FROM APPLES & PEARS

aiex.applesandpears.biz

BUILD AI CAPABILITY
THAT COMPOUNDS.

A step-by-step programme that helps you learn AI, use it at work, and get real results — at your own pace.

Access Now →

11 Programmes   **100+** Lessons   **50+** Tools Taught   **Live** Sessions

OVERVIEW

Contents.

Everything you need to understand the programme, see if it's right for you, and take your first step.

WORKSHEETS — FILL IN BEFORE OR AFTER YOU JOIN

Print this brochure to fill in the worksheets by hand, or use them online as a starting point.

You have a choice.

You can:

- Keep watching AI change everything while you try to figure it out alone

- Keep joining free webinars that never go deep enough

- Keep jumping between tools and never really learning any of them

- Keep saying "I need to learn AI" but never having a plan

- Keep falling behind people who already started

Or you can choose a clear path.

- ✓ Follow a step-by-step plan from beginner to expert

- ✓ Learn the real tools used by top companies and consultants

- ✓ Build working systems — not just notes, but things you can use

- ✓ Get help from live sessions, challenges, and expert support

- ✓ Earn a certificate that proves what you can do

The AI Excellence Hub is for people who want **real skills, not just hype**. A system that builds what you can do — not another tab you never open.

Access Now →

SO, WHAT EXACTLY IS IT?

The AI Excellence Programme.

A step-by-step learning system that helps you build real AI skills — from getting more done each day to leading your whole team's AI strategy.

11	100+	50+	7
LEARNING PATHS	VIDEO LESSONS	TOOLS & APPS	PROVEN FRAMEWORKS

AI/EX AI Excellence Hub   Login   Access Now →

FROM APPLES & PEARS

BUILD AI CAPABILITY THAT COMPOUNDS.

A step-by-step programme that helps you learn AI, use it at work, and get real results — at your own pace.

Access Now →   Learn More

Want to start right now? Book a $50 AI Strategy Session →

11 Programmes   100+ Lessons   50+ Tools   Live Sessions

THE AI EXCELLENCE HUB PLATFORM — LIVE AT AIEX.APPLESANDPEARS.BIZ

This is not another AI course.

◎ Real depth, not surface tips
The same methods used by top AI labs and consulting firms. Not hacks. Not tricks.

▦ Built for the long run
This isn't a weekend crash course. It's a year-long system that grows with you as the technology changes.

🔧 You build real things
Automated workflows, AI helpers, dashboards, and knowledge systems. Not just learning — doing.

👥 Live help, not just videos
Live sessions every two weeks, hands-on challenges, group support, and one-on-one help when you need it.

INSIDE THE PROGRAMME

11 Learning Paths.

Each path takes you step by step — with lessons, challenges, and real-world practice. Not a playlist. A clear direction.

⭐ **CEO Pathway**
For founders and leaders who want to bring AI into their company strategy
FLAGSHIP

01 Business Foundations
Set up your business basics so AI works for you
12 LESSONS

02 AI Excellence
Learn the best AI tools and how to use them
15 LESSONS

03 Building the Brand
Use AI to create content and grow your brand
10 LESSONS

04 Creating Systems
Automate your daily tasks and save hours each week
12 LESSONS

05 Contracts Academy
Use AI to handle contracts and legal work faster
8 LESSONS

06 Personal Development
Get more done and grow as a leader with AI help
9 LESSONS

07 Finance
Use AI to work with numbers, budgets, and reports
10 LESSONS

08 Global Trade Academy
AI tools for international business and trade
8 LESSONS

09 Stakeholders
Manage and engage people who matter to your work
6 LESSONS

10 Entity Design
Build your organisation the right way from the start
7 LESSONS

11 AI Certification
Get certified and prove your AI skills
3 TIERS

THREE-TIER ACCREDITATION Apprentice → Practitioner → **Elite**

Access All 11 Programmes →

EVERYTHING YOU GET

What's inside your programme.

100+ Video Lessons

Clear, step-by-step training across all 11 paths. Watch whenever you want, go back whenever you need to.

Smart Discovery AI

Our AI helper that finds the right tools and lessons for you, based on what you're trying to do.

50+ Tools Database

A list of the best AI tools with how-to guides, side-by-side comparisons, and tips on how to set them up.

Live Sessions Every 2 Weeks

Live calls where you can ask questions, see tool demos, and talk about what's working. All recorded for later.

Hands-On Challenges

Weekly and monthly tasks where you build real things — not just reading, but making something you can actually use.

Earn Your Certificate

Move from Apprentice to Practitioner to Elite. A real, verified certificate showing what you can do with AI.

Smart Discovery — Your AI Helper

Stop searching. Start doing. Just tell it what you need, and Smart Discovery shows you the right tools, lessons, and steps — right away.

| AVEX | AI Excellence Hub | | Login | Access Now → |

02 AI Excellence
Learn the best AI tools and how to use them — 15 LESSONS +

03 Building the Brand
Use AI to create content and grow your brand — 10 LESSONS +

04 Creating Systems
Automate your daily tasks and save hours each week — 12 LESSONS +

05 Contracts Academy
Use AI to handle contracts and legal work faster — 8 LESSONS +

11 LEARNING PATHS — SCREENSHOT FROM THE LIVE PLATFORM

CHOOSE YOUR PROGRAMME

Choose your level.

This isn't a course you watch and forget. It's a guided system for people who want real AI skills — not just awareness.

MOST POPULAR

Core Programme

$497

WHAT'S INCLUDED

✓ Lifetime access to all 11 learning paths

✓ 100+ video lessons you can watch anytime

✓ 50+ tools with how-to guides

✓ Smart Discovery AI helper

✓ Live sessions every 2 weeks

✓ Hands-on challenges and tasks

Purchase Now

Or 3 x monthly payments of $166

Professional Programme

$997

WHAT'S INCLUDED

✓ Everything in the base programme, plus:

✓ Monthly live group coaching calls

✓ Join a peer group in your industry

✓ Guided challenges with real feedback

✓ Session recordings and notes

✓ AI Excellence Retreat (included)

Purchase Now

Or 3 x monthly payments of $333

Enterprise Programme

$2,497

WHAT'S INCLUDED

✓ Everything in the coaching plan, plus:

✓ 3 private 60-minute strategy calls

✓ A custom plan built just for you

✓ Priority help via email

✓ Personal tool recommendations

✓ Access to our private frameworks

Purchase Now

Or 3 x monthly payments of $833

Want to start right now? Book a private <u>1:1 AI Strategy Session</u> — personal guidance with no strings attached.

Training for Teams and Organisations

For governments, embassies, NGOs, and companies that need custom training for their teams — **get in touch for a briefing**.

PROVEN RESULTS

Real numbers.
Real people.

500+	50+	15+	75%
People Trained	Organisations Served	Countries Reached	Started Using AI Within 30 Days

AI Bootcamp: Creating Africa's Female CTOs

3-Day Intensive — Accra, March 2025 — with the Ladies Entrepreneurship Club

60	12+	84%	88%
Participants	Tools Taught	Satisfaction Rate	Would Recommend

73% of graduates said they felt very confident using AI tools after the bootcamp.

OUR CLIENTS INCLUDE

Embassies & Diplomatic Missions   Government Agencies   Multinationals & Regional HQs

Foundations & Development Partners   NGOs & Multilaterals   Leadership Teams

4.6 ★★★★☆ Average Experience Rating

WHAT PEOPLE SAY

Honest feedback from real participants.

"

This was one of the best trainings I have ever been to. It was so hands-on and practical. The pace was just right, and even when it felt fast, the trainer's patience made it easy to keep up.

Programme Graduate

P

AI Excellence Bootcamp, Accra 2025

"

The bootcamp opened my eyes. I loved how practical it was, and the confidence it gave me to actually start using AI tools in my daily work.

Programme Graduate

G

AI Excellence Bootcamp

"

The content was well organised and the trainer clearly knew what he was talking about. I learned a lot and would tell anyone to sign up.

Programme Participant

M

AI Excellence Bootcamp

"

AI was very new for me and there was a lot to take in. But the information was clear and we always had a chance to ask questions.

Programme Participant

A

AI Excellence Bootcamp

"

The homework isn't just about writing stuff down. It makes you take the real steps you need to actually run a business.

Cohort Member

COMMON QUESTIONS

Questions People Ask Most.

Who is this for?

Anyone who wants to use AI at work — whether you run a business, lead a team, or just want to get better at what you do. The 11 paths cover everything from the basics to advanced strategy.

Do I need to know anything technical?

No. We start from the beginning and build up. Many of our best graduates had zero AI experience when they started. The system meets you where you are.

How is this different from free AI content?

Free content is scattered. This is a clear system — guided paths, real challenges, live sessions, and a certificate at the end. It's like the difference between reading about cooking and having a chef teach you.

How long do I have access?

Forever. Once you join, everything is yours — all lessons, tools, Smart Discovery, and future updates. No monthly fees. No expiration.

Is this live or pre-recorded?

Both. The 100+ lessons are recorded so you can learn at your own speed. We also have live sessions every two weeks, and coaching members get live group calls.

What if I only want one or two paths?

That's fine. Smart Discovery will point you to the right starting place. Most people focus on 2-3 areas first, then explore more over time.

Can my team join too?

Yes. We offer group programmes with custom training, dedicated coaches, and team-wide access. Get in touch for a tailored plan.

What tools will I learn?

Over 50 — including ChatGPT, Claude, Make.com, Zapier, HubSpot, Notion, Canva, Descript, and more. Each with step-by-step tutorials and guides.

Access Now →

SELF-ASSESSMENT

Is This Right for Me?

Take a few minutes to be honest with yourself. Tick the ones that sound like you.
The more you tick, the more this programme is made for where you are right now.

WHERE I AM RIGHT NOW

- ☐ I know AI is important but I don't know where to start
- ☐ I've tried free stuff online but it's all over the place
- ☐ I spend time on things that could probably be done by AI
- ☐ I feel behind other people when it comes to AI
- ☐ I want something hands-on, not just talk

WHAT I WANT TO DO

- ☐ Save time by letting AI do repetitive tasks
- ☐ Build AI-powered tools for my work or business
- ☐ Get a certificate that proves I know AI
- ☐ Bring AI into my team's daily work
- ☐ Make smarter decisions using AI

MY COMMITMENT LEVEL

- ☐ I can spend 2-4 hours a week on learning
- ☐ I'm ready to use what I learn on real work
- ☐ I want support and someone to keep me on track

10 -- 13 ticked	6 -- 9 ticked	1 -- 5 ticked
The AI Excellence Programme was built for you. You're ready.	Start with a 1:1 Strategy Session to figure out where to begin.	Check out the free resources first, or book a call to chat about it.

AI READINESS AUDIT

Map Your Chances.

Write down the tasks and jobs you do each week. Then mark which ones AI could make easier, faster, or better. This is your starting point.

TASK / PROCESS	TIME SPENT (HRS/WEEK)	PAIN LEVEL (1-5)	AI COULD HELP?
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐

REFLECTION

What are the top 3 tasks you'd most like AI to help with?

What tools have you already tried? What worked and what didn't?

ACTION PLAN

My First 30 Days.

Use this page to set your goals and decide what to do first. Bring it to your first session or keep it as your personal launch plan.

My main goal for joining the AI Excellence Programme:

My biggest challenge right now:

The paths that feel most useful to me (see page 5):

30-DAY MILESTONES

WEEK 1	WEEK 2

WEEK 3	WEEK 4

The plan I'm thinking about (see page 7):

◯ $497 — Programme   ◯ $997 — + Coaching   ◯ $2,497 — + 1:1 Strategy

My next step after reading this:

> Bring this filled-in worksheet to your first session, or email it to **gm@applesandpears.biz** — we'll use it to set up your programme just for you.

AI/EX AI Excellence Hub

Stop browsing.
Start building.

The AI Excellence Programme gives you a clear path, real tools, and expert support — so you can actually do something with AI, not just read about it.

Access Now →

aiex.applesandpears.biz

EMAIL
gm@applesandpears.biz

PHONE / WHATSAPP
+971 52 344 2512

WEBSITE
aiex.applesandpears.biz

LOCATION
TwoFour54, Yas Island
Abu Dhabi, UAE

Apples & Pears Holdings Ltd

Africa · Middle East · Europe · North America