CORPORATE TRAINING

AI Product Management Advanced Program

A program for product teams: AI in the PM workflow, how AI products are built, specified and evaluated, and a product concept for the team's own product.

DURATION	FORMAT	GROUP	INVESTMENT
20 hours	Online or in person	Up to 25 people	From + VAT

01 · SUMMARY

From [redacted] + VAT, for the whole group.

For	Product managers and product owners
Format	Live, online or in person
Duration	20 hours, spread out or condensed
Group	Up to 25 people
Language	English or Portuguese
Facilitators	Diogo de Almeida, Madalena Costa
Recording	Optional, for participants only
Investment	From [redacted] + VAT

02 · OBJECTIVES

By the end, the team has an AI product concept for its own product.

01 Use AI across discovery, planning and documentation

02 Understand the AI technology stack and its limits

03 Find where AI adds real value, and frame it well

04 Write PRDs and flows for AI features

05 Evaluate AI output and manage cost and risk

06 Build a product concept with a prototype and a plan

A mix of short inputs and practice, ending with a project on the team's product.

03 · ADAPTED TO YOUR COMPANY

Everything can be adapted

- Modules and structure, to fit the team's goals
- Number of hours: more hours, more practice
- The project and the demo: scope and format
- Examples, exercises and tools from the team's work
- Schedule: spread out or condensed
- Online or in person, English or Portuguese

A longer or more practical version is quoted to match.

IN THE ROOM

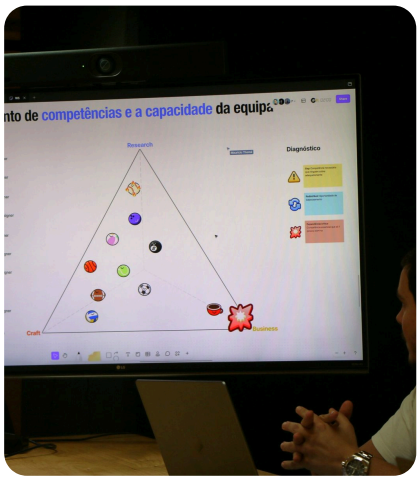
Recent in-person workshops with TheStarter.













04 · STRUCTURE

Seven modules, a project and a demo.

Advanced | Product managers | 20h

M1	**The AI toolkit for product managers**	Assistants, research tools and AI inside product tools, and a workspace.
M2	**Discovery and research with AI**	Interviews, feedback, tickets and market analysis, checking sources.
M3	**Planning, specs and documentation**	Roadmaps, PRDs, stories and release notes, faster and accurate.
M4	**The AI technology stack**	LLMs, RAG, fine-tuning and agents, explained for PMs.
M5	**Finding the right AI opportunities**	Where AI adds value, success criteria, and build, buy or partner.
M6	**AI-specific PRDs and user flows**	Quality criteria, guardrails, human review and failure cases.
M7	**Evaluation, cost and risk**	Evaluation sets, user feedback, cost, privacy and the AI Act.
	Team project	An AI-enabled concept for the team's product, with mentoring.
	Demo	The team presents the concept, its PRD and the plan to measure it.

05 · FACILITATORS

Led by PMs who build AI products.



Diogo de Almeida

AI Product Owner at NOS

Works on AI products day to day. Teaches digital marketing and market intelligence, including AI and machine learning, to classes of 30+, and has delivered corporate training in English.

- Certified in Product Management for AI & Data Science
- Certified teacher (CCP)



Madalena Costa

Founder of Human × Intelligent · senior product designer and AI systems strategist

Teaches and consults on human-centred AI and agentic UX, helping product teams build AI products people trust. Has taught at FLAG, EDIT, Le Wagon and Ironhack.

- Speaker at WeAreDevelopers World Congress 2026
- Certified teacher (CCP)

06 · INVESTMENT

One price for the group, agreed upfront.

UP TO 25 PEOPLE

[redacted]

+ VAT.
In person in Lisboa or Porto: + [redacted].

Send an email for pricing

- Prep call to align the content and the project
- 20 hours of live training, online or in person
- Team project on the team's own work, with mentoring
- Materials, with lifetime access for participants
- Recording, if the company wants it, for participants only
- Certificate of completion from TheStarter

VAT: 23% for companies in Portugal. Companies in other EU countries with a valid VAT number are invoiced without Portuguese VAT (reverse charge). Outside Lisboa and Porto, travel is charged at cost.

NEXT STEP

AI Product Design for the designers working with the product team.

07 · CONDITIONS

Booking

Dates set together and confirmed by email. Invoice for the first 50% on confirmation.

Payment

50% on confirmation, 50% up to 10 working days before the start, by bank transfer.

Rescheduling

Free up to 15 working days before the start, subject to the facilitators' availability.

Participants

Same price for the group size stated. Changes to the list of names are free.

These terms can be changed if discussed and agreed in advance.

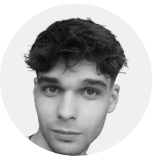
08 · ABOUT THESTARTER

2,700+
students trained

300+
companies served

DGERT
certified training provider (Portugal)

An online school for UX, Product and AI, based in Portugal since 2021. Professionals from companies such as Volkswagen Group Digital Solutions, Bosch, Deloitte, Accenture, OutSystems, Mercedes-Benz.io, Critical TechWorks, TAP, NOS, TeamViewer, Infineon and Globo have trained with us. All our facilitators are practitioners.



YOUR CONTACT

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