

Become AI-native in a year.

Not 52 apps. 52 capabilities. Twelve months, a live build lab every week, and a portfolio of real work with a credential behind it.

12

modules, one a month

52

skills, each one evidenced

~240 h

of lessons a year, about 5 a week

€99

a month, cancel whenever you want

One year. Fifty-two capabilities.

The tools change every few months. The ability to think, research, create, communicate, operate and build with AI compounds instead of expiring. AI School teaches the second thing, and treats whichever tool is current as the instrument rather than the subject.

Three things almost no course does.

EVIDENCE, NOT ATTENDANCE

Every skill gets demonstrated

Fifty-two skills, each one signed off against a rubric with a piece of work attached. A finished video proves nothing. An artifact does.

A LAB, NOT A LECTURE

You build every week

A live build lab every week, plus a guided build and a real-world mission. A load a working professional can actually carry.

PEOPLE WHO SHIP

Taught by a studio in operation

The curriculum comes from the team that runs Aquiii, SportsNation, Baja Ferries and Maaia. What gets taught on Monday is what worked in production last week.

What the year contains, exactly.

12

modules, one a month,
each closing with a proof
of work

52

skills, each demonstrated
against a rubric

48

weeks of content, plus
Week 0, two breaks and
Demo Day

~240 h

of lessons, about five a
week, designed around a
full-time job

From Week 0 to Demo Day.

01**You orient**

Week 0: campus, profile, diagnostic, goal, your group and your first artifact inside the first seven days.

02**You learn**

Twelve modules across twelve months, in the order where each one leans on the last.

03**You build**

A live lab every week, a guided build and a real-world mission applied to your own work.

04**You prove it**

A capstone at the close of every quarter. Four substantial pieces of work across the year.

05**You defend it**

Demo Day. You present the portfolio in public and leave with a credential that points at real work.

Twelve modules. **One a month.**

01

Thinking with AI

Prompting as reasoning, not as incantation. Where models fail and how to notice.

02

Research and verification

Finding what is true, citing it, and rejecting what cannot be checked.

03

Writing and communication

Drafting, editing and finding your voice. Your judgement, at speed.

04

Image, audio and video

Production without a production team.

05

Data and analysis

Spreadsheets, queries and charts you can defend in a meeting.

06

Your personal operating system

Your own flows, notes, tasks and calendar, run with AI.

07

Team workflows

Going from personal speed to a process other people can follow.

08

Agents and automation

Building things that run without you, and knowing when not to.

09

Building software

Shipping a tool that works without an engineering background.

10

Selling and growing

Pipeline, prospecting and content that compounds.

11

Governance and risk

What not to send, what not to keep, what to disclose.

12

Demo Day

You defend the portfolio in public. The year, evidenced.

Module titles and their contents can change while the course is being developed. The publishing cadence is open: four weeks are finished before the generation starts, and one week is produced every week from there.

A library gets watched. **This gets assessed.**

If you already use Platzi or Coursera the comparison is fair, and you will make it whether or not we invite it, so here it is. They are excellent at what they are: enormous catalogues, more subjects and more available hours than we have. It is not the same thing as this.

WHAT YOU BUY THERE

Access to a catalogue

Courses of one to five hours. The longest structured route runs two to twenty-six. The annual plan is a way to pay, not a program: no cohort, no start date, no weekly live session, no portfolio you defend. The credential points at hours watched.

WHAT YOU BUY HERE

A place in a cohort

About 240 hours of lessons across the year, roughly five a week, plus your own applied work and the assessments, which vary from student to student. Fifty-two skills signed off against a rubric with an artifact attached, a live lab every week, four capstones and a portfolio you defend. The credential points at work you did.

LANGUAGES

The curriculum is taught **in English**. Generations open monthly and Spanish runs a generation behind, which is about a month rather than a year: from the start you get transcripts, subtitles and the key templates in Spanish, and the core on-demand lessons in Spanish as the year goes on. Other languages are to be confirmed.

The price, on the page.

€99 / month

Or \$1,997 MXN a month if your card was issued in Mexico.

The floor is €99 and it stays there. What grows above it is the accompaniment, not access to the curriculum.

Core annual	€990 · \$19,997 MXN Everything in Core, with two months' saving.
Pro monthly	€149 · \$2,997 MXN Core plus a monthly small-group clinic, a project and portfolio review, and a quarterly progress review.
Pro annual	€1,490 · \$29,997 MXN Pro on an annual commitment, with two months' saving.

For teams, and through a conversation because there are seats to assign: Team at €990 a month for twelve seats, Team Enablement at €2,500 a month for up to twenty-five, and a private company cohort from €5,000 a month.

Cancel whenever you want. The commitment comes from the value compounding, not from a contract.

Sold and invoiced by Safa Studios, and your statement will read SAFA STUDIOS. Delivered through Excellence University.

WHAT IS INCLUDED

- About 240 hours of lessons across the year, roughly five a week, plus your own applied work and the assessments, which vary from student to student
- Twelve modules and 52 skills, each with a rubric and a proof of work
- A live build lab every week, recorded if you cannot attend
- Week 0 orientation and a personal AI readiness diagnostic
- Four quarterly capstones and a public Demo Day
- The campus: community, office hours, study room and your generation
- A portfolio and a joint Safa Studios and Excellence University credential
- Two published catch-up breaks, so falling behind is survivable

ENROL

safa-studios.com/en/enroll/ai-school

Annual and Pro enrol from the program page, safa-studios.com/en/ai-school

SAFA STUDIOS · MADE WITH LOVE

QUESTIONS

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