



# Entrepreneurship in The AI Era

By

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&  
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Build Ventures That Think,  
Learn, and Scale with AI

## Program Schedule

Day	Date	Theme	Key Topics & Activities	Expected Outcomes
Day 1 (6 PM - 9.30 PM)	Aug 6	Skills for Starting Up & Identifying a Problem	Introduction to the entrepreneurial mindset, Identifying personal strengths and goals, Problem-finding methods, Analysing problem relevance and urgency; Session with guest speaker	Develop a personal founder profile, Identify and articulate a meaningful problem worth solving, Prioritise problems using the relevance-urgency-impact framework
Day 2 (6.30 PM - 9.30 PM)	Aug 7	AI-Powered Opportunity Mapping & Intelligent Customer Acquisition	Data mining, AI research on customer pain points, Customer Funnel design; Session with guest speaker	Identify high-potential startup ideas, Craft customer personas, Design and validate the audience acquisition strategy
Day 3 (6.30 PM - 9.30 PM)	Aug 8	Product Development & AI Operations	MVP development, Payment workflows, AI agent-led automation, Ethical use of AI, Build a shipping plan and investor pitch; Session with guest speaker	Create deployable MVPs, Launch a monetizable product flow, Set up AI-driven operational automations
Day 4 (1 PM - 4 PM)	Aug 9	Group Presentation & Valedictory	Session with guest speaker; Group Pitch Prep & Group Pitch Session	

## About the Program

A 4-day online joint certificate program by Fuski.AI & RMSoEE, IIT Kharagpur to equip you with real-world tools and skills to launch entrepreneurial ideas in the AI era.

- **Dates:** 6th–9th Aug 2025, 1830-2130 IST
- **Mode:** Live Online (via Google Meet + app.fuski.ai)
- **Fees:** ₹15,000 (USD 175) + Taxes
- **Certification:** Joint Certificate by SoEE, IIT Kharagpur & Fuski.AI

## Guest Speakers

Global Trailblazers Reimagining What's Next



Jakob Widerberg  
Head of AI & Digital, GAC UAE | Ex-Google, Volvo

- Manages a global shipping network powered by AI
- Passionate about the human element behind technology

Rana Dutta  
EDirector AI & Robotics, AIRL by Morning Bay Confitech | Ex-Tiyo, Movinture, NVIDIA Inception Member



- Transforms enterprises through AI defence architecture and digital sovereignty
- Passionate about building technology that serves humanity's higher purpose



Cabul Mehta  
Client Partner Healthcare, Slalom | Ex-PwC, Boston University

- Transforms healthcare delivery through strategic consulting and AI
- Passionate about humanizing patient experiences through technology

Ben Herkenhof  
Director of Product Management, JLL Technologies, USA



- Expert in startups & product innovation
- From JLL Technologies to founding Sphota, Ben blends analytical depth with instinctive creativity



## Why Choose Us?

**Global perspective from the frontier of innovation:** Learn how leading minds across Asia, Europe, and the US are rethinking entrepreneurship in the age of AI

**The Fuski Way:** Turn insight into action—fast. We don't just talk about AI, we use it live with you.

**Delivered by doers:** Applied knowledge, global experience, and hands-on toolkits to help you build what matters—today. Guided by start-up founders and data scientists to IoT operators and product designers.

**Walk away with real outcomes:** A validated idea, a convincing prototype plan, a pitch-ready deck, and a mindset designed to thrive through uncertainty.

Fee excludes optional premium tools. Participants bear own data & device costs. Email with a list of tools, platforms and frameworks will be shared a week before the sessions.

## Logistics & Support



### Website

<http://www.see.iitkgp.ac.in/>



### Program Coordinators

Prof. Titas Bhattacharya

Prof. Prabha Bhola



### Connect With Us

[gulshanyadav@kgpian.iitkgp.ac.in](mailto:gulshanyadav@kgpian.iitkgp.ac.in)

[abhiism88@kgpian.iitkgp.ac.in](mailto:abhiism88@kgpian.iitkgp.ac.in)



**Limited seats – apply before slots fill!**

## Ideal Applicant but not limited to

- Entrepreneurs—budding and established
- Working professionals

[Click Here To Pay](#)

**Last Date for Applying: Wednesday, July 30, 2025**

## Session Experts



### Abhinav Dubey

Tech veteran turned serial founder with AMD/Honeywell pedigree and Oxford MBA. Balances visionary product thinking with execution discipline.



### Saumyajit Guha

Two-decade education-startup veteran with Exeter MBA who leverages deep networks at IITs/IIMs to drive partnerships and growth strategy



### Subhendu Mukherjee

Award-winning data driven strategist from JWT/Leo Burnett who translates complex learning concepts into compelling stories.



### Ahana Mukherjee

Pedagogy expert with Cambridge credentials who ensures Fuski's cognitive learning approach is research-backed and practically grounded.

## The Kind of Tools You Will Use

