



Solve your AI challenges in 5 weeks
while *upskilling* your top talent

AIDEAS is the set of dedicated programs for managers, product developers, and domain experts who want to have a deep understanding of practical application of safe & sovereign AI



AIDEAS Swiss+

in 5 weeks — while upskilling your top talent

AIDEAS is the European initiative to upskill top talent in practical, vendor-agnostic AI skills. Proven at scale in Poland — now launching in Switzerland.

It's the proven European program,
now delivered for the Swiss market.

80 000+

AIDEAS community

14 000+

Alumni

25+

Corporate partners

EIT

Deep Tech quality-certified,
2025

Who is this programme for?

You don't need to know how to code.

You need to be open to something new.

You want to gain practical experience

... and would rather apply AI yourself than complete yet another online course or webinar.

You think in terms of concrete tasks

... and want to work on a real challenge – from your own desk or at our partner companies.

You want to decide independently

... and want to compare models and tools instead of committing to a single provider.

You want structure

... and are looking for a place where your scattered AI knowledge finally comes together – from the fundamentals and legal aspects to AI agents.

You learn practical AI, end to end

Five weeks of hands-on modules covering everything a business professional needs to build and evaluate AI solutions. No coding background required.

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AI Foundations (week one and two)

- AI ethics and responsible use
- Prompting: the principles that actually matter
- Working with the context window
- Deep research & image generation in practice

2

Building solutions in practice (weeks three to five):

- Designing AI agents: model types, temperature, tool calling
- RAG and working with databases
- Commercial vs. independent (open) AI models
- Legal essentials: GDPR and intellectual property

Every module: video lessons → quiz → practical exercise → peer feedback enhanced by TutorAI.
Final deliverable: a team proof-of-concept project

A delivery system for AI competence

Our proprietary platform doesn't just host content.

It actively drives every participant to complete, practice, and apply.

ExpertAI

A digital twin of our subject-matter experts, available 24/7. Participants get unstuck in real time: on quizzes, exercises, and their PoC project

TutorAI

Every participant reviews others' work, supported by AI-generated suggestions they edit and own. Feedback is a learning tool, not a formality.

AvatarAI

Content produced with AI avatars of our experts, so course materials are updated every 6 months. Participants always learn the current state of the technology

Rated 4.51 by participants. Built and refined across 14,000+ alumni.

Global know-how, with *local* Swiss insights

The program is delivered locally: most online expert sessions are run by Swiss practitioners, and every sponsor team is supported by a dedicated moderator



Dr. Urs Egli
Suter Howald
Rechtsanwälte AG
at HR Campus AG



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Dino Metaxas
Digital Director at Orbico



Thomas Sievering
Senior AI Engineer
at HR Campus AG

Participation Cost

Price per person:

450 CHF

Settlement is conducted via a standard invoice provided by the organizer, facilitating straightforward accounting and categorization as a tax-deductible operational expense.

Questions & Contact:

Feel free to reach out to the event organizers.

kontakt@visioncentre.ch

AIDEAS
SWISS⁺

