Understanding & Analyzing Futurense Website

AI-First Education & Talent Solutions

25,000+ Careers Transformed   540+ Hiring Partners   40+ University Collabs

By Sharanya

Futurense – Mission & Impact

Mission: Bridge academia & industry with real-world AI skilling for Day-1 productive talent

25,000+ careers transformed	540+ hiring partners
40+ university collabs	400+ team

Recent milestone: Launched India's First AI Think Tank – Futurense Leadership Council (FLC) in 2025
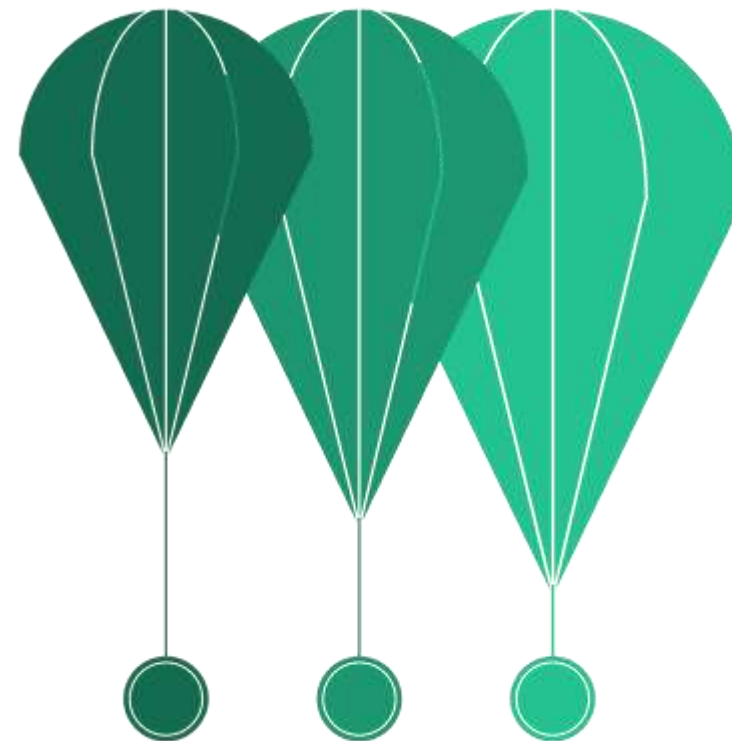
Tech–MBA Launch
Industry-aligned AI business program

Agentic AI Programs
Hands-on agent development courses

FLC Initiative
Faculty learning and collaboration

The Integrated AI Ecosystem

AI Clinic

Real prototyping and enterprise mentorship

FLA

Adaptive learning with simulation feedback

FPA

Placement copilot and interview coaching

FLC

AI think tank of senior CXO advisors

- **AI Clinic** – Real prototyping & enterprise mentorship
- **FLA** – Adaptive AI learning with simulation feedback
- **FPA** – Placement copilot (interview coach, offer optimizer)
- **FLC** – India's First AI Think Tank (30+ CXOs from Google, Microsoft, etc.)

"AI is no longer optional – it's the core of innovation" – FLC Leader

AI–First Education Model & Key Programs

Hybrid + in-person learning (NEP 2020 compliant), hands-on projects from Day 1, internships, FLC mentorship

🤖 Futurense School of AI

India's only AI-native hybrid B.Tech

🏃 IIT/IIM–backed

- Tech-MBA (IIT Jodhpur)
- PG Certificate in GenAI & Agentic AI (IIT Roorkee)
- AI Engineering & AIOps, GenAI Cybersecurity

⭐ Features

- No GATE/GRE
- Optional immersion
- EMI options

Global Master's Pathways & Enterprise Offerings

- **Global Pathways:** Dual Master's (30% India IIT/IIM + 70% US/UK/EU), 35+ programs, save 40–60%, post-study visas

- **Enterprise:** Custom cohorts, skill audits, hire-train-deploy AI-ready talent

Stats: 540+ partners (Fortune 500, MAANG, startups)

Current Website Strengths

→ Clean, stats-driven homepage with strong visuals & ecosystem overview

→ Rich FLC section with leader bios, quotes, masterclasses

→ Engaging podcast & media spotlight sections

→ Good emphasis on outcomes (job-readiness, internships, portfolios)

→ Mobile-friendly layout with intuitive path selection ("Choose Your Path")

Key Opportunities for Improvement

Fix major gaps: Multiple 404 pages (/programs, /about, /enterprise) – create proper dedicated pages

Add transparency: Pricing details, detailed syllabus/PDFs, batch start dates, eligibility criteria

Enhance UX: Better navigation menu/search bar, filters for programs, interactive demos of FLA/FPA tools

Build trust: Student/alumni testimonials + success stories, enterprise case studies, live chat/FAQ

Other ideas: Free AI skill assessment tool, mobile optimization tweaks, more dynamic content (e.g., last-updated dates)

THANK YOU