



FOR FOUNDERS AND WORKING PROFESSIONALS

The AI Builder Cohort

NO CODING EXPERIENCE REQUIRED

Stop using AI. Learn to build with it.

Products, automations, content systems and agents that do real work.
For the career you're growing or the business you're building.



LIVE

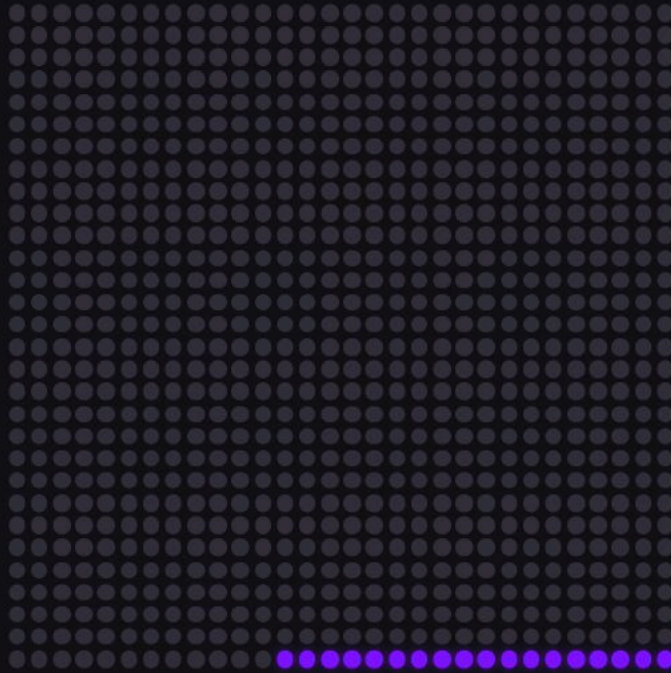
WEEKEND CLASSES

ADMISSION BY INTERVIEW

USING AI EVERY DAY ISN'T AN EDGE ANYMORE

1.2 billion people use AI.

Less than **2%** build with it.



- 98% stop at using AI. Chatting, getting answers, drafting email content.
- The 2% who build & ship. Real products, automations, agents.

Almost the entire grid stops at chatting.
The lit corner is where the return lives.

EACH DOT ≈ 1.3 MILLION PEOPLE

WHERE THE INDUSTRY SAYS THIS IS HEADING



"I am certain 100% of everybody's jobs will be changed by AI."

JENSEN HUANG · FOUNDER & CEO, NVIDIA



"The obvious tactical thing is just get really good at using AI tools."

SAM ALTMAN · CEO, OPENAI



"AI is probably the most important thing humanity has ever worked on."

SUNDAR PICHAI · CEO, GOOGLE

They're not talking about chatting with AI. Everyone already does that. They're talking about the people who can point AI at a real problem and ship something that works.

WHAT THE NUMBERS SAY ABOUT THE BUILDER SIDE

The growth is already here. Builders collect it.

66%

FOR THE CAREER YOU'RE GROWING

of business leaders say they would not hire someone without AI skills. The professional who can actually build with AI walks into a different conversation.

MICROSOFT & LINKEDIN WORK TREND INDEX, 2024

4x

FOR THE BUSINESS YOU'RE BUILDING

near-fourfold productivity growth in AI-exposed industries. The businesses that build AI into how they run are pulling away from the ones that only talk about it.

PWC GLOBAL AI JOBS BAROMETER, 2025

12.5 lakh

THE ROOM INDIA IS MAKING FOR YOU

AI-skilled people India will need by 2027, and only about 16% of IT professionals are AI-skilled today. The demand is built. The builders aren't, yet.

NASSCOM & DELOITTE, 2024

Using AI is the most crowded skill on earth now. Building with it is one of the rarest.

The return on AI doesn't go to the users. **It goes to the builders.**

THE WHOLE ARGUMENT, IN ONE LINE

**Building is what earns
the return on AI.**

**This cohort moves you
to that side.**



BUILT TO PUT YOU ON THE BUILDER SIDE

What is the LevelUp AI Builder Cohort?

A live online, weekend-led cohort built on one rule: **you learn AI by building with it, not by watching it.** Mentors work with you hands-on, weekend after weekend, as you go from everyday AI user to someone who ships real, working AI products. Come to build your edge at work or an idea of your own. Both roads run through building.

LIVE

WEEKEND CLASSES

50

BUILDERS

24

WEEKS

3

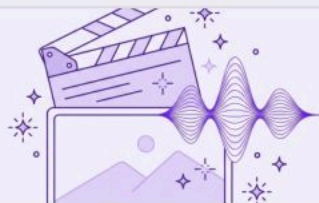
PATHWAYS

THE JOURNEY • SIX MOVES



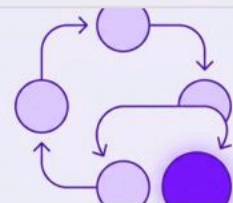
Go beyond chatting

Prompts and AI work systems that hold up at your actual job.



Create with AI

Images, video, voice, and a content engine that runs weekly.



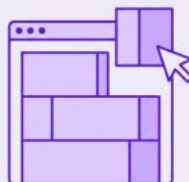
Automate what repeats

Connect AI to your tools so weekly work runs itself.



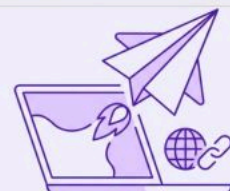
Build AI agents

Agents that plan, act and finish real jobs on their own.



Build real products

Working AI products, built end to end and demoed live.



Ship it to the world

Deployed on a link anyone can open.

WHO THIS IS FOR

Built for people who can make decisions.

Entrepreneurs

BEFORE

Ideas waiting on developers, agencies and budgets you don't have.

AFTER

You build and test the MVP yourself, the same month you think of it.



Family business owners

BEFORE

Run the way it always has been: manual, and all on you.

AFTER

Agents run the repeating work, and you run the business.

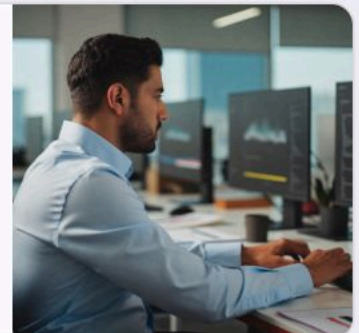
Working professionals

BEFORE

You use AI like everyone else at the office, so it gives you no edge.

AFTER

You're the one who builds AI systems at work, and the room knows it.



Marketers & generalists

BEFORE

Content, reports and campaigns produced by hand, one at a time.

AFTER

A content engine and automations you built do the repeating, you do the thinking.

Zero coding experience needed.

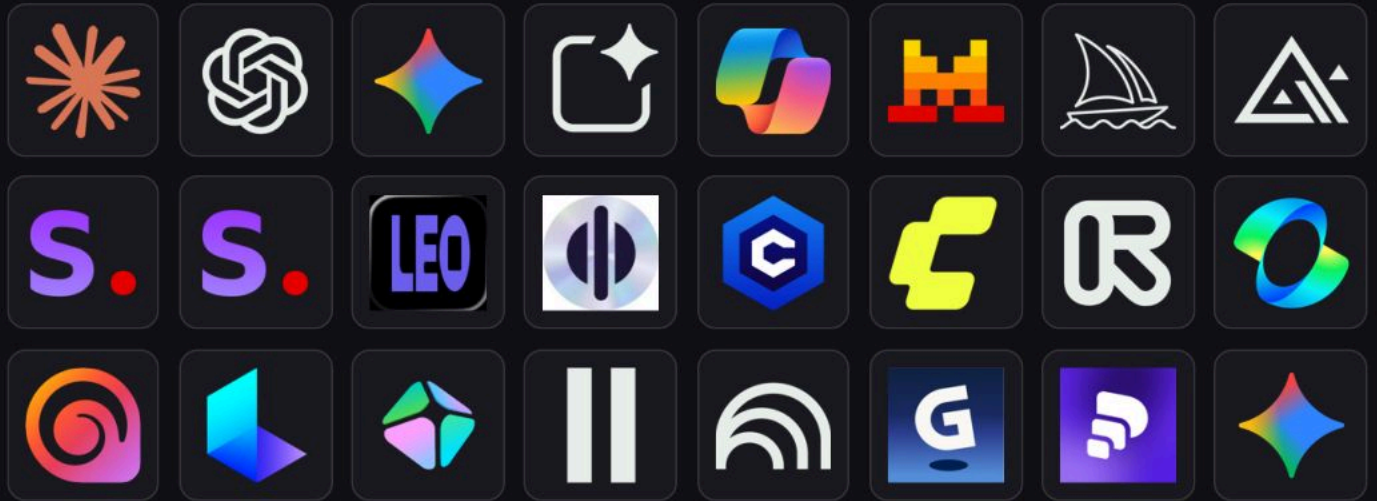
If you can use ChatGPT, you can start. The cohort takes you from there to deploying your first product.

THE STACK

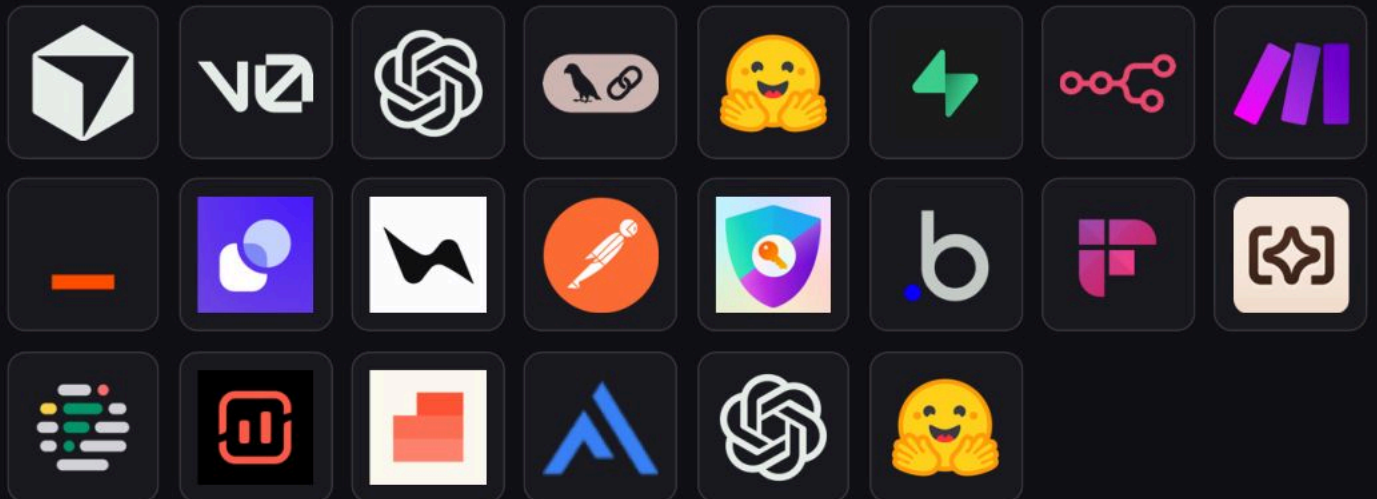
The tools **you'll learn.**

45+ tools, introduced only when a build needs them, never as a tour.

USE & CREATE



BUILD & SHIP



Each tool arrives the weekend **a build needs it.**

HOW WEEKDAYS AND WEEKENDS WORK

A week inside the cohort.

Around 8 to 10 hours a week, built around a full-time job, not instead of one. The teaching lives on the weekend. The support runs through the week.

SATURDAY · AFTER 6 PM

Learning session

The week's new skill, taught live by a mentor who uses it for a living. Runs 2 to 3 hours, and you start building inside the session itself.

LIVE · 2-3 HRS

SUNDAY · AFTER 3 PM

Hands-on building session

The studio. You build with what you learned on Saturday, on your own work or idea, with mentors reviewing as you go.

LIVE · 2-3 HRS

WEEKDAYS · EVENINGS, AFTER 8-9 PM

Doubt-solving & building sessions

Two to three evening calls through the week. Bring what you're stuck on, build alongside mentors, and keep your weekly deliverable moving. Optional, timed for people with day jobs, and recorded if you miss one.

Every month

ends in a **live demo day**: you present what you built to the room.

Every weekend

ends with **one shipped build** in your builder log. Roughly twenty by the end.

THE CURRICULUM

Everything you'll learn, module by module.

Nine modules. Every module teaches a skill and ends in a build. By the last one, your product is live on the internet.

- | | | |
|----|--|-------------------------------------|
| 01 | Prompt Engineering & AI Work Systems | Expert-level output, every time |
| 02 | Marketing Design & Brand Image Generation | A design team in your prompt box |
| 03 | AI Video, Voice Cloning & Content Engines | A media team that never sleeps |
| 04 | Automation Engineering & System Integration | Redundant work, running without you |
| 05 | AI Agent Engineering | Your first AI employee |
| 06 | No-Code Product Engineering | A real app, no code written |
| 07 | The MVP Sprint: Vibe Coding & RAG on Your Data | DEMO DAY ★ |
| 08 | Production Engineering: RAG at Scale & Multi-Agent Systems | Ship like professionals |
| 09 | Deployment, Evaluation & Scaling | FINAL DEMO DAY ★ • LIVE URL |

Every module ends in a shipped build. **Nine modules, ~20 builds, one live product.**

MODULE 01

01

Prompt Engineering & AI Work Systems

Get expert-level output from any AI, every time.

Most people get average answers because they ask average questions. This module turns AI into your sharpest work tool.

WHAT YOU'LL LEARN

- How LLMs actually work: tokens, context, why they hallucinate
- The four prompt patterns that make output reliable
- System prompts, personas and structured output
- Your personal prompt library, reusable across every job
- Research grounded in your own documents, with sources
- Picking the right model for every task

TOOLS YOU'LL USE



ChatGPT



Claude



Gemini



NotebookLM



Deep Research

YOU WALK OUT WITH A prompt library and a research assistant built on your own documents.

MODULE 02

02

Marketing Design & Brand Image Generation

A full design team, inside your prompt box.

Professional marketing visuals and a complete brand identity, generated on demand and consistent every single time.

WHAT YOU'LL LEARN

- How image models work and how to direct them
- Prompt structure for images: styles, references, composition
- A consistent visual system, not one-off lucky images
- Logos, ad creatives, social visuals and hero images for a real brand
- Editing, templates and repeatable design workflows

TOOLS YOU'LL USE



Midjourney



Flux



Leonardo



SDXL



ComfyUI

YOU WALK OUT WITH A full brand and marketing image kit, built by you.

MODULE 03

03

AI Video, Voice Cloning & Content Engines

A media team that never sleeps.

Produce video and voice that used to need a studio, then wire it into a content engine that publishes every week.

WHAT YOU'LL LEARN

- Scripting and scene prompting for AI video
- Voice cloning and narration, done right
- Editing and assembling a finished piece
- One idea turned into a week of multi-format content
- Content calendars and channels that run with AI assistance

TOOLS YOU'LL USE



Runway



Kling



HeyGen



ElevenLabs



Luma



Hailuo

YOU WALK OUT WITH

A promo video with AI voiceover and a content engine producing a real week of output.

MODULE 04

04

Automation Engineering & System Integration

Every redundant job in your week, running without you.

Map the work you repeat every week and turn it into automations that run without you touching them.

WHAT YOU'LL LEARN

- The trigger-action model: the anatomy of every automation
- Mapping a real business process end to end
- Multi-step automations in Make and Zapier
- n8n and workflow orchestration
- APIs, webhooks and MCP, in plain terms and used for real
- Debugging and keeping automations alive

TOOLS YOU'LL USE



n8n



Make



Zapier



Postman

YOU WALK OUT WITH

Live automations running on your actual tools, connected through real APIs.

MODULE 05

05

AI Agent Engineering

Build your first AI employee.

Software that plans, acts, checks its work and finishes the job while you're doing something else.

WHAT YOU'LL LEARN

- Agent anatomy: goal, tools, memory, loop
- When an agent beats an automation
- Giving agents real data, actions and a human in the loop
- Error handling and reliability testing
- Putting an agent on a real recurring job and measuring the hours it saves

TOOLS YOU'LL USE



Relevance AI



n8n agents



Custom GPTs



Vapi

YOU WALK OUT WITH A dependable agent doing a real job, with a measured result.

MODULE 06

06

No-Code Product Engineering

Your first real app, without writing code.

Turn everything you've built into something people can open, click and use.

WHAT YOU'LL LEARN

- Product thinking: from problem to buildable idea
- Apps, sites and dashboards with no-code tools
- Data and authentication basics
- Your agent, wired inside your app
- Polish and usability that makes it feel real

TOOLS YOU'LL USE

Lovable



Bubble



v0



Supabase

YOU WALK OUT WITH A working app with your agent running inside it.

MODULE 07 · DEMO DAY

07

The MVP Sprint: Vibe Coding & RAG on Your Own Data

Your idea, live, with real users.

The build month: one real product on your own data, launched and presented at Demo Day.

WHAT YOU'LL LEARN

- Writing a product spec and scoping an MVP
- Vibe coding with Claude Code, Codex and Cursor
- Applied RAG: your product answering from your own data
- Connecting real data sources safely
- Positioning, landing pages and getting first users
- Telling the build story at a public Demo Day

TOOLS YOU'LL USE



Claude Code



Cursor



Codex



Supabase

YOU WALK OUT WITH A launched MVP with real users, presented live at Demo Day. ★

MODULE 08

08

Production Engineering: RAG at Scale & Multi-Agent Systems

Build the way professionals ship.

The depth every other program skips: real code, real retrieval, real orchestration.

WHAT YOU'LL LEARN

- LLM APIs in code: Python, OpenAI and Anthropic SDKs, Git
- RAG at scale: embeddings, vector databases, hybrid search
- Multi-agent systems: orchestration, function calling, memory
- LangGraph and agent frameworks
- Governance, guardrails, safety and cost control

TOOLS YOU'LL USE



OpenAI API



LangChain



Hugging Face



pgvector

YOU WALK OUT WITH

Your product's core rebuilt production-grade, with a real retrieval and agent system inside.

MODULE 09 · FINAL DEMO DAY

09

Deployment, Evaluation & Scaling

Live on the internet. Proven with numbers.

Ship it to real users, watch it run, and pass a senior engineer's code review.

WHAT YOU'LL LEARN

- Evaluation suites: "it seems fine" becomes numbers you can defend
- Deployment to live environments: Vercel, cloud, app stores
- Monitoring, latency and cost in production
- Scaling, hardening and optimization
- The senior code review, passed
- Final Demo Day: your deployed product, presented to the room

TOOLS YOU'LL USE



YOU WALK OUT WITH A deployed, monitored product with a live URL anyone can open. ★

WHAT YOU'LL BE ABLE TO BUILD

The goal of this cohort isn't a project, **it's leverage.**

Support, marketing, sales, ops, product: you'll be able to build working AI systems for every part of a business. Founders get the company they couldn't hire yet. Professionals become the generalist who can do any of it.

Customer Support

- A support chatbot trained on your own docs
- Auto-triage that sorts and drafts replies
- A voice assistant that speaks for your brand

Marketing

- A content engine that runs your socials
- Ad creatives and a full brand kit on demand
- A campaign agent that executes instead of suggesting

Sales

- Your own working CRM, built the way you sell
- A lead-generation and outreach agent
- Follow-ups that send themselves

Operations

- Automations across the tools you already use
- Internal tools and dashboards your team actually opens
- An agent that clears the busywork

Product & Data

- Your own AI app on your own data
- An assistant that answers from your files, with sources
- A product taken all the way to live

Whatever you run

- The same skills, pointed at your problem
- Built with you by mentors who ship for a living
- Yours to keep, yours to show

And you don't leave with skills on a slide. You leave holding:

~20 shipped builds

in your builder log

A working MVP

you demoed live

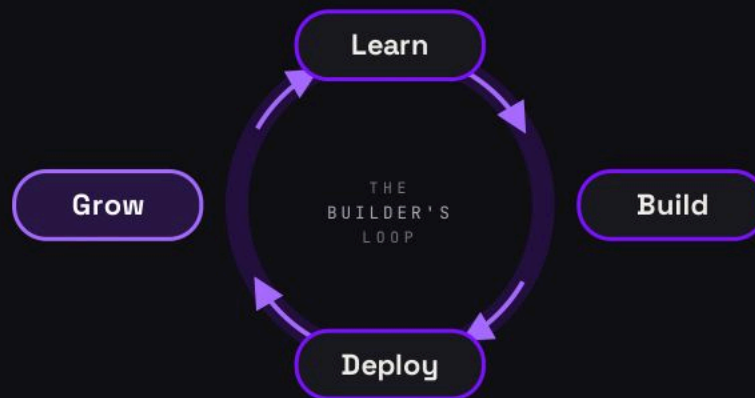
A deployed product

with a URL anyone can open

HOW WE ACTUALLY MAKE THIS HAPPEN

The Builder's Loop: Learn. Build. Deploy. Grow.

The same loop runs every single week of the cohort. It's the reason you'll finish, and finish with things built.



01 • LEARN

Live on the weekend.

A new skill every Saturday, taught live by a mentor who uses it for a living. No recordings sold as teaching.

02 • BUILD

Hands-on, the same weekend.

Sunday is the studio: you build with what you just learned, with mentors reviewing as you go.

03 • DEPLOY

Into your real work.

What you built goes to work on your actual job or your own idea, with weekday sessions so being stuck never lasts.

04 • GROW

Your network compounds.

You build alongside founders, creators and operators, and you join the LevelUp ecosystem long after the cohort ends.

Information is free everywhere. **The loop is what gets you to actually build with it.**

The community

Your network is your net worth

You don't graduate.
You become part of
the network.



300K+

3 lakh+

In the community

67,746+

Learners

821+

Cities

3,000+

Collaborations



Builder collabs



Live workshops



Alumni meetups



Active online channels

THE ROOM YOU'RE JOINING

Builders in the LevelUp ecosystem come from



Founders, CEOs, investors and operators already in the room.

You're not joining a course, you're joining the room.



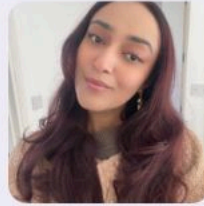
Saket
CEO · 2care AI



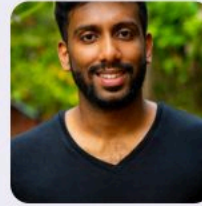
Tuhin
Ex-Creative Head ·
Coinbase



Vishal
Co-Founder · REConnect
Energy



Ruhani
Director · Minar Group



Aravind
Venture Capitalist



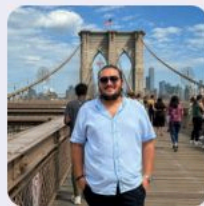
Rahul
Founder + TedX Speaker



Joginder
Founder · LeadMagnet



Nischala
Founder · Nischala
Reddy Label



Aarya
Director · Naprod Life
Sciences



Vanmathi
Founder · Coconut Sugar
Co.



Siddhartha
Fashion Entrepreneur



Smitesh
Director · Global
Implementation

THREE PATHWAYS. ONE COHORT.

Join where you are. Stop where you need.

FOUNDATIONS

From zero

4 MONTHS · MODULES 01-07

Who: you use AI to chat and write, and that's where it ends. You've never built anything. This is your door.

Journey: fundamentals, creation, automation, first agents, and a working MVP demoed live.

Leave with: ~12 shipped builds, a working MVP, the Foundations certificate.

* MASTERY · RECOMMENDED

The full climb

6 MONTHS · ALL 9 MODULES

Who: you're starting near zero and want the entire transformation in one run, user to deployed product.

Journey: everything in Foundations and Pro as one continuous build, no seam in between.

Leave with: ~20 shipped builds, both demo days, a deployed product with a live URL, the Mastery certificate.

PRO

To shipped product

3 MONTHS · MODULES 07-09

Who: you already prompt well, automate and have built before. You want the production depth nobody teaches. Entry confirmed in your interview.

Journey: real code, RAG at scale, multi-agent systems, evals, and a live deployment with a senior code review.

Leave with: a deployed, production-grade product, a passed senior code review, the Pro certificate.

ALL-IN PRICING ON THE SITE, NOTHING HIDDEN

NO-COST EMI, FULL TERMS UPFRONT

ADMISSION BY INTERVIEW

THE PROCESS

How to apply?

The room is small, and every seat in it is chosen. Who sits next to you decides what you become, so we select like it matters.

01**Request your invite**

Fill the application form. We read every word.

02**Pay the refundable application fee**

₹700, fully refundable. It filters out the casual. You get it back if we say no.

03**Sit the 15-minute interview**

We check fit, commitment, and your right entry point.

04**Decision in 12 to 48 hours**

Either you're in. Or we tell you why not.

05**Confirm your seat**

Pick your pathway, pay or set up EMI. You're in for the cohort.

WHEN THE ROOM IS FULL, IT'S FULL.

Request Invite →

VISIT [LEVELUPLEARNING.LIVE/AI](https://leveluplearning.live/ai)

QUESTIONS

The things people ask first.

"I'm not technical. I've genuinely never built anything."

That's exactly who Foundations and Mastery are for. They start at zero. If you can use ChatGPT, you can start.

"Is this actually live, or a recording mill?"

100% live and weekend-led. Recordings exist only for catch-up. We'll never sell you a recording as "live."

"How much time does it take every week?"

Around 8 to 10 hours: two live weekend sessions, optional weekday sessions, and your own build time.

"Will this get me a job, a raise, a promotion?"

No promises, and we won't imply any. You leave with capability and a portfolio of real, shipped work. What you do with it is yours.

"Isn't all of this free on YouTube?"

The information is. The structure isn't: a deadline, feedback on your actual build, and a room that expects your demo on Sunday. You're paying to actually build.

"How do I know this works?"

Everything is checkable before you apply: the curriculum, the fee, the mentors. And the output is public. Every builder demos a working MVP and a deployed product in front of the room and invited guests.

"Can I start with Foundations and continue later?"

Yes. Pro picks up exactly where Foundations stops. Mastery is the same journey, decided once.

"Is the application fee really refundable?"

Yes. Returned if we say no, credited to your tuition if you're in. It exists to filter out the casual, not to make money.



50 SEATS · LIVE FOR 6 MONTHS

Enough people just use AI.
Become one who **can build with it.**

Build. **Automate.** Launch.

Request Invite →

LEVELUPLARNING.LIVE/AI · ADMISSION BY INTERVIEW

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