

Build your future with AI.

The 100% hands-on **applied AI** training that turns students, employees and researchers into builders. In 2 intensive weeks: save precious time with AI, and build a **real product deployed online** - AI, Full Stack development, Product Management and startup methods.



100% online



Evening live sessions



Replays included



Team-based work



All levels



Learning by Doing

START

Next cohort

FORMAT

6 sessions - 18h

PACE

2 lives/week - 1.5-2h

SUPPORT

1 full month

WHY THIS TRAINING?

Companies no longer hire degrees. They hire builders.

✓ You study computer science or business/management

✓ You want a better internship (with a real project in hand)

✓ You want to strengthen your CV and portfolio

✓ You dream of launching your startup

✓ You are a PhD researcher: applied AI will save you hours every week

✓ You want the technologies real startups actually use



No need to want to launch a project. Want to stay an employee? Level up your AI skills? This training is for you too. Concretely, you will learn to: **use AI daily** - **automate your tasks** - **launch projects that actually make money** - **optimize your tokens and costs** - **get the most out of free tools**. No advanced level required - motivation is the only prerequisite.



FIRST COHORT - quality over quantity. A small group of **no more than 15 people**, for real, personalized guidance. The price **will increase in future cohorts**: this is the best time to join.

8 modules. Zero endless theory. Pure practice.

MODULE 1 - LIVE 1



Mindset & Productivity

Laying the foundations: your direction, your method, your discipline.

- ▶ Define YOUR professional project (passion x skill x market matrix)
- ▶ The builder mindset: shipping > perfecting
- ▶ Organize your learning (time-blocking method)
- ▶ Learning in public: the most underrated leverage
- ▶ Build a long-term vision

MODULE 2 - LIVE 1



Find an idea that matters

From "I have a vague idea" to a clear business model.

- ▶ Identify a real problem (one YOU experience)
- ▶ Business Model Canvas - live workshop
- ▶ Value proposition: the one-sentence test
- ▶ Express validation: 5 conversations > 50 pages of research
- ▶ Simplified market study
- ▶ Team formation (3-4 people)

MODULE 3 - LIVE 2



Prompt Engineering & AI-Assisted Development

The new workflow: you are the architect, AI is your dev team.

- ▶ Serious prompt engineering: context, constraints, iteration
- ▶ AI agents: delegating entire tasks
- ▶ Code generation: live demo of a full module
- ▶ Smart debugging: the method (not just pasting the error)
- ▶ 💰 Optimize your tokens and costs (right model per task, caching)
- ▶ 🆓 The 100% free stack that is enough to launch
- ▶ ⚙️ AI in daily life: automate emails, summaries, monitoring
- ▶ The traps: hallucinations, security, blind dependence

MODULE 4 - LIVE 2

Low-Code & No-Code AI

Build and automate without being a developer - realistic in 2 weeks.

- ▶ No-code/low-code landscape: n8n, Make, Flowise
- ▶ Build a complete workflow without coding
- ▶ Connect LLMs to your tools (email, Sheets, WhatsApp)
- ▶ When coding is worth it - and when it is not
- ▶ Each team ships its first automation

Build. Ship. Convince.

MODULE 5 - LIVE 3

Your Proof of Concept - LIVE CODING

The signature session: 2 hours of real building. Not an exercise - a real product.

- ▶ I build a PoC from A to Z in front of you: front + back + database
- ▶ Integrating a real AI feature (LLM API: chat, analysis, generation)
- ▶ You adapt it to YOUR project in parallel
- ▶ Common blockers and how to break through them
- ▶ Progress review for every team

MODULE 6 - LIVE 4

Deployment

Your application online, with its own URL.

- ▶ From localhost to a public URL - live deployment
- ▶ Cloud hosting (Vercel/Railway) & domain name
- ▶ Environment variables & secrets: best practices
- ▶ The vital minimum: monitoring, errors, backups

MODULE 7 - LIVE 4

Funding & Pitch

Present your project to convince - a jury, a recruiter or an investor.

- ▶ The structure of a convincing pitch (problem → solution → demo → market → ask)
- ▶ Your pitch deck: 10-slide template included
- ▶ Funding landscape in Morocco: INDH, Forsa, Intelaka, competitions, incubators
- ▶ Same pitch, different angle: shining in internship interviews

MODULE 8 - DEMO DAY

Professional Profile & Demo Day

Your project becomes your strongest argument - on your CV and in front of an audience.

- ▶ 3-minute pitch in front of the community + direct feedback
- ▶ Showcase the project on your CV, LinkedIn and GitHub
- ▶ Portfolio: the page that makes the difference
- ▶ Interview prep: telling your project (STAR method)
- ▶  Certified attestations ceremony

THE COHORT CALENDAR

Date	Session	Modules	Deliverable
Mon 07/27 - 7:30 PM	Live 1 - Foundations	M1 + M2	Your BMC v1 + team formed
Thu 07/30 - 7:30 PM	Live 2 - AI superpowers	M3 + M4	Full setup + mockup
Mon 08/03 - 7:30 PM	Live 3 - Build 	M5	Your working PoC v1
Thu 08/06 - 7:30 PM	Live 4 - Ship & Sell	M6 + M7	App ONLINE + pitch deck
Sat 08/08 - 5:00 PM	 Demo Day	M8	3-min pitch + attestation
→ 08/27	Ongoing support	-	Technical questions & advice

A DIFFERENT PEDAGOGY

You are not a spectator. You build.

 **You participate**
interactive lives

 **You build**
a real product

 **You present**
final demo day

 **You progress**
weekly feedback

WHAT YOU WILL RECEIVE

- ✓ Access to lives + replays
- ✓ Course materials & PDF guides
- ✓ Templates (BMC, pitch deck, CV)
- ✓  **Ready-to-use KIT: AI agents, source code, automations & skills**
- ✓ AI resources & code examples
- ✓ Hands-on exercises
- ✓ Private community
- ✓ Technical support for 1 month
- ✓ Your PoC deployed and accessible online
- ✓ **Exclusive MDS & SMIA resources**
- ✓ Internship opportunities for top performers



Official 212AY Academy attestation, certified by **XAI** and by **MDS** - the best and oldest Data Science community in Morocco (4+ years) - and supported by **SMIA**, the first and largest Artificial Intelligence association in Morocco.



Bahae Eddine HALIM

Your trainer - Tech Entrepreneur - Trainer - AI Expert

Trainer with 7+ years of experience, teaching in top engineering schools and at university (Mohammed V University: Faculty of Sciences Rabat & EST Salé). Co-founder & CTO of **XAI**, founder of **MDS**, **MRN**, **MFF** and **SMIA** - communities gathering **more than 20,000 members**. **Expert in Digital Marketing and AI applied to business**, **ex-Full Stack Developer with 15+ years of experience**, and PhD researcher in Artificial Intelligence. My mission: **turning knowledge into concrete skills**, with a practical, modern, results-driven approach.

CERTIFIED & SUPPORTED BY



PRICING - 1ST COHORT - 15 SEATS MAXIMUM

The best price this training will ever have.

The price will increase in future cohorts. We prioritize quality: small group, real guidance.

Full training

1450 MAD

- 6 live sessions - 18 hours (incl. Demo Day )
- All deliverables & replays
- Private community
- Technical support for 1 month
- Exclusive MDS & SMIA resources
- Certified attestation

PRACTICAL INFORMATION

 100% online

 Next cohort - enrollment open

 6 sessions - 18h + 1 month of support

 All levels welcome

 **15 seats max - Quality > Quantity**

 Ready-to-use KIT: AI agents, source code, automations & skills

Book your seat now.

Next cohort - 15 seats total.



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