



# AI Starter Toolkit for Generalists

Your Roadmap to Becoming a Multi-Disciplinary  
AI Professional



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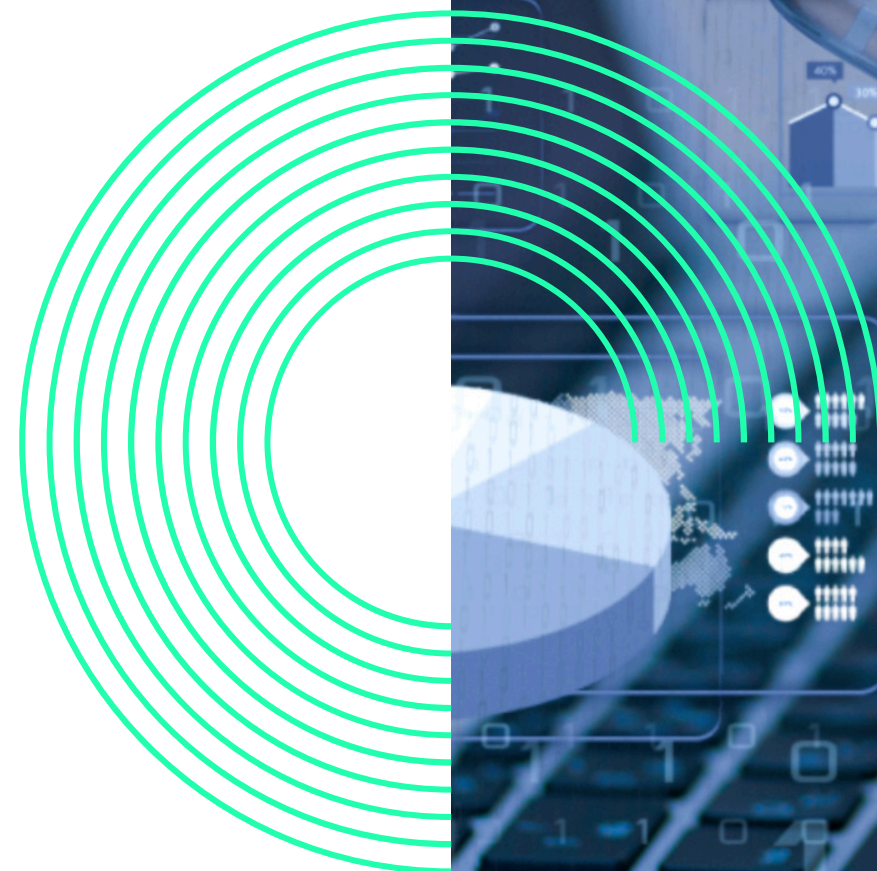
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# About the Author

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Saba leads the AI Education Vertical at i2i, where she helps founders, product leaders, and professionals practically adopt AI to build, scale, and innovate. With over 7 years of experience in startup ecosystem building, fundraising strategy, and entrepreneurship support, she has coached dozens of startups across Pakistan and emerging markets.

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Saba has also been recognized as a TechWomen Emerging Leader (U.S. State Department) and Women's Impact Alliance Fellow, and co-founded Aiyin, a VR-driven EdTech startup that won the Mohammad Bin Rashid Initiative for Global Prosperity and was an MIT Solve runner-up. When she's not working with startups, she is curating AI education, scouting early-stage startups for Epic Angels, and building communities of founders and investors.





# About Invest2Innovate (i2i)



Invest2Innovate (i2i) has been a driving force in building Pakistan's entrepreneurship ecosystem since 2011. We've been strengthening the infrastructure for entrepreneurs, investors, and ecosystem actors to grow and thrive through:

- **Programs** 🚀

Building founder, investor, and ecosystem capacity through targeted accelerators, workshops, and training initiatives.

- **Insights & Research** 📊

Generating data-driven reports and ecosystem intelligence to shape decisions and drive systems-level change.

- **Products** 🛠️

Developing digital tools, toolkits, and platforms that unlock pathways for startup growth and capital access.

- **Policy & Advocacy** 🏛️

Advancing an inclusive, resilient business environment through research-backed policy engagement.


- **Community & Events** 🌐

Creating spaces that connect diverse stakeholders, foster collaboration, and amplify impact.

## Our Impact in Numbers

- **\$16.8M capital** raised by businesses in our network
- **1,151 founders** trained through programs & coaching
- **190+ ecosystem organizations** strengthened
- **141 angel investors** educated through training & initiatives
- **386 jobs** created
- **5 landmark ecosystem reports** (2014, 2016, 2019, 2021, 2024), referenced by 2,000+ global actors

Behind i2i is a diverse and experienced team, trusted by both national and global partners, committed to enabling sustainable, scalable solutions and driving long-term systemic change in entrepreneurial communities.  
(Last updated: August 2025)

 **Feedback & suggestions:**  
**[programs@invest2innovate.com](mailto:programs@invest2innovate.com)**

## Our Focus Areas

- **AI & Skills of the Future**   
Preparing entrepreneurs and professionals for what's next
- **Climate Action**   
Supporting green growth and climate-forward innovation
- **Gender Lens & Inclusion**   
Embedding equity in access, capital, and opportunity
- **Cross-Border Ecosystem Building**   
Connecting regional and global ecosystems
- **Entrepreneurship**   
Supporting bold ideas and resilient founders
- **Capital Mobilization**   
Unlocking diverse funding pathways for entrepreneurs and investors



# 1.

## WHY THIS TOOLKIT (AND HOW TO USE IT)



We are at the start of a new era, where anyone, not just engineers, can build AI-powered products, automate complex workflows, and solve high-value problems across industries. But here's the challenge: the AI landscape is noisy, tools are evolving weekly, and it's hard to know where to start without wasting months figuring things out.

This free toolkit is your structured entry point:

- **Practical:** Get started fast with clear steps and ready-to-use tools.
- **Expansive:** See how AI generalist skills can grow into a career or business.
- **Applied:** You're not just learning about AI, you're using it to build, ship, and measure outcomes.

It's designed to work hand-in-hand with our Build & Launch Your First AI App workshop, while also giving you standalone value.

Use it to learn, experiment, and get a head start before diving deeper with our paid pathways, toolkits, and advanced AI templates.

### **In summary:**

- The AI space is loud; this kit gives you a **quiet, guided path**.
- Commit **6–8 hrs/week**. Each level  $\approx$  2 weeks.
- Rhythm: **learn just enough → build → ship → measure → iterate**.





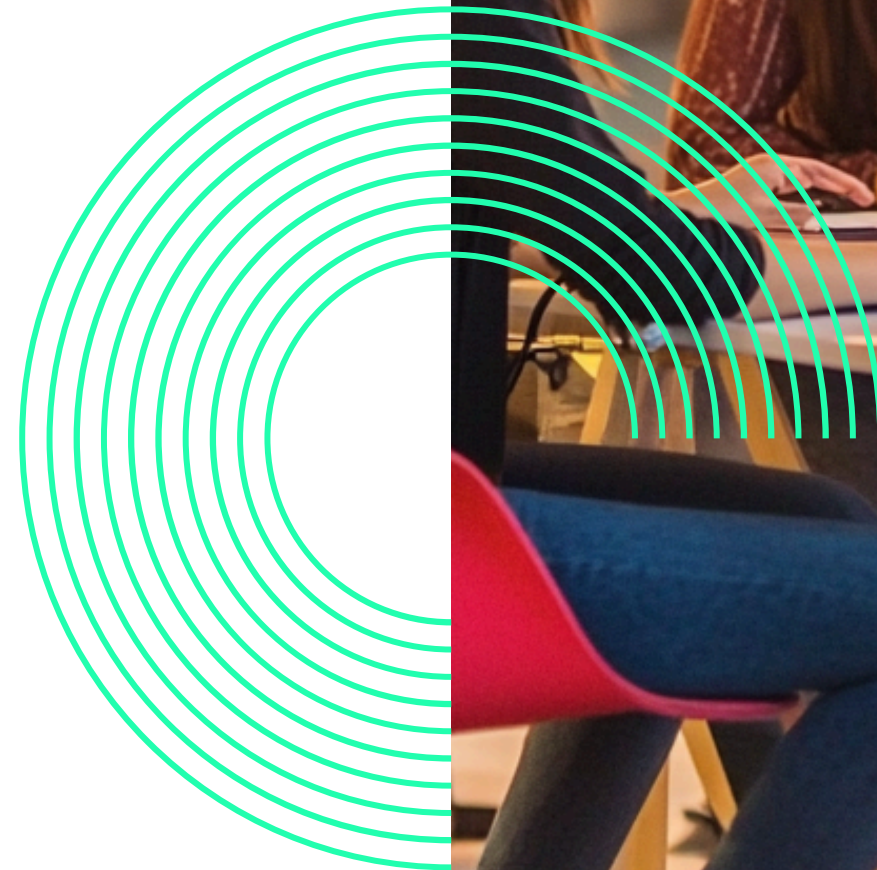
**2.**

**WHO IT'S FOR**



This starter toolkit is designed to provide an entry point into AI for:

- **Entrepreneurs and startup founders**
- **Product & operations leads**
- **Non-technical builders exploring AI**
- **Ecosystem enablers & community leaders**
- **AI-curious professionals seeking hands-on exposure**





# 3.

## WHAT YOU'LL GAIN



- A progressive roadmap from AI fundamentals to advanced agentic workflows
- Deep dives into essential AI tools & workflows
- Templates, prompts, and automation blueprints
- Cross-domain business skills to complement AI capabilities
- Monetization frameworks for AI services & products





# 4.

## THE 7-LEVEL ROADMAP



- **Level 1**

Master advanced prompting techniques, experiment with multiple AI models, run open-source LLMs locally, and fine-tune parameters using OpenAI Playground.

- **Level 2**

Integrate connectors using MCP, both online and offline. Then, design system prompts to power fully autonomous voice agents.

- **Level 3**

Learn about Diffusion Models, and build your own AI Clone.

- **Level 4**

Create AI-based content that can replicate your work across audio, video, and text.

- **Level 5**

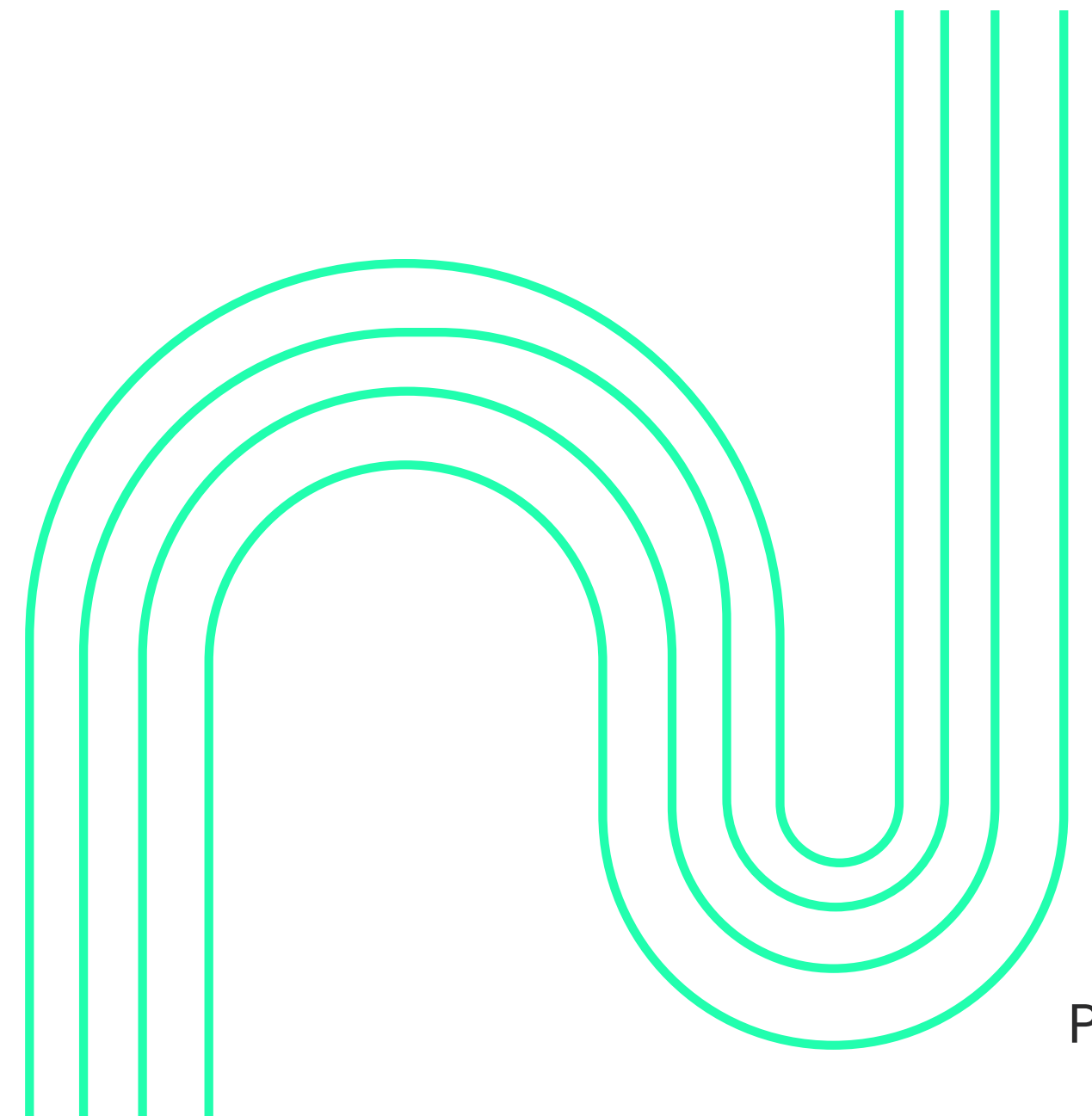
Get hands-on with AI Agents, which can autonomously perform tasks for you.

- **Level 6**

Build a real-world AI product without writing a single line of code!

- **Level 7:**

Learn to build complex automations & agentic workflows for process optimisation.



# Level 1: Advanced Prompting & Model Literacy

Learn how to “speak AI” so models understand you and give accurate results.

- **Outcome: Consistently get structured, high-quality outputs.**
- **Time: 6–8 hrs (1–2 weeks)**

## SETUP

- Create accounts for two chat models (e.g., ChatGPT + Claude or Gemini).
- Start a “Prompt Library” (Google Doc) with sections like Research, Writing, Data Q&A.
- Create a QA rubric with these four criteria:
  - **Accuracy** (facts are correct, no major errors)
  - **Completeness** (covers all required points, nothing critical missing)
  - **Structure** (clear, logical flow; easy to scan)
  - **Sources** (citations or reference logic where relevant)
  - **Scoring**: 1 = poor, 3 = decent but needs work, 5 = excellent.

## 👉 Tip

When grading, write one short note under each category (“Missed key point on risk factors” or “Strong structure with numbered list”). This builds judgment and consistency.

## DAILY DRILL (15–20 MIN)

- Re-write one prompt using this skeleton:
- **Role → Task → Inputs → Constraints → Examples → Output format (table/JSON).**

## PROJECTS (RECOMMENDED: SHIP 2 BEFORE MOVING ON)

- The goal is to **apply prompting to real mini-projects**. Aim to complete at least two:
- **Research Brief Generator**
  - Input: 3–5 links
  - Output: 1-page brief (summary, 3 insights, 3 risks, 3 open questions + citations).
- **Decision Matrix Maker**
  - Input: Problem + options
  - Output: Scored table with weights + recommendation.

## DELIVERABLES

- Prompt Library with 10 reusable prompts.
- QA rubric + 3 graded samples.

## SUCCESS METRICS

- $\geq 80\%$  of outputs score  $\geq 4$  on your rubric.
- At least 10 prompts work across different tasks.

## STRETCH GOALS

- $\geq 80\%$  of outputs score  $\geq 4$  on your rubric.
- At least 10 prompts work across different tasks.



## Level 2: Connectors & No-Code Workflows

Link everyday apps (Gmail, Sheets, Drive, Slack) with AI so tasks happen automatically.

(Think: AI as your personal assistant for repetitive work.)

- **Outcome: Automate multi-step tasks with reliable handoffs.**
- **Time: 6–8 hrs (1–2 weeks)**

## SETUP

- Pick one automation tool: Make, Zapier, or n8n.
- Connect Gmail, Google Drive/Sheets, Calendar, Slack/WhatsApp (where possible).

**Design Pattern: Trigger → Gather → Generate → Store → Notify**

(Always define: inputs, outputs, owner, errors/fallbacks).



## PROJECTS (RECOMMENDED: SHIP 2 BEFORE MOVING ON)

### 1. Inbox → Brief

- Star an email → AI creates summary in Google Doc → tasks logged in Sheet → notify channel.

### 2. URL → Insights

- Paste a link into Sheet → AI fetches title, summary + 3 bullets → post to Slack/WhatsApp.

## DELIVERABLES

- Workflow diagram + Loom walkthrough.
- Error-handling rules (e.g., what happens if an API fails).

## SUCCESS METRICS

- Save  $\geq 1$  hr/week.
- Flow requires  $< 1$  manual step after trigger.

## STRETCH GOALS

- Add a webhook trigger (e.g., form or chat command to launch the workflow).





## Level 3: Diffusion + “AI Clone” (Persona & Style Systems)

Teach AI your unique style (writing tone, brand look, voice) so it can generate on-brand content.

- **Outcome: Consistent tone across text, visuals, and audio.**
- **Time: 6–8 hrs (1–2 weeks)**

### SETUP

- Create a Style System doc (brand values, tone rules, banned phrases, formatting).
- Choose your generation tools for images/video/audio (e.g., MidJourney, D-ID, Descript).

### PROJECTS (RECOMMENDED: SHIP 2 BEFORE MOVING ON)

#### Persona Clone

- Input: 3 samples of your writing.
- Output: Prompt that extracts your style rules and recreates your tone on a new topic.

#### Multimodal Pack

- One idea → blog outline → LinkedIn draft → 3 social posts → 1 image prompt → 1 short video script.

### DELIVERABLES

- Style System (1 page) + persona prompt.
- One complete “content pack.”

### SUCCESS METRICS

- 80%+ of outputs feel “on-brand.”
- Create a full content pack in <90 minutes.

### STRETCH GOALS

- Add TTS voice (text-to-speech) for short reads → but always disclose it.

## Level 4: Create AI Content That Replicates Your Work (Audio/Video/Text)

Turn one blog, talk, or video into content for multiple platforms, your AI-powered content engine.

- **Outcome: A repeatable content engine that repurposes across channels.**
- **Time: 6–8 hrs (1–2 weeks)**

### SETUP

- Pick a long-form source (blog, talk, interview).
- Map a pipeline: Source → Segments → Scripts → Captions → Thumbnails → Schedule.

### PROJECTS (RECOMMENDED: SHIP 2 BEFORE MOVING ON)

#### Repurpose Pipeline

- 5-min video → AI generates blog + newsletter + 3 short videos + 3 LinkedIn posts + 5 tweets.

#### Caption & Thumbnail Generator

- Prompts that create captions + thumbnail briefs tailored to platforms (YouTube, Insta, LinkedIn).

### DELIVERABLES

- Content engine checklist + one full output pack.
- Platform calendar (2 weeks).

### SUCCESS METRICS

- Publish 2+ posts/week for 2 weeks.
- ≥10% engagement lift vs your baseline.

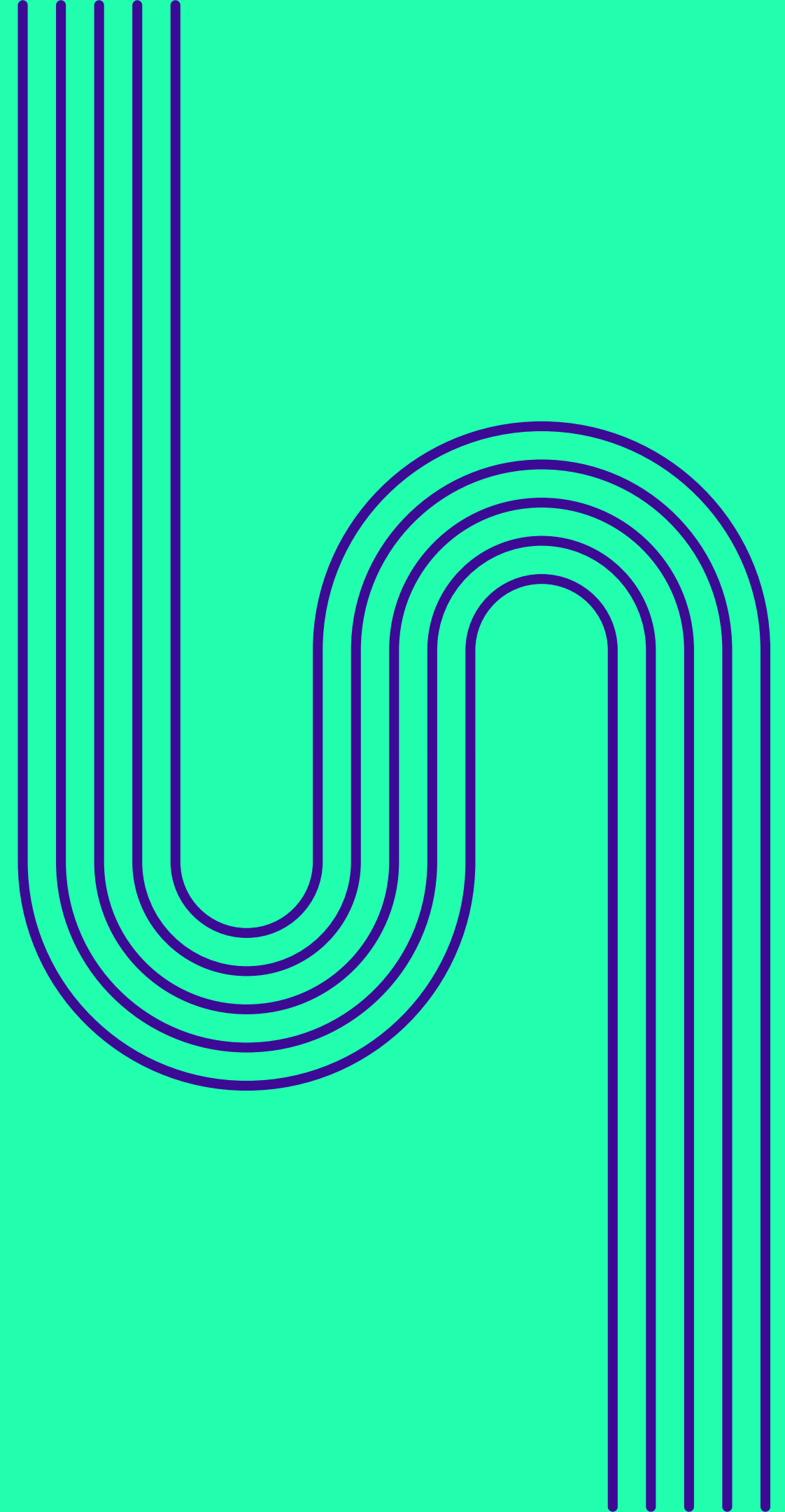
### STRETCH GOALS

- Add A/B caption tests; keep a library of “winners.”



**5.**

**NEXT STEPS:  
ADVANCED PATHWAYS  
(LEVELS 5-7)**



Once you've mastered the Starter Roadmap (Levels 1–4), you'll have the foundation to take on more ambitious AI builds. These next stages are where you begin creating real products, scaling your workflows, and even monetizing your skills.

## Level 5: Build a Real-World AI App

- **What it is**

Launch a simple but usable AI-powered app, either through no-code tools (Replit, Cursor, Glide, Retool, Make) or low-code stacks (Next.js + Supabase).

- **Why it matters**

Moves you from tinkering to creating something others can use.

- **Example**

A mini app where users upload documents and get AI-generated answers with citations.

## Level 6: Hands-On with AI Agents

- **What it is**

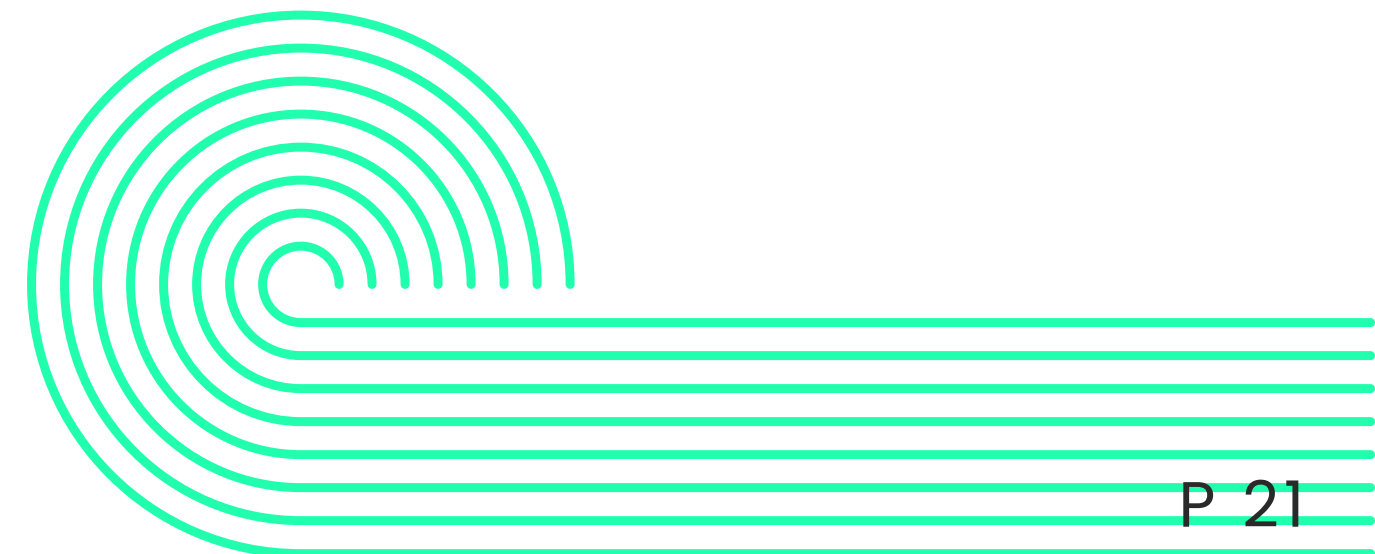
Agents are AI systems that can plan, call tools, and complete tasks end-to-end.

- **Why it matters**

Instead of just answering, AI starts acting on your behalf.

- **Example**

An “Ops Agent” that gathers sources, drafts a brief, and assigns tasks – or a support bot that handles FAQs and escalates when needed.



## Level 7: Complex Automations & Monetization

- **What it is**

Build advanced, multi-step workflows and package them into services, templates, or micro-products.

- **Why it matters**

This is where your AI skills start generating **ROI or revenue**.

- **Example**

Offering an AI workflow audit to a business, or selling a template pack for content automation.










# 6.

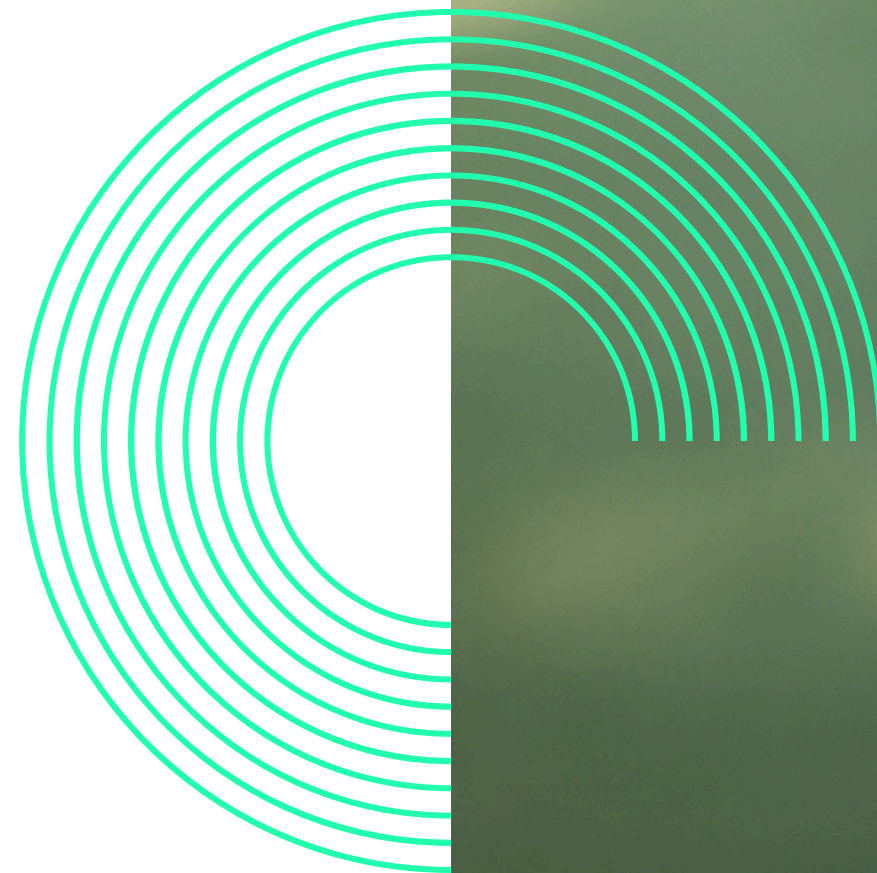
## WEEKLY SCORECARD (TRACK)



Learning is only half the journey, shipping and measuring progress is what makes you an AI generalist.

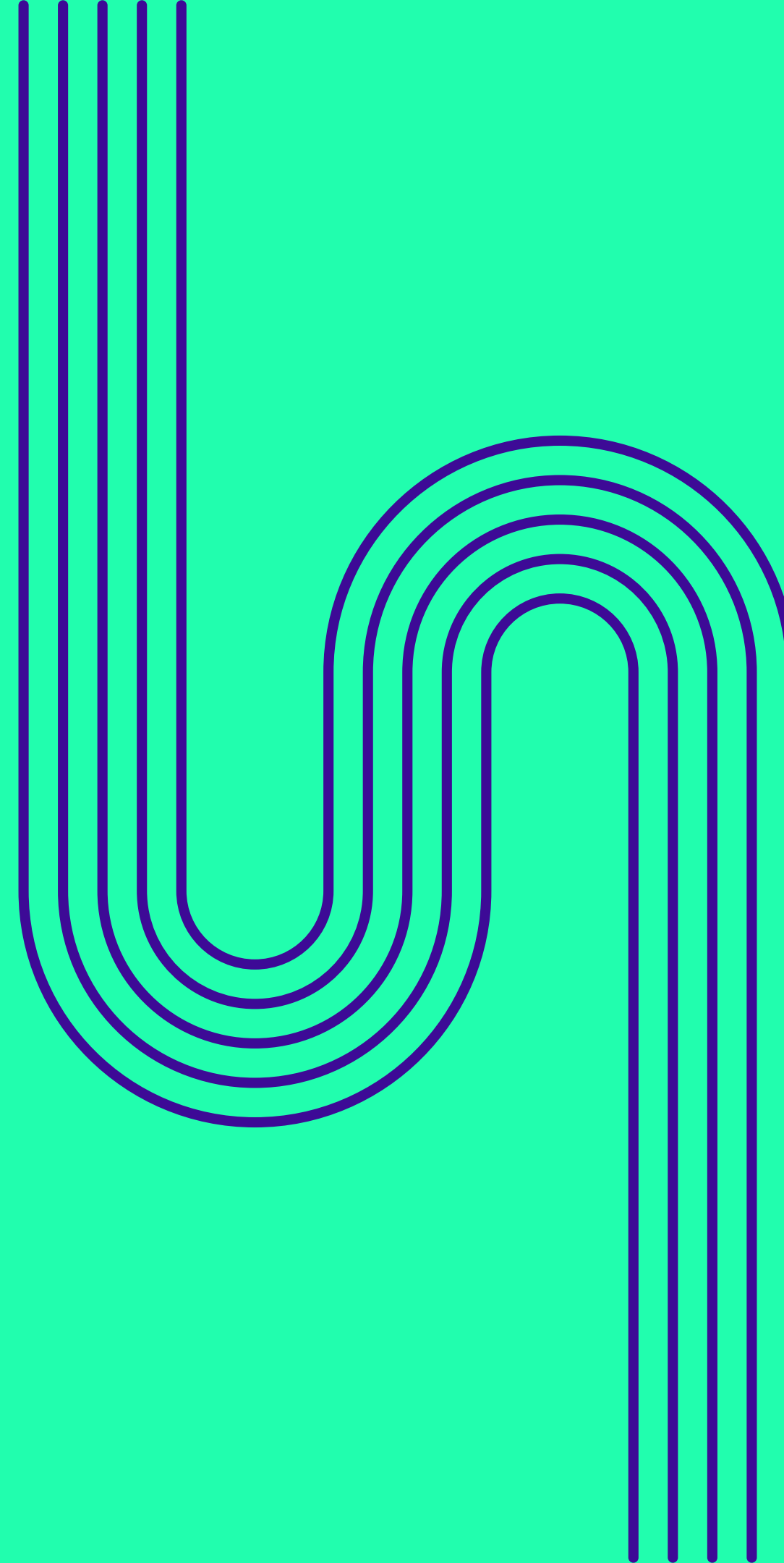
Use this scorecard every week:

-  **Artifacts shipped** (goal: 1 per week)
-  **Hours saved** (how much work you automated)
-  **Accuracy** (e.g., prompt success rate, rubric score)
-  **Adoption** (are teammates/friends using your outputs?)
-  **Revenue / ROI** (did your skills save/earn money?)



7.

## **14-WEEK PLANNER (AT A GLANCE)**





This planner is designed as a structured journey for learning and doing. You can treat it as a step-by-step program to follow across 14 weeks, or simply as a roadmap to pace your own experimentation. The goal isn't just to "check boxes," but to build momentum by layering skills and outcomes each week, so you emerge with real AI wins that you can demonstrate, test, and build upon.

### **Starter Roadmap (8 weeks)**

Focused on foundations. These first steps help you go from experimenting with prompts to building repeatable systems and lightweight prototypes.

### **Advanced Pathways (6 weeks)**

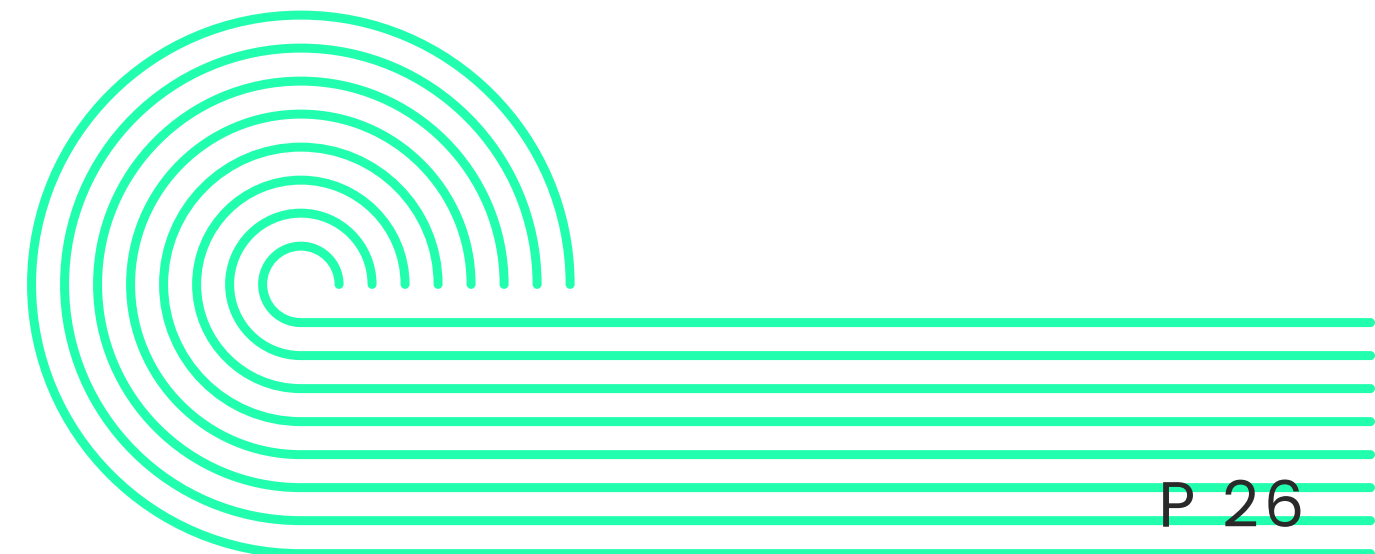
Moves from experiments into applications, building, deploying, and testing your ideas in the real world.

## **Starter Roadmap (8 weeks)**

- **Weeks 1–2:** Level 1 → Prompt Library + QA rubric
- **Weeks 3–4:** Level 2 → 2 no-code workflows
- **Weeks 5–6:** Level 3 → Persona Clone + Multimodal Pack
- **Weeks 7–8:** Level 4 → Content engine + calendar

## **Advanced Pathways (6 weeks)**

- **Weeks 9–10:** Level 5 → Build live mini app
- **Weeks 11–12:** Level 6 → Ops agent + sandbox support bot
- **Weeks 13–14:** Level 7 → Offer page + N=3 pilot + 2 case studies



# 8.

## ESSENTIAL TOOL STACK



Here's your beginner-friendly starter kit. These tools cover the basics you'll use again and again, whether you're experimenting with prompts, automating tasks, or building lightweight products.

- **Core AI Tools:**

ChatGPT, Claude, Gemini, Perplexity (for Q&A, writing, research)

- **Automation Tools**

Make, Zapier, n8n (connect apps + AI for workflows)

- **Content Tool**

Heygen, Flow/Veo3 by Google, Canva, CapCut (repurpose across text, video, audio)

- **Knowledge Tools**

Notion, Google Sheets/Docs (organize everything)

- **Stretch Tools**

Hugging Face (AI models library), Genspark (AI-powered search)

## Workflow Deep-Dives

Think of these as use-case starter packs. Instead of just learning tools in isolation, you'll see how they can be combined into real workflows that create value.

Each deep-dive shows you what's possible, plus where to begin experimenting:

- **Data analysis:** Turn raw data into insights quickly with AI-powered spreadsheets and dashboards.
- **Job applications & career tools:** Use AI to tailor resumes, prep interview Q&As, and build professional portfolios.
- **AI for research & insights:** Accelerate market research, competitive analysis, and literature reviews.
- **AI for marketing & sales:** Automate lead gen, email campaigns, and customer support touchpoints.
- **AI for product building & design:** Rapidly prototype apps, websites, or UX flows with low/no-code AI tools.
- **AI for content creation:** Create and repurpose content across blogs, videos, and social platforms in minutes.



# 9.

## **BUSINESS ACUMEN LAYER**



Technical AI skills alone won't make you valuable. The strongest AI generalists pair tools with business sense.

## WHY IT MATTERS

If you can connect AI capabilities to real business problems, you become a problem solver, not just a "tool tinkerer." That's what makes people hire you, trust you, and pay you.

### Core Skills to Layer In

- **Design Thinking**

Learn how to frame problems from a user's perspective. AI isn't useful if it solves the wrong problem.

- **Problem-Solving Frameworks**

Structure messy challenges into clear steps. (Example: MECE framework, 5 Whys, or SWOT).

- **Consulting Skills**

Break down business bottlenecks and recommend practical fixes (AI-powered or not).

- **UI/UX Fundamentals**

Make AI solutions usable, no one likes clunky interfaces.

- **Finance & Operations Understanding**

Know the basics of costs, margins, and efficiency, so your solutions tie to real numbers.

- **Logistics & Strategy**

Understand how organizations run, so you can map AI into their workflows.

👉 **Even if you're non-technical, these business lenses make your AI outputs 10x more valuable.**

# 10.

## **MONETIZATION SKILLS LAYER**





Skills are great, but the real shift happens when you turn them into income, ROI, or career opportunities.

## WHY IT MATTERS

If you can package your AI skills into offers (products, services, or training), you stop being just a learner and become a professional.

### Starter Monetization Skills

- **Organic Sales**

Learn to talk about what you offer without being “salesy.” Start by solving one real problem for someone.

- **LinkedIn for Growth**

Post your experiments, wins, and projects, this builds trust and attracts inbound clients.

- **High-Conversion Cold Emailing**

Craft short, value-first outreach emails that lead to calls and contracts.

- **Management Consulting Approaches**

Learn how to scope, price, and deliver client projects.

- **Running Ads (Meta/Google)**

For those building products, ads can help you test markets quickly.

### Quick Monetization Paths

- **Services**

Offer AI workflow audits, build small automations, or create content engines for clients.

- **Products**

Sell templates, prompt packs, or starter guides.

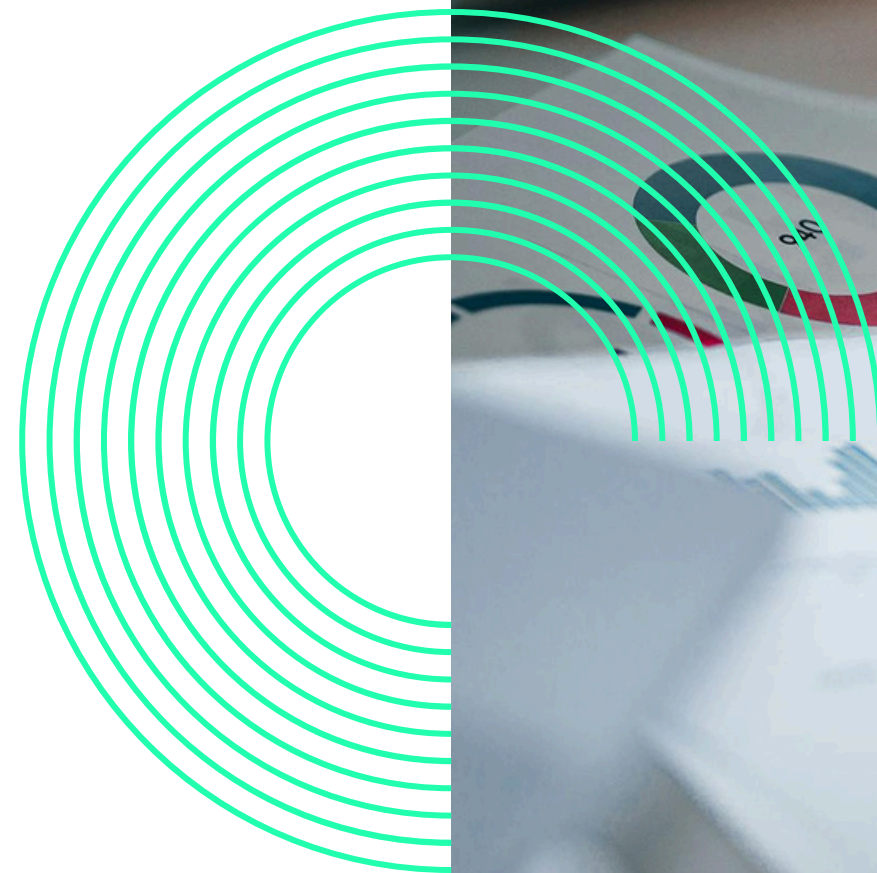
- **Enablement**

Run workshops or internal playbooks for teams.

## 💡 Starter Pricing Guide

- Templates / prompt packs: **\$10–100**
- Services / projects: **\$100–\$3,000+**
- Workshops / training: **\$100–1,000+**

👉 You don't need to “quit your job” to monetize. Start with **one small paid experiment** and grow from there.



**11.**

**NEXT STEPS**





By completing this starter roadmap, you've already achieved more than most AI-curious professionals ever do: you've moved from consuming information to applying AI in real workflows with this first step. That's the true edge of an AI generalist.

But this is only the beginning. To keep momentum and avoid "falling back into noise," here's where to go next:

## 11.1. JOIN A COMMUNITY OF BUILDERS

AI moves fast new tools, frameworks, and models are launched weekly. The best way to stay current isn't just YouTube videos or newsletters, it's being in a circle of people who are building alongside you.

### 👉 i2i AI Community:

Join to connect with other entrepreneurs, product leads, and professionals experimenting with AI. Share your projects, get unstuck faster, and learn from peers.

## 11.2. DEEPEN THROUGH WORKSHOPS & SPRINTS

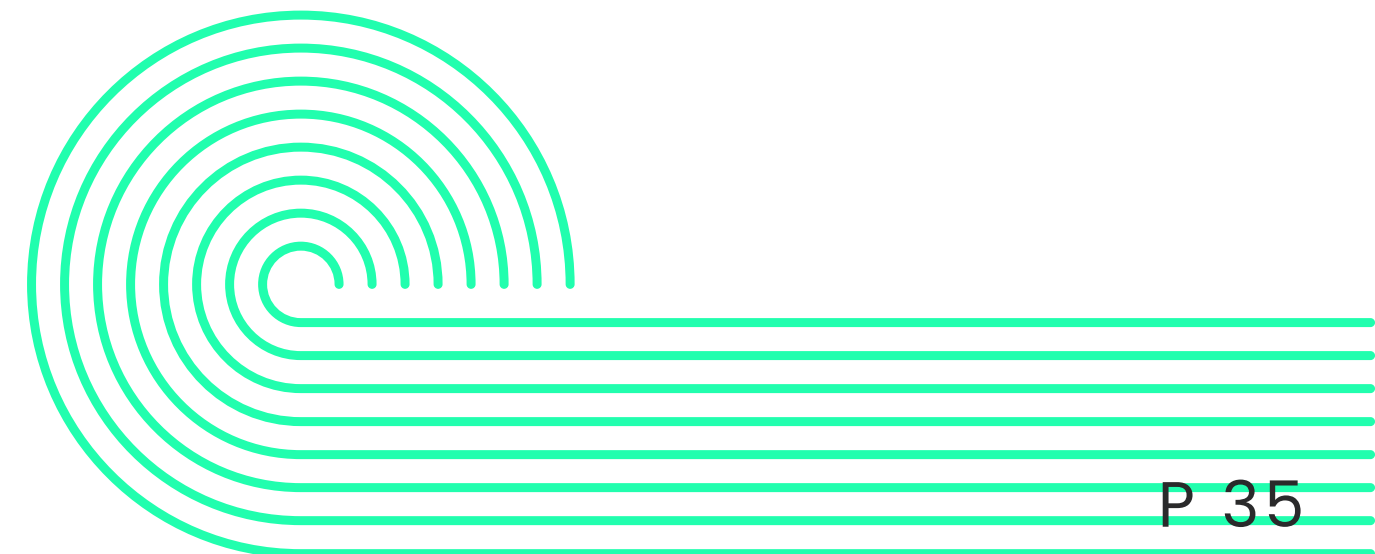
Levels 5–7 (AI apps, agents, monetization) require more structure, feedback, and practice. Instead of trying to figure it out alone, plug into guided programs where you can build faster with expert input.

### 👉 Build & Launch Your First AI App (i2i Workshop):

Take your skills from workflow automation to your first usable AI product.

### 👉 **Advanced Sprints:**

Short, intensive programs to master agentic workflows, RAG bots, or monetization playbooks.



## 11.3. EXPLORE SPECIALIZED TOOLKITS & TEMPLATES

Starter skills give you leverage, but advanced templates and blueprints let you skip trial-and-error and focus on outcomes.

👉 i2i will offer downloadable **AI toolkits** (RAG, Agents, Monetization), complete with case studies and templates you can adapt for your own work. Stay tuned as a part of our community!

## 11.4. APPLY SKILLS IN REAL CONTEXTS

Don't let this stay theoretical. The fastest way to "lock in" your learning is to apply it in your daily work or projects. Ask:

- What's one recurring task I can automate this week?
- Which workflow, if sped up, would save me (or my team) the most hours?
- Can I package one solution as a demo, case study, or paid offer?

👉 Remember: the most valuable **AI skills** are not in knowing 100 tools, but in solving one real problem very well.

## 11.5. KEEP ITERATING: LEARN → BUILD → SHIP → MEASURE → REPEAT

The AI landscape will keep evolving. Your edge as a generalist isn't mastering every tool, it's building the muscle to adapt, test, and ship quickly. Treat each new project as a mini-experiment:

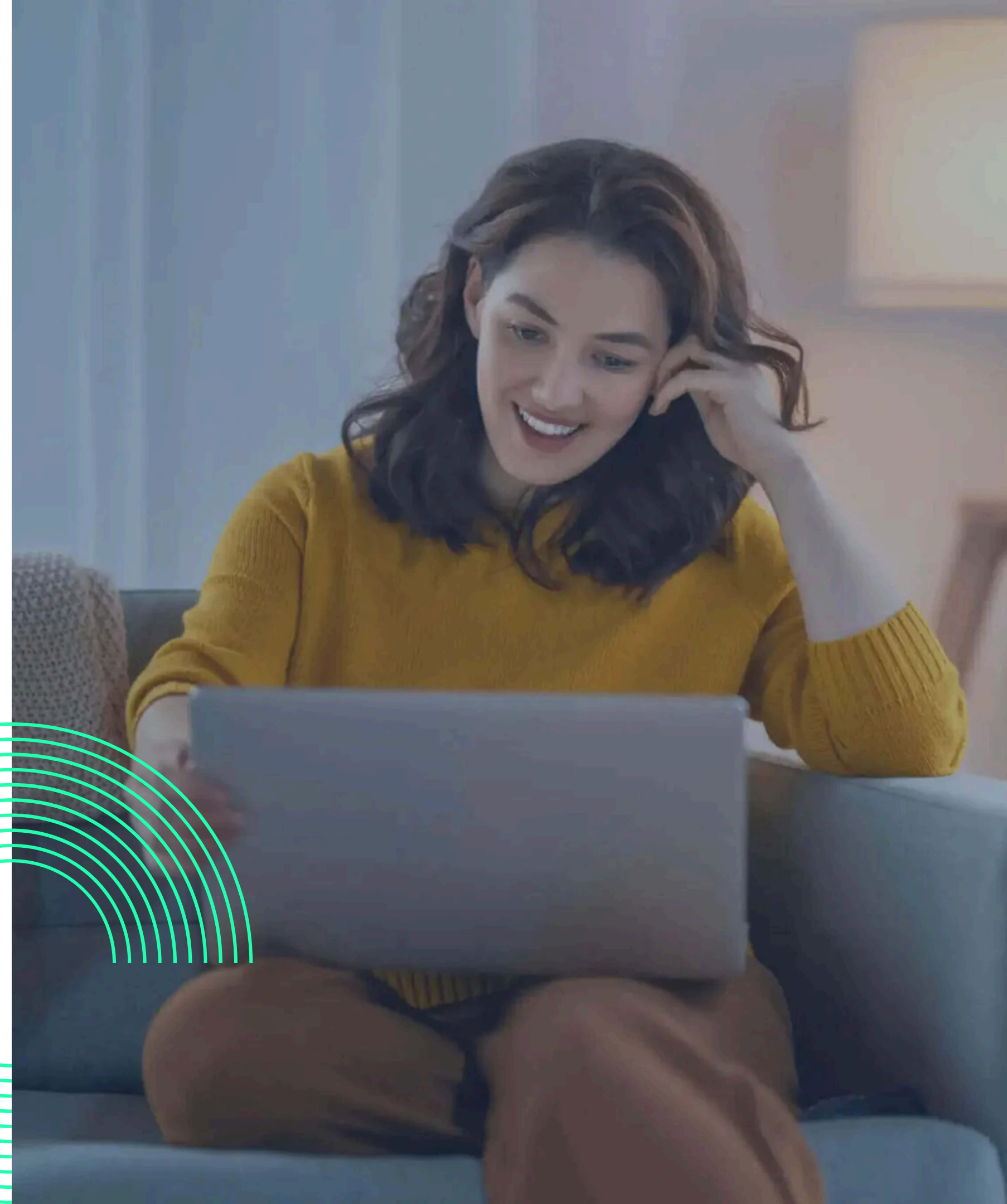
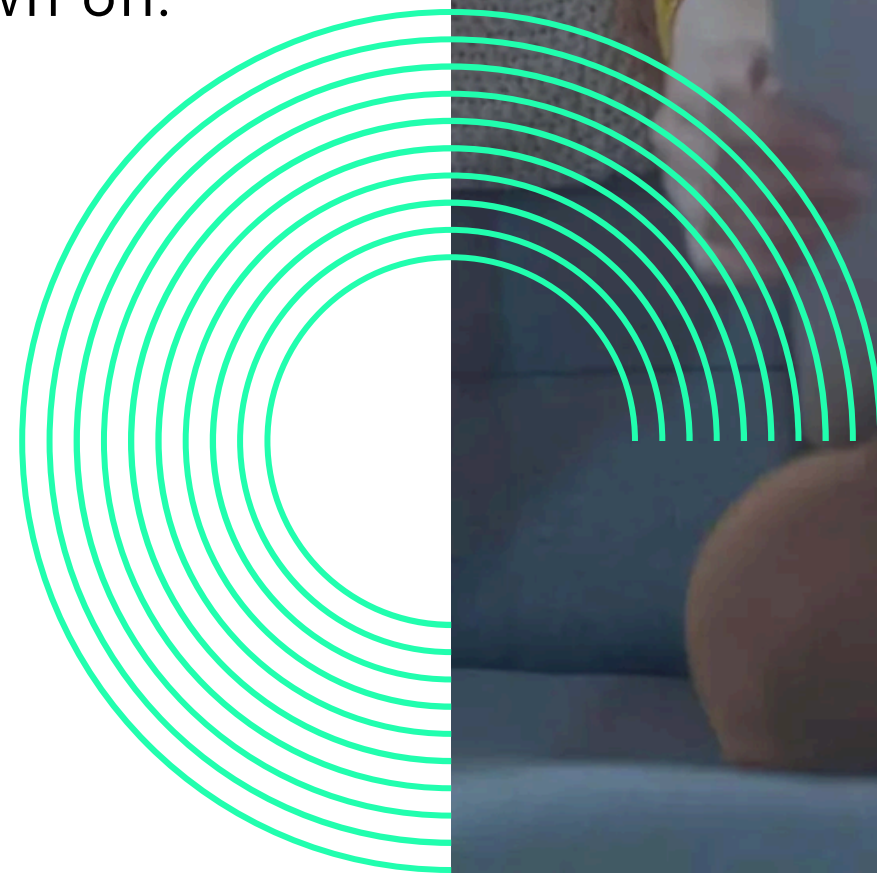
- **Learn just enough.**
- **Build something real.**
- **Ship it to someone (or share publicly).**
- **Measure what worked.**
- **Iterate.**

## 11.6. CHART YOUR PERSONAL PATHWAY

Every AI generalist eventually leans into one of three directions:

- **Builder:** Focused on creating AI products and apps.
- **Enabler:** Focused on helping teams, startups, or organizations adopt AI.
- **Monetizer:** Focused on packaging AI skills into services, training, or digital products.

👉 **Use this toolkit as your foundation**, then decide: Which of these paths excites me most? That choice will shape the advanced skills you double down on.





## In Closing

This starter toolkit is your launchpad, not the finish line. If you commit to applying what you've learned, you'll already be ahead of most professionals in the market. From here, it's about choosing your lane, finding your community, and building things that matter.

### 🧐 Remember

The AI space is noisy. The winners are those who keep building while everyone else keeps scrolling.

MADE WITH LOVE 💜

**BY INVEST2INNOVATE(I2I)**







**invest2innovate™**

