



EY Academy of Business  
Caucasus and Central Asia



Masterclass “How to Build Digital Products in the Age of Chaos: Automation, AI, and Product Maturity”

An interactive masterclass designed to help participants navigate the challenges of 2025 — including slowed time-to-market, team overload, and digital chaos. You'll learn how to leverage automation and AI to boost product maturity, accelerate growth, and scale solutions in times of uncertainty. Participants will receive practical tools, frameworks, and templates, and will test out automation and AI scenarios in a hands-on mini-workshop format.

Register

Masterclass speaker



**Emin Sibirli**  
Trainer consultant in EY Academy of Business Caucasus and Central Asia. Specializes in project management, Agile methodologies, and digital transformation.  
  
Professional Qualifications:  
• Product Strategy Micro-Certification (PSC)  
• Product Analytics Micro-Certification (PAC)  
• Fundamentals of Project Management Certificate (PMI®)

Masterclass program

Introduction: Why Digital Products Are “Stalling” in 2025



- The Role of Digital Products in Business: From marketing to the core operations
- Key Challenges of 2025:**
- Overheating of the digital market
  - Dependence on contractors and manual processes
  - Lack of a cohesive product-driven approach

Diagnosing the Problem: How to Know Your Product or Digital Initiative Is Stuck



- Symptoms of an immature product or team
- Quick diagnostic framework: *Product Maturity Heatmap* (ready-to-use template)
- Case studies: E-commerce, SaaS, Fintech

Automation That Helps — Not Hurts

How to Identify Areas for Automation:

- Customer journey mapping
- Manual processes in development, product, and operations



Tools to Use:

- *Automation platforms*: Make (formerly Integromat), Zapier, n8n
- *Internal tools & AI assistants*: Retool, Bardeen, Tally, Coda, Notion AI

**Hands-On Exercise:** Case-based work on automating onboarding or a feature delivery pipeline  
**Common Pitfalls in Automation:** When automation becomes harmful

How to Use AI as a Product Assistant — Not a Team Replacement



Application Examples:

- Analyzing user data (*ChatGPT + Python*)
- Generating hypotheses, user stories, and A/B test plans
- Automating customer support and project management tasks

Approach to AI Integration:

- *AI Agent Pyramid* — levels of maturity in adopting AI tools

**Live Demo:** How *GPT + Notion + Slack* can cover core tasks in a product/project workflow

Integrating Product Maturity and Automation into Business Strategy



- Model: *Product Ops + Automation = Growth Engine*
- Example: How to grow a funnel from 12% to 35% using three automations and one key metric
- Avoiding the Proof of Concept Trap: Strategy for successful scaling



Q&A, Templates, and Participant Case Reviews

Register



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