

• 10 TO 15 A BATCH

BENGALURU • LIVE

Product Engineer Programme

Twelve weeks, then a demo day. Two synchronised sessions every week, product thinking and engineering, and two products shipped end to end.

Build. Ship. Own.

12	24	2	10-15
WEEKS	SESSIONS	PRODUCTS SHIPPED	PER BATCH

+ WHAT YOU ARE SIGNING UP FOR

Not a course. A build, with people watching.

Learn by building

Ship two real products with actual users.

Product thinking

Understand problems, not just solutions.

Full-stack building

Frontend, backend, database, deploy.

AI as a multiplier

Used daily, and questioned when it is wrong.

Real feedback

One-to-one review of your own work.

Demo day

Present to people who build for a living.

YOUR JOURNEY

01**Foundation**

Weeks 1 to 4

02**Execution**

Weeks 5 to 8

03**Mastery**

Weeks 9 to 12

04**Demo day**

Week 14

The difference

Every week runs two synchronised sessions: product thinking and engineering. The same problem is argued about on Monday and built on Thursday, which is the point. You ship two products end to end, from problem discovery to production, and present at the graduation demo day.

What we do not promise

A placement. We are not a placement agency and will not claim to be one. What the programme gives you is shipped work, the habit of defending a decision, and a portfolio that stands on its own. One person from the first batch now builds production software with our engineering arm. That is a fact about him, not a promise to you.

+ WHAT YOU WILL BUILD

Real deliverables, not certificates.

2 shipped products

Full-stack apps with real users, in production.

End-to-end PRD

A complete product requirements document.

Database design

Real schemas with migrations.

Auth system

Production-grade access control.

An AI feature

Integrated deliberately, not decoratively.

Product case study

A portfolio piece you can walk anyone through.

+ GRADUATE OUTCOMES

What you will be able to do.

Product thinking

Understand problems deeply

Full-stack building

Frontend through backend

Real SQL

Design schemas that scale

Ship and operate

Run it in production

Security

Build apps that hold up

AI integration

Use it responsibly

RAG and MCP

Modern AI systems

Communication

Explain it like a lead

WEEK 14

Graduation demo day

Two weeks after classes end you present your final product to an audience of working engineers and product people. A live presentation, a real audience, and your portfolio moment: what you built, and how you thought about it.

+ PHASE 1

Foundation. Learning to frame before you build.

W01 Entrepreneurial mindset + engineering orientation

PRODUCT THINKING

- Entrepreneurs' mindset
- Why product thinking matters
- Product vs feature vs outcome
- Lab: reverse engineer a popular product
- Assignment: three or four ideas, reverse engineer one more product

ENGINEERING

- AI-first development mindset
- Repo structure, environments
- HTTP basics, request and response
- Lab: scaffold a backend with AI, debug with AI
- Assignment: build and deploy a simple API

W02 User survey + backend APIs

PRODUCT THINKING

- User survey; pain vs vitamin
- Clarity pyramid: who, what, why
- Validate ideas, identify revenue
- Lab: build a clarity pyramid using AI
- Assignment: validate ideas, cold reach and interview

ENGINEERING

- REST principles and API design
- Controllers vs services
- Error handling patterns
- Lab: build CRUD APIs, add validation
- Assignment: design and implement five or more APIs

W03 Information architecture + databases

PRODUCT THINKING

- Information architecture
- Logic mapping and flowcharts
- Lab: create a flowchart and database schema
- Assignment: do the same for your own idea

ENGINEERING

- Relational database basics, schema design
- Indexing, migration discipline
- Lab: create a schema, connect the backend
- Assignment: implement the schema and explain the trade-offs

W04 PRD + frontend foundations

PRODUCT THINKING

- PRD structure and scope definition
- User stories, agile method
- Lab: use AI for PRD creation
- Assignment: complete a PRD for your own idea

ENGINEERING

- Component thinking, state vs props
- The frontend to backend contract
- Lab: build a simple UI, connect the APIs
- Assignment: build a UI with two or more usable flows

+ PHASE 2

Execution. Cutting scope and shipping it.

W05 MVP prioritisation + auth and security

PRODUCT THINKING

- MVP vs MVT
- Ruthless prioritisation
- When AI belongs, and when it does not
- Assignment: cut the PRD to a two-week buildable MVP

ENGINEERING

- Auth flows, JWT vs sessions
 - Role-based access, a security mindset
 - Lab: add auth to the class project
 - Assignment: secure your product
-

W06 Design systems + UI engineering

PRODUCT THINKING

- Design systems and UI elements
- Wireframes and prototypes
- Lab: create a high-fidelity prototype

ENGINEERING

- Component reuse, design tokens
 - Accessibility basics, UX debt
 - Lab: convert a wireframe to UI
 - Assignment: refactor the UI using components
-

W07 Business metrics + deployment

PRODUCT THINKING

- Business and industry knowledge
- North star metrics, defining KPIs
- Lab: set up product analytics

ENGINEERING

- Environment configuration
 - Logging and observability
 - Lab: deploy the class product
 - Assignment: deploy and add three events
-

W08 Product narrative + frontend polish

PRODUCT THINKING

- Product narrative and business alignment
- Landing page strategy
- Lab: write a tagline and a one-minute demo video

ENGINEERING

- Performance, network cost
- Frontend optimisation
- Lab: improve the landing page, add SEO
- Assignment: build a landing page

+ PHASE 3

Mastery. The parts that only show up under load.

W09 UX audit + testing**PRODUCT THINKING**

- UX audit method
- Peer review sessions
- Lab: each person reviews three peers
- Assignment: find five to ten friction points

ENGINEERING

- Testing mindset, unit vs integration
 - AI-generated tests, and their pitfalls
 - Lab: write tests, break the app on purpose
 - Assignment: fix the top three UX issues
-

W10 Testing lifecycle + system design**PRODUCT THINKING**

- Testing lifecycle and methods
- Error scenarios, edge cases
- Lab: use AI for edge case testing
- Assignment: do it for your product

ENGINEERING

- Bottlenecks and caching
 - Rate limiting, failure modes
 - Lab: stress test, add caching
 - Assignment: what breaks at ten times the load?
-

W11 Leadership + AI product engineering**PRODUCT THINKING**

- Communication, stakeholder management
- Go-to-market strategy
- Lab: create a pitch deck

ENGINEERING

- When AI belongs in a product
 - RAG fundamentals, safety
 - Lab: build a simple RAG feature
 - Assignment: add AI, or justify not adding it
-

W12 Portfolio + system design final**PRODUCT THINKING**

- Build the portfolio
- Present projects, positioning
- Lab: portfolio editing session

ENGINEERING

- Architecture diagrams
 - Talking about trade-offs
 - Lab: create a system diagram
 - Assignment: finalise the product and its docs
-

+ THE STACK

Tools you will actually use.

Named because a curriculum should be specific. The tools matter far less than the judgement, and they change; what does not change is knowing why you reached for one.

React / Next.js
Modern frontend

Node.js
Backend APIs

PostgreSQL
Database design

TypeScript
Type safety

Claude
AI integration

Git / GitHub
Version control

Vercel / AWS
Deployment

Figma
Design basics

Python
Backend scripting

Django
Web framework

LangChain
AI frameworks

Redis
Caching and queues

+ AI ENGINEERING

The AI parts, done properly.

RAG systems
Retrieval augmented generation

Vector databases
Embeddings and search

MCP servers
Controlled AI access

AI agents
Autonomous systems

Claude Pro, included

Every student gets a Claude Pro subscription for the length of the programme. No separate AI tool cost: the tools you are asked to learn on are provided.

[+ NEXT BATCH](#)

Ready to become a product engineer?

Small batches. Real products. You apply, we read it, and if it looks like a fit we talk. Nothing is payable until both sides have had that conversation.

PRODUCT ENGINEER PROGRAMME

₹30,000

12 weeks, live, plus demo day.

- Two sessions a week, live, not recordings
- Two products shipped, reviewed one to one
- Claude Pro included throughout
- Full refund inside the first two weeks

APPLY

sodiarc.ai

Tell us about something you have actually shipped. A paragraph tells us more than a CV does, and a person reads every one.

VISIT US

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