

Core Product Management Case Study: “Building the AI Agent” Job Simulation Course

From Research to GTM

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Context

Company

Edtronaut - AI enabled platform that empowers adaptive & progressive teaching & learning experience

Product line

AI-powered Job Simulation Platform

⇒ equip learners with real-world, skill-specific, industry-relevant experience, outcome-driven job simulations

Product

Building AI Agent Job Simulation

- ⇒ The AI agent is the learner's proof of learning and public portfolio artifact.
- ⇒ Learners complete guided, role-aligned tasks (e.g., writing specs, summarizing data, designing user flows).
- ⇒ Learners create AI agents to automate or assist with real-world deliverables.

Goal

Focuses on defining the product experience and priorities for the simulation's first launch.

The output is the AI agent created by the learner.

I. Market Research

User Research

Common needs

Demonstrate Ability

Users want to showcase skills through real-world tasks for validation.

Practical Knowledge & Skills

Users seek interactive, practical experiences to gain knowledge and enhance skills.

Targeted, Cost-Effective, and Time-Efficient

Users prefer tailored solutions that offer value, saving time and money.

Specific needs

User Persona

AI Students & Freshers

Motivation

Explore, Experience, Standout

Keen to explore career paths, gain experience, and differentiate in job hunts.

Pain with existing products

Theory-heavy

Existing tools focus too much on theory, not enough on doing.

Gain with Job Simulation

Hands-on, Beginner-friendly

Offers real tasks in a supportive environment ideal for learning by doing.

Switch Professionals

Capability, Smooth switch

Want practical experience to support a smooth, confident career transition.

Lack context, too generic

Current options feel irrelevant or too broad, lacking real-world depth.

Portfolio Builders

Show-off, Capability

Focused on building impressive, validated portfolios to demonstrate expertise.

Certificates are theories

Certificates alone don't prove real ability or experience.

Role and Industry specific

Provides relevant experience tailored to specific roles and industries.

Functional, Shareable

Results in tangible, sharable outputs that showcase ability and boost credibility.

Competitor Research (1/2)

Goal	Forge	Reforge	Expected
Target	Early career	Professionals	Students, Early career, Switcher, Portfolio builders
1. Demonstrate abilities			
Output credentials	Certificate only. Only need to complete the course and submit the deliverables.	Certificate only. Only need to complete the course, submit deliverables and ensure attendance.	Certificate, and AI Agent that is functional
Learner Assessment	None	None	Peers, Mentors, Lecturer, AI
Exercises	Static tasks. Learner self-compare their outcome with the model answer.	Generic case studies, Live sessions, Community discussion	Interactive, practical
Curriculum	Predefined. Generic.	Structured. Connect. Predefined.	AI Adapted to learner's role, industry, and level.

Competitor Research (2/2)

Goal	Forge	Reforge	Expected
Target	Early career	Professionals	Students, Early career, Switcher, Portfolio builders
2. Practical Experiences			
Simulation depth	Shallow. 1-3 hours to complete a course.	Theories. Small and fragmented exercises.	Structured curriculum designed to serve the final goal of building an AI Agent.
Role-specific exercises	Generic. Will fit you if you're lucky.	Generic. Will fit you if you're lucky.	Role-specific
Interactivity	Low	Medium	High (based on output)
Collaboration feature	None	Live sessions, Community discussion	Peer collab to build AI Agent. Peer feedbacks.
3. Targeted, Cost and Time effective			
Cost	Free	\$2,000/ year	Diverse based on needs = Optimized
Targeted, Time effective	None	None	AI-generated curriculum based on needs: role, industry, level

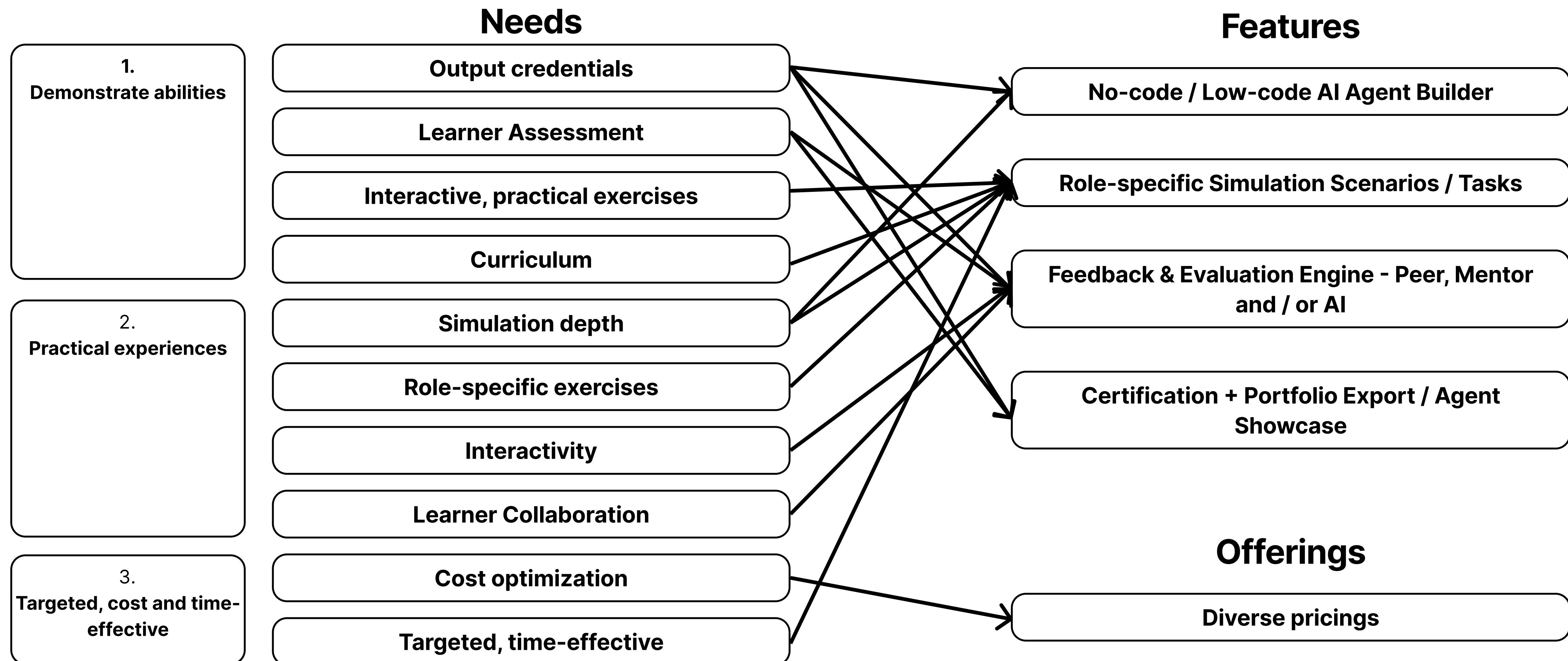
II. Product

Our Solution: AI Agent Builder Job Simulation

Vision

AI Agent Builder Job Simulation

An AI-powered job simulation that enables users to build **real skills** through **role-specific** job simulations, get **personalized** feedback, and export **proof of work**—making learning **practical, credible, and accessible** for all career stages.



Features specifications

No-code / Low-code AI Agent Builder

1. What learners can ask their agents to do?

- Simulate Real-world Scenarios
- Generate Outputs
- Analyze & Interpret Inputs
- Support Practice & Feedback

2. How learners will build/train their agents?

- Prompt-based Design: Provide instructions/goals in natural language
- Visual Workflow Builders: Drag-and-drop logic, data sources, and task blocks
- Template Libraries: Pre-built agent types editable for customization
- Interactive Training: Feedback loop where learners test and refine the agent based on output

3. How the agent will be evaluated?

- Task Success: Did it complete the task accurately and efficiently?
- Human Feedback: Peer/instructor reviews on usefulness, clarity, and relevance
- AI-Based Rubrics: Predefined criteria like relevance, coherence, tone, creativity
- User Simulation Feedback: Simulated stakeholders rate agent performance (e.g., satisfaction, clarity)

Role-specific Simulation Scenarios / Tasks

- The AI Assistant collect data from the learner (role, industry, goal, commitment).
- There's a fixed predefined curriculum containing theories and practices.
- The AI Assistant will base on the data from learner to customize the curriculum to fit with the learner. Eg. Remove lessons that the learner already have experience in.

Feedback & Evaluation Engine - Peer, Mentor and/or AI

- The AI Assistant have predefined criteria to assess learner's AI Agent.
- The learner's final outcome can be published to the course's community of learners for peers to give feedback on them.
- The learner can also submit a review request to the Mentor/Lecturer to receive more professional feedback.

Certification + Portfolio Export / Agent Showcase

- After completing all the materials and published an AI Agent, if the AI Agent's scoring pass a level, the learner will be marked as "Course completed" and receive a Certificate.
- The AI Agent created in the course can also be published on Github so the learner can attach it into other capability showing documents/sites.

Roadmap (1/2)

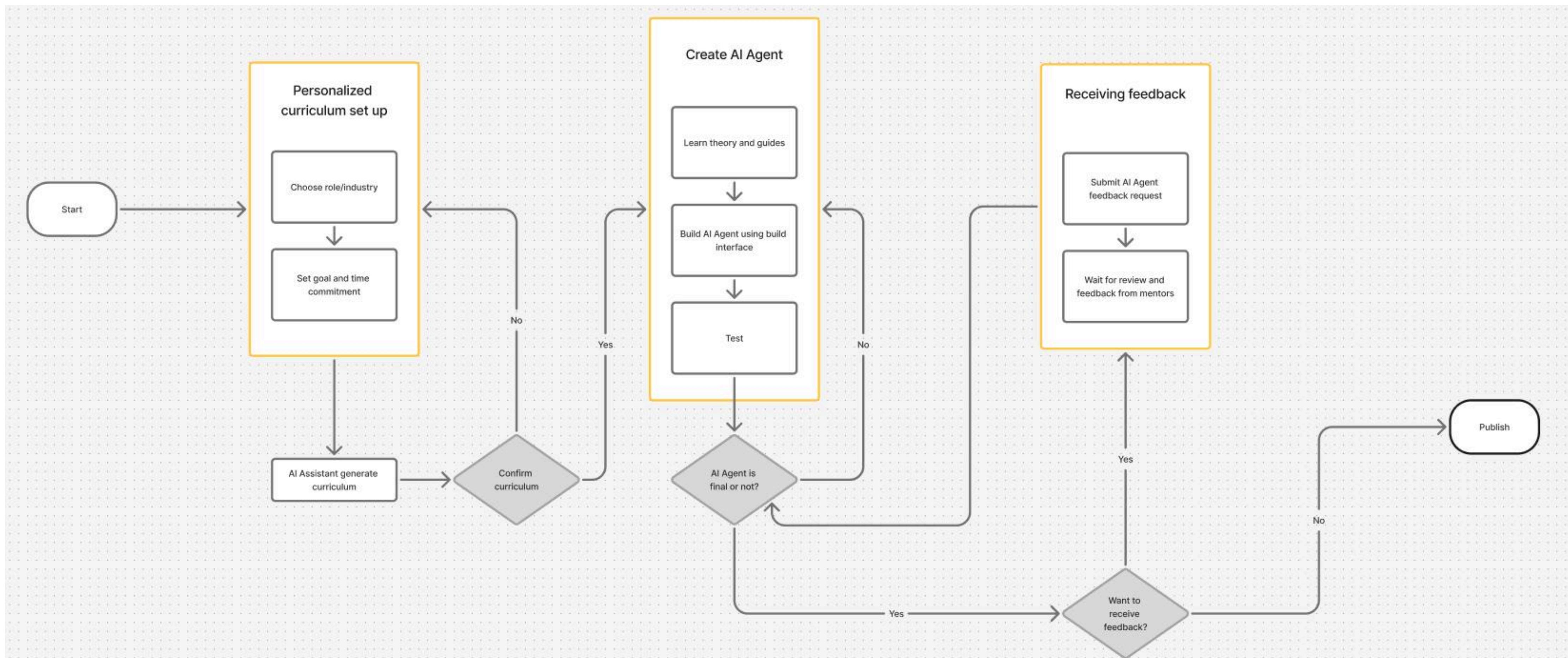
Feature	1 Month	3 Months	6 Months	9 Months	12 Months
Research: User, Market, Competitors	<ul style="list-style-type: none">Define user personasAnalyze market landscapeBenchmark competitors	<ul style="list-style-type: none">Refine personas based on feedbackIdentify whitespace in user journey	<ul style="list-style-type: none">Use insights to sharpen differentiation & go-to-market strategy	<ul style="list-style-type: none">Review market trends, adjust direction if needed	<ul style="list-style-type: none">Finalize product-market fit & strategic positioning
No-code / Low-code AI Agent Builder	<ul style="list-style-type: none">User research for insights on needs on AI Agent Builders.Decide on 3rd party API to build AI Agents Builder.Mockup/Wireframes of the product.	<ul style="list-style-type: none">Build basic drag-and-drop interface.Integrate with 1 AI API.Test simple agents.	<ul style="list-style-type: none">Launch v1 of Builder with branching logic, save/load agents.Add template agents.	<ul style="list-style-type: none">Upgrade with reusable components, task-specific templates.	<ul style="list-style-type: none">Full-featured builder with export, collaboration, and personalization.

Roadmap (2/2)

Feature	1 Month	3 Months	6 Months	9 Months	12 Months
Role-specific Simulation Scenarios / Tasks	<ul style="list-style-type: none">User research to decide roles and industries to tap in and their priorities	<ul style="list-style-type: none">Choose top 3 roles and 3 industry. Connect with lectureres to build curriculum.	<ul style="list-style-type: none">Launch scenarios for 1–2 roles with learning objectives and agent-building steps.Receive feedback.	<ul style="list-style-type: none">Add more roles/industries, diversify task types.	<ul style="list-style-type: none">Full library of role-based paths and industry challenges.
Feedback & Evaluation Engine - Peer, Mentor and / or AI	<ul style="list-style-type: none">Define evaluation criteria.Create basic AI scoring rubric.	<ul style="list-style-type: none">Launch AI auto-feedback on agents.Enable peer rating/ comments.	<ul style="list-style-type: none">Add mentor feedback tools.Feedback adapts to performance over time.	<ul style="list-style-type: none">Combine peer + mentor review in simulations.	<ul style="list-style-type: none">Full hybrid engine: AI, peer, mentor—used in all simulations.
Certification + Portfolio Export / Agent Showcase	<ul style="list-style-type: none">Define certification criteria.Allow downloadable proof of learning.	<ul style="list-style-type: none">Launch public profile with certification + AI agent export.	<ul style="list-style-type: none">Auto-generate portfolio with tasks completed + feedback.	<ul style="list-style-type: none">Integration with LinkedIn / job boards.	<ul style="list-style-type: none">Full showcase platform: verified, role-tagged, and filterable by employers.

UX Design & Workflow mapping - User/Learner flow

Assume that the learner has already bought the simulation. This flow start when the learner clicked start Job Simulation on the home page of the course.



III. Business

Business Model (1/2)

Pricing options

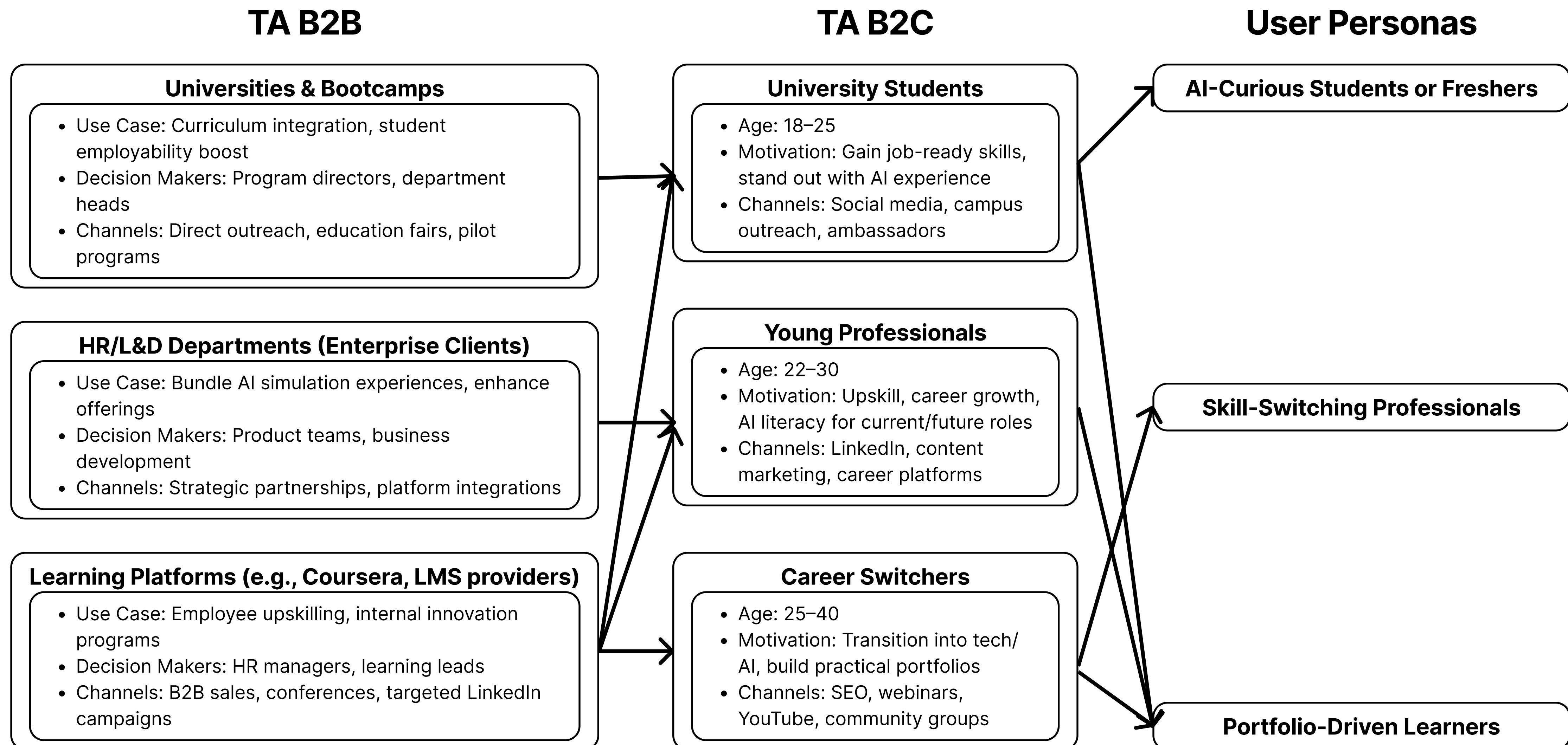
Topic	Specification
Subscription-based	<p>Access a variety of course at a fixed time range</p> <ul style="list-style-type: none">• Continuous access• Encourages repeat usage and skill compounding over time• Scalable for individuals, schools, or teams
Per Simulation	<p>Pay once for full simulation package</p> <p>Pay one time for all features of Job Simulations: theories, exercises, AI Agent builders, publish, certificate</p>
Per Simulation: Feature-based	<p>Only pay for what they need.</p> <p>Breaks down access by capabilities—users only pay for what they need.</p> <ul style="list-style-type: none">• Basic feature<ul style="list-style-type: none">• Theories: foundational knowledge before simulation (always included)• AI-Agent Builder (always included)• Certificate• AI-Agent Publish: Lets users share/export their agents as part of portfolios.• Mentor/Lecturer Feedback: Premium support for deeper learning and credibility
Bundle	<p>Bundle with Industry/Role-related Courses</p> <p>Offers end-to-end learning—from theory to simulation—within one role-specific track.</p>

Business Model (2/2)

Payers

Topic	Specification	Notes
Individual Learners	Core user group for skill-building, switching careers, or portfolio building. <ul style="list-style-type: none">Subscription-based (monthly/annual)Pay-per-simulationFeature-based (pick what you need)	
Groups (Discount Tiers)	Encourages peer learning, referrals, and shared growth. <ul style="list-style-type: none">Group of 2 → 10% offGroup of 3 → 15% offGroup of 5 → 20% off	<ul style="list-style-type: none">Works well for friends, cohorts, or project teamsIncreases reach with minimal acquisition cost
Companies	Upskilling employees with job-relevant simulations and performance tracking. <ul style="list-style-type: none">Team licenses (seats or usage-based)Role-specific bundles (e.g. PM, Data, Marketing)Admin dashboard + analyticsCustom simulations aligned to job functions	Pricing model: <ul style="list-style-type: none">Tiered pricing by seat countAdd-ons: onboarding, white-label, reporting tools
Schools / Bootcamps / Universities	Enhances curriculum with hands-on simulations; gives students job-ready exposure. <ul style="list-style-type: none">Classroom licenses (semester/year)Educator access for assigning + feedbackIntegration into LMSStudent portfolio showcase space	Pricing model: <ul style="list-style-type: none">Per-student or per-classroom pricingVolume discounts for bulk licensingCertification bundles included

GTM: Target Audience



GTM Strategy

Key Message

Building Your Own AI Agent — Hands-on, Real-World Job Simulations Powered by AI.

- Build **real skills** - Role-specific job simulations - **personalized feedback** - **proof of work**
- **practical, credible, and accessible** for all career stages.

Offering: 4Ps

Product

An AI-powered job simulation that enables users to build **real skills** through **role-specific** job simulations, get **personalized** feedback, and export **proof of work**—making learning **practical, credible, and accessible** for all career stages.

Price

- B2C: Subscription-Based, Per Simulation, Feature-Based, Bundle
- B2B: Subscription (Team), Per Simulation (Volume) Feature-Based (Custom), Bundle License

Place (Partnership)

- B2C:
 - Direct-to-learner via website and content channels
 - Partnered with universities, bootcamps
- B2B:
 - Companies
 - Universities/Bootcamps
- Bundle: partner with other Edtech companies to sell bundles of products

Promotion

- Social media campaigns (LinkedIn, TikTok, Instagram)
- Campus ambassador programs
- Strategic partnerships with EdTech and institutions
- Webinars, live demos, build-your-agent competitions

Launch Sequence (Tactics)

Phase 1: Pre-Launch (Hype & Waitlist)

- Tease key features on social media
- Open early access wait-list with lead magnet (e.g., free “AI Agent Builder” guide)
- Recruit student ambassadors and partner with 3–5 institutions for pilot use

Phase 2: Beta Launch (Pilot & Validation)

- Launch with select user groups (students + partners)
- Host onboarding webinars and demo events
- Collect testimonials, usage data, and iterate on feedback
- Highlight early success stories and agent showcases

Phase 3: Full Launch (Scale & Acquire)

- Launch full version with official certification track
- Run paid social ads, creator collaborations, and email campaigns
- Host a global “Build Your AI Agent” challenge to drive adoption
- Expand B2B outreach for curriculum integration and platform embedding

GTM: Marketing channels

Written (Credibility & SEO)

- 1. Educational Property** – Interactive docs/tutorials for onboarding and agent-building
- 2. Informative Articles** – Blog content to attract organic traffic & explain use cases
- 3. Guest Posting** – Reach new audiences via trusted external platforms

Paid (Acquisition & Awareness)

- 1. Advertising** – Meta/Google Ads (B2C), LinkedIn Ads (B2B)
- 2. Sponsorship** – Student orgs, bootcamps, newsletter partnerships
- 3. Paid Newsletters** – Targeted placement in niche EdTech/career digests

Community (Engagement & Virality)

- 1. Social Media** – LinkedIn (B2B), TikTok & Instagram Reels (B2C learners)
- 2. Video** – YouTube how-tos, student showcases, use-case breakdowns
- 3. Events** – Campus activations, community hackathons, ambassador-led demos

Presentations (Authority & Education)

- 1. Webinars** – Live onboarding, product tours, expert talks
- 2. Podcast Guesting** – Leverage existing audiences in AI/EdTech spaces
- 3. Podcast Hosting** – Build long-term brand with learner/instructor stories

GTM: Metrics/ KPIs

Metric	Why it matters?	KPI
Pre-Launch Metrics		
# Sign-Ups to Product Waitlist	Builds early user base and validates interest	100–200 sign-ups before launch
Social Media Engagement	Measures initial traction and content resonance	2–3% engagement rate, 10–30 reactions per post
Website Traffic & Page Views	Shows if outreach drives curiosity and learning	1,000+ unique visits to landing pages
Launch Metrics		
Lead Generation (MQLs/PQLs)	User intent to engage with simulation builder	100+ simulation builders in first 30 days
Conversion Rate (Landing → Agent)	Tests if users take action	15–20% conversion rate
Marketing Costs & CAC	Helps manage budget while validating channel efficiency	CAC < \$3 per sign-up
Post-Launch Metrics		
Simulation Trials & Demo CTR	Validates engagement and user interest	5–10% CTR on demo/simulation buttons
Customer Retention Rate (MAU/WAU)	Measures usefulness and ongoing learner engagement	30–40% weekly return rate

If you have any questions regarding this project,
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Thank you for spending your time reviewing this case!

Thank you!