



# AI for Business Leaders.

“From AI awareness to AI operator to AI system builder”

- Best for Professionals • Marketing
- Sales • Finance • Ops & Data • Human Resources (HR)

The World of Work is Being Rewritten by AI.

# Why This Program Exists

Every role HR, Sales, Marketing, Finance, Operations is becoming an AI-augmented role.

**But most professionals are stuck in:**

- Tool confusion
- Random YouTube learning
- No idea how to use AI for real business problems

**This program exists to turn you into someone who can:**

- Translate business problems into AI use-cases
- Build AI-powered workflows
- Launch working AI systems inside teams



**#FOR NON-TECH PROFESSIONAL**

Before vs After This Program

# What You Become in 12 Weeks

Before	After
<ul style="list-style-type: none"><li>• You “use ChatGPT”</li><li>• You work manually</li><li>• You depend on IT teams</li><li>• You react to change</li></ul>	<ul style="list-style-type: none"><li>• You design AI workflows</li><li>• You automate your work</li><li>• You build AI systems yourself</li><li>• You lead transformation inside your company</li></ul>

You don't just learn AI

**“You become the person who deploys AI for  
business.”**



**#FOR NON-TECH PROFESSIONAL**

# The 5 Outcomes You Will Achieve

1

## Understand AI end-to-end

How models, data, prompts, agents and workflows actually work.

2

## Work with data using AI

Analyze, visualize, and extract decisions from messy business data.

3

## Specialize in Your Domain

Marketing, Sales, HR, Finance, Operations or Data — AI built for your role.

4

## Create AI for Growth

Use AI to generate

- Content
- Videos
- Presentations
- Voice, music, ads & campaigns

5

## Build & Automate with AI Agents

Create AI bots that:

- Send emails
- Generate reports
- Update dashboards
- Run workflows

You won't Just Learn. You will Build

# What You Will Actually Build

During the 12 weeks, you will create:

- AI dashboards for decisions
- AI content engines
- AI automations for your role
- AI agents that work for you
- One complete AI system you can show to employers or your company

***“One complete AI system you can show to employers or your company”***



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# How the **12-Week Journey** Works

The program runs in 3 phases:

- **Phase 1 — Foundations**

How models, data, prompts, agents and workflows actually work.

- **Phase 2 — Build**

Use AI for data, content, automation and workflows.

- **Phase 3 — Specialize & Launch**

Apply AI inside your domain and prepare for Demo Day.

**Every week:**

Live classes

Industry workshops

Mentoring & feedback

Hands-on builds

**#FOR NON-TECH PROFESSIONAL**

Not just a Course. An AI career Ecosystem.

# Why LetsUpgrade ?

With LetsUpgrade you get:

**# 01**

1:1 mentoring with  
industry experts

**# 03**

4 real industry workshops

**# 02**

Work-integrated  
capstone

**# 04**

Career Accelerator  
Pack

**# 06**

Continuous updates on new AI tools even  
after the program ends

**# 05**

Alumni network for  
jobs, referrals &  
growth



# Your AI System goes Live

## On Demo Day:

- You will pitch your AI system
- Industry leaders will watch
- Best projects win **₹1,00,000 in prizes**
- This becomes your career story

Become the person who runs AI in your organization. Applications now open.

This is not a certificate.  
This is a launchpad.

### Contact Us

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For more information

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