CORPORATE TRAINING

AI Product Management Intensive

A hands-on intensive for product managers: AI tools across the product lifecycle, from discovery to specs, with quality and sound judgement.

DURATION	FORMAT	GROUP	INVESTMENT
12 hours, e.g. 2 days	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	12 hours, as 2 days or shorter sessions
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, PMs use AI across the product lifecycle.

01 Choose the right AI tool for each product task

02 Synthesise research and feedback, and check sources

03 Use AI for roadmaps and prioritisation, keeping the decision

04 Draft specs, stories and documentation faster

05 Keep updates and decisions accurate and in their own voice

06 Turn what works into reusable team workflows

Every module is practice on the PMs' own products, tools and documents.

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
- Examples, exercises and tools from the team's work
- Schedule: full days or shorter sessions
- Online or in person
- English or Portuguese

A longer or more practical version is quoted to match.

IN THE ROOM

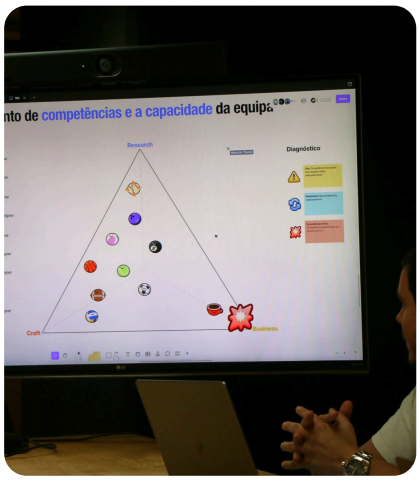
Recent in-person workshops with TheStarter.













04 · STRUCTURE

Six modules, all hands-on.

Intermediate | Product managers | 12h

M1 **The AI toolkit for product managers**

Assistants, research tools and AI inside product tools, and a workspace. Participants set up a project workspace with context, files and reusable prompts.

M2 **Discovery and research with AI**

Interviews, feedback, tickets and market analysis, checking sources. Every synthesis is checked against its sources and for bias.

M3 **Planning and prioritisation**

AI as a thinking partner for roadmaps and trade-offs. The PM keeps the decision; AI helps test options and trade-offs.

M4 **Specs, stories and documentation**

PRDs, user stories, acceptance criteria and release notes. Participants build reusable templates and prompts for their own documents.

M5 **Communication and stakeholder alignment**

Notes, updates, presentations and decision logs. Kept accurate and in the PM's own voice.

M6 **Reusable workflows, quality and ethics**

Repeatable workflows, simple automations, data and privacy rules. Ends with team guidelines for data, privacy and ethical use.

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 with the team's work
- 12 hours of live training, online or in person
- Hands-on exercises on the team's real work
- 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 Management Advanced: 20 hours, adding how to build AI products and a project on the team's product.

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.

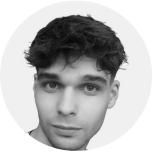
08 · ABOUT THESTARTER

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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