



## 4-WEEK HANDS -ON PROGRAM

# From Engineers to Product Builders

"Most engineering projects demonstrate technical capability. Few become products people truly want to use." You bring the project. We help you build the product.

DURATION <b>4 Weeks</b>	FORMAT <b>Cohort-Based</b>	COMMITMENT <b>~6 hrs/week</b>	OUTCOME <b>Certificate</b>
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## THE 4-WEEK TRANSFORMATION

<b>WEEK 1</b> <b>User &amp; Problem Discovery</b> Map real users, workflows, and unmet needs. <hr/> <i>Output: User persona doc</i>	<b>WEEK 2</b> <b>Product Experience &amp; AI</b> Improve usability and find AI leverage points. <hr/> <i>Output: Opportunity map</i>	<b>WEEK 3</b> <b>Product Story &amp; Demo</b> Craft positioning, narrative, and demo flow. <hr/> <i>Output: Demo script</i>	<b>WEEK 4</b> <b>Builder Showcase</b> Present to mentors and industry leaders. <hr/> <i>Output: Live showcase</i>
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## WHO THIS IS FOR

- Engineering students
- Aspiring product managers
- Engineers exploring AI product careers

~~Original Price 20000~~

**Offer Price 10000**

(Flat 50% Off Early Bird)

**AUGUST ONLINE BATCH**



**Divyasha**



**Vishrut**

**pdg.partners**

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**Applications close June 30, 2026**

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