AI readiness landscape
- Identify high-value problem spaces specific to your industry
- Align examples and exercises with familiar organizational contexts
- Shape project work around actual business challenges you're facing

This pre-program calibration ensures that participants aren't just learning general concepts but are immersed in relevant scenarios that mirror their day-to-day reality. The result? Learning that sticks because it connects directly to participants' work lives. No more "how does this apply to us?" moments—every session becomes an immediate opportunity to advance real organizational initiatives.

The Bottom Line

In today's fast-moving business landscape, the ability to rapidly prototype and validate ideas isn't just nice to have—it's essential for staying competitive. This program will equip you with the mindset, skills, and tools to transform how you approach problem-solving, product development, and innovation.

Are you ready to compress months of work into days? Join us and discover the power of AI-enabled rapid prototyping.

The New Prototyping Playbook

Detailed Course Outline

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Program Philosophy

This program is built on a simple but powerful premise: AI has democratized the ability to build. What once required specialized technical teams, months of development, and significant investment can now be accomplished by curious minds with the right approach in a matter of hours or days. Our course is intentionally hands-on—we believe in learning by doing, with approximately 80% of our time dedicated to practical application and only 20% to conceptual foundations.

Between-Session Support

Your learning journey extends beyond our formal sessions:

- **Office Hours**: Weekly opportunities to get personalized feedback and troubleshooting support
- **Innovation Circles**: Small peer groups (4-5 participants) that meet weekly to share progress, challenges, and insights
- **Online Community**: A dedicated platform for resource sharing, questions, and collaboration
- **Recordings**: All sessions are recorded for reference and review

Essential Tools

Participants will gain hands-on experience with a powerful ecosystem of AI tools, including but not limited to:

- **Large Language Models**: ChatGPT, Claude, Llama 3, and other frontier models
- **AI-Enhanced Development**: Cursor, GitHub Copilot, Claude Code
- **Research & Knowledge Tools**: DeepL Research, NotebookLM, Perplexity
- **Design & Visualization**: Midjourney, DALL-E, Figma (with AI plugins)
- **Deployment Platforms**: Vercel, Replit, Netlify
- **Specialized Tools**: Depending on project needs like integrating data analysis, audio, video, voice processing, etc.

Detailed Session Breakdown

Session 1: AI Foundations: The New Landscape of Possibilities

Focus: Understanding the capabilities and limitations of modern AI systems, with particular emphasis on Large Language Models and how they're reshaping the innovation landscape.

Part 1 – The AI Revolution

- The evolution of AI capabilities: From narrow AI to general-purpose systems
- Understanding Large Language Models: How they work and why they matter
- The ever-shifting landscape of AI tools and ecosystems
- Mapping the "jagged frontier" of AI capabilities—what's possible now and what's coming

Part 2 – Hands-On Exploration

- Building your personal AI toolkit: Selection, integration, and customization
- Interactive experiments with frontier models to understand their capabilities
- Project ideation: Identifying problems that align with AI's current strengths
- The future of AI ecosystems: What to expect in the next 2-3 years

Outcomes:

- A personalized AI toolkit configured for your specific needs
- Initial project ideas evaluated against AI capability frameworks
- Understanding of which problems are suitable for AI-based approaches

Detailed Session Breakdown

Session 2: Strategic AI Integration: From Concept to Organizational Reality

Focus: Developing effective problem statements and creating implementation strategies that work within organizational contexts.

Part 1 – Problem Framing

- The art of the problem statement: Defining challenges suitable for AI solutions
- Opportunity sizing: Evaluating potential impact vs. implementation difficulty
- Organizational readiness assessment: Are you set up for AI-driven innovation?
- Stakeholder mapping and engagement strategies

Part 2 – Implementation Planning

- Building effective AI implementation roadmaps
- Team formation: Skills, roles, and collaboration models
- Risk assessment and mitigation strategies
- Initial project planning using the PRFAQ (Press Release/FAQ) methodology

Outcomes:

- Well-defined problem statements aligned with organizational needs
- Implementation roadmap for your specific project
- Initial PRFAQ document outlining your solution vision

Detailed Session Breakdown

Session 3: Rapid Prototyping with AI: Building Your First Solution

Focus: Getting started with AI-assisted development and creating your first prototype. No prior technical experience required, though technical participants will still be challenged.

Part 1 – Prompt Engineering Fundamentals

- The art and science of effective prompting
- Structuring prompts for specific outcomes
- Advanced techniques: Few-shot learning, chain-of-thought prompting, etc.
- Prompt libraries and reusable templates

Part 2 – Building Your First Prototype

- Setting up your development environment
- Working with AI coding assistants
- Component-based development approaches
- Testing and validating your initial prototype

Outcomes:

- A working initial prototype demonstrating core functionality
- Personal prompt library tailored to your project needs
- Development environment configured for AI-assisted work

Detailed Session Breakdown

Session 4: Advanced AI Prototyping: Creating Complex, Integrated Systems

Focus: Taking your prototype to the next level by implementing advanced features and building real working solutions.

Part 1 – Advanced Development Techniques

- Working with multiple AI models in concert
- Integration patterns and best practices
- Data handling, persistence, and state management
- API development and integration

Part 2 – Building Production-Ready Features

- User authentication and management
- Error handling and edge cases
- Performance optimization techniques
- Preparing for scale and deployment

Outcomes:

- A functional prototype with advanced features implemented
- Integration with necessary external systems
- Initial user testing framework

Detailed Session Breakdown

Session 5: From Prototype to Product: Refining Your AI Solution

Focus: Gathering and implementing user feedback to validate and refine your solution.

Part 1 – User Feedback Methodologies

- Designing effective feedback collection systems
- User testing protocols and best practices
- Quantitative vs. qualitative feedback approaches
- Translating user insights into development priorities

Part 2 – Refinement and Iteration

- Feature prioritization frameworks
- Rapid iteration techniques
- A/B testing methodologies
- Analytics implementation and monitoring

Outcomes:

- Refined prototype incorporating user feedback
- Data-driven prioritization of future development
- Metrics framework for ongoing evaluation

Detailed Session Breakdown

Session 6: Future-Proofing Your AI Solutions: Ethics, Showcasing, and Next Steps

Focus: Addressing ethical considerations, governance frameworks, and preparing to showcase your work.

Part 1 – Governance and Ethics

- Ethical considerations in AI development
- Governance frameworks and accountability
- Privacy, security, and responsible AI implementation
- Future-proofing: Keeping pace with AI advancement

Part 2 – Showcasing and Next Steps

- Final project presentations and demos
- Peer and expert feedback
- Scaling strategies: From prototype to production
- Next steps and continued learning resources

Outcomes:

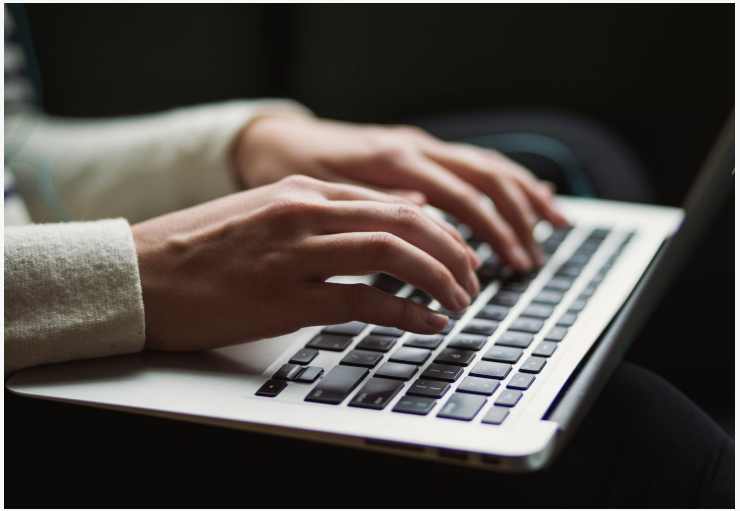
- Polished, presentable prototype with ethical considerations addressed
- Clear plan for further development or deployment
- Framework for ongoing governance and accountability

Projects

Throughout the course, you'll work on one or more projects, taking them from concept to working prototype. These projects will serve as the practical application of all course concepts and will be tailored to your specific interests or organizational needs.

The project journey includes:

- Initial concept development (Session 1-2)
- Core prototype building (Session 3)
- Advanced feature implementation (Session 4)
- User testing and refinement (Session 5)
- Final presentation and showcase (Session 6)



Who This Program Is For

This program welcomes participants from diverse backgrounds with varying technical expertise. While no coding experience is required, participants should bring:

- Curiosity about AI and its applications
- A problem or opportunity area they'd like to explore
- Willingness to experiment and learn through trial and error
- Commitment to the full program journey, including between-session work

Why This Program Matters Now

We're at an inflection point where AI capabilities have reached a level of accessibility that fundamentally changes who can build digital solutions. This program isn't just about learning new tools—it's about embracing a new approach to innovation that will define competitive advantage in the coming decade.

By compressing the prototype-to-validation cycle from months to days, organizations and individuals can explore more ideas, respond more quickly to market opportunities, and dramatically reduce the risk and cost of innovation.

Join us in mastering this new paradigm of possibility.

Facilitation Team

Ramy Nassar is an international speaker, author, and thought leader in the domains of AI and Strategic Foresight, helping the world's leading organizations **Navigate What's Next**.

As the former **Head of Innovation for Mattel** and author of the **AI Product Design Handbook**, Ramy has established himself as a pivotal leader at the crossroads of technology, futurism, and business strategy, where his engaging keynotes and workshops demystify complex technology trends for diverse audiences.

He has spent 25+ years working with leaders at over 250 leading organizations at the frontline of innovation and disruption - including TD Bank, Apple, TELUS, Verizon, New Balance, Federal Government of Canada, and countless industry & professional associations. Through his work, organizations gain actionable insights on leveraging AI to drive strategic objectives and create measurable business value.

Deeply committed to education, Ramy teaches at prestigious institutions including McMaster University, Toronto Metropolitan University, and the Norwegian University of Science and Technology, where his academic roles reflect his global perspective and understanding of AI's impact across industries. Fluent in English, French, and German, his dynamic and interactive delivery goes beyond traditional presentations, making him a sought-after speaker for conferences, workshops, and corporate events worldwide.

Robert Wray is a serial entrepreneur, AI innovator, and healthcare technology pioneer who thrives in uncharted territory—**building companies where no playbooks exist.** Over two decades, he has founded and scaled ventures at the intersection of emerging technology and business transformation, driving industry-first solutions in healthcare, telematics, e-commerce, and AI.

From his first company in the late 90s, bringing IT solutions to small medical practices before digital healthcare was mainstream, to launching one of the earliest mobile digital audio communities before the iPhone, Wray has consistently been ahead of the curve. As the founder of Whitebox, he helped redefine e-commerce logistics and advertising. Whitebox secured $55M in venture capital and grew to a team of 500 across multiple states.

Wray's latest venture is an **AI rapid prototyping lab** focused on groundbreaking applications, including a multi-system AI board of directors simulator already facilitating millions of dollars in transactions for business leaders. In healthcare, he collaborates with Hopkins Ventures and startups like CurieDx, which is pioneering smartphone-based diagnostics to revolutionize medical testing.

Thank you

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