



 Machine Learning · Deep Learning · Generative AI · AI Applications

Build AI capability *for yourself*

A rigorous, first-principles approach to understanding and building modern AI systems. Master AI with structured learning paths designed for both technical builders and strategic leaders.

Explore Platform →

Trusted by learners from





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Learning *Philosophy*

A rigorous, first-principles approach to understanding and building modern AI systems.

**Full Platform
Access**

One Subscription

**Industry
Recognized**

Certifications

Video + Audio

Delivery Mode

Self-Paced

Duration

Ex-Google

Instructors

Our Teaching Approach



Intuition-First Learning

Build mental models before formulas. Understand the "why" behind every algorithm.



First-Principles Math

Derive equations from scratch. No memorization—true understanding.



Code Everything

Implement models from scratch. No black-box libraries.



Visual Explanations

Complex concepts with animations and visual aids.



Self-Paced Learning

Lifetime access to all materials and updates.



Expert-Led Content

Instructor on-screen ensuring clear engagement.



Understand Deeply



Build Correctly



Deploy Responsibly



"No black boxes. Every model is derived, implemented, and reasoned about."

— Core Learning Philosophy

Course *Deliverables*

Comprehensive materials for deep understanding and practical application.



Lecture Notes

SME-written PDFs ensuring depth



Coding Notebooks

End-to-end implementations



Code Animations

Visual concept explanations



Assignments

Post-course evaluations



Digital Artifacts

Resources and materials



Certificates

Completion credentials

The Learning Experience



1:1 Industry mentorship



Practical application-based learning



On-demand Teaching Assistants



Placement assistance



Network of 500+ learners



AI-Powered Mock Interviews



Choose Your *Track*

Tailored learning experiences for technical builders and strategic leaders.

BUILDERS TRACK

For Engineers & Coders

Build AI systems from first principles

TARGET AUDIENCE

- Engineering students & graduates
- Working professionals with math/coding background
- Learners building AI from first principles

PRE-REQUISITES

- Familiarity with at least one programming language
- Good to have: Linear Algebra, Python, Statistics

TRACK GOAL

Build complete mental and implementation-level understanding of the modern AI stack.

LEADERS TRACK

For Decision-Makers

Strategic AI literacy for business impact

TARGET AUDIENCE

- Managers, founders, consultants
- Business, policy & strategy professionals
- Non-technical stakeholders exploring AI

PRE-REQUISITES

- No technical background required
- Curiosity about AI and its applications

TRACK GOAL

Build AI literacy, strategic intuition, and practical mastery of Generative AI systems.



BUILDERS TRACK

Course *Library*

01

Foundations of Regression

Linear & logistic regression from first principles, bias-variance tradeoffs, regularization techniques.

02

Mastering Deep Neural Networks

Build fully-connected networks from scratch, derive backpropagation mathematically.

03

Deep Computer Vision (CNNs)

Convolutional networks, receptive fields, spatial reasoning, and feature hierarchies.

04

Deep Sequence Modelling

RNNs, LSTMs, attention mechanisms, and why transformers dominate modern NLP.

05

Build Your Own Mini-GPT

Decoder-only transformers, tokenization, causal self-attention, and text generation.

06

Agentic AI & Multi-Agent Systems

Tool use, memory, planning, coordination, and failure modes of AI agents.

07

Tree-Based ML Algorithms

Decision trees, random forests, gradient boosting, and when they outperform neural networks.



LEADERS TRACK

Course *Library*

01

AI Literacy: How Intelligent Systems Shape Society

History of AI, core concepts, modern architectures (LLMs, VLMs, LMMs), and AGI trajectory.

02

Generative AI for Everyone

Under-the-hood behavior of LLMs, RAG systems, agentic workflows, and business applications.

03

Prompt Engineering

Structured prompting frameworks, human-in-the-loop reasoning, and precision prompting techniques.

Meet Your Instructor

Learn from industry experts with real-world experience



Puru Kathuria

[Founder, Lex AI](#) | [Former Software Engineer at Google](#)

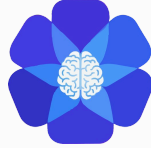
Former Software Engineer at Google, where he worked on Backend Engineering, Distributed Systems, and AI for Cloud Security. Previously at MathWorks, focused on self-driving cars and speech recognition. Now teaches Applied AI—Machine Learning, Deep Learning, and LLMs—at Lex AI. Founded a Deep Learning Book Club, fostering a community of 500+ learners passionate about AI.

500+
STUDENTS
TRAINED


FORMER SWE


FORMER SWE

CS + AI
ENGINEERING



Build AI capability for yourself with industry experts.



Ready to Start Your *AI & ML Journey?*

Start Learning



**Enterprise-
Ready**

Production-grade



**Academically
Rigorous**

First-principles



Implementation

Build from scratch



Career-Ready

Industry-aligned

"Understand AI deeply. Build it correctly. Deploy it responsibly."