

INTERNATIONAL WINTER SCHOOL: DATA & AI STRATEGY

From data evidence to AI-powered
business solutions

January 2027

Explore Forward. Lead the Change.

PBS.UP.PT



What this week is all about ▼

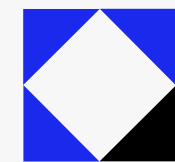
AI is transforming the way digital solutions are designed, built, and delivered. In this context, data has become the key differentiator: without proper grounding and evaluation, AI outputs lack reliability, relevance, and impact. Innovation now depends on rapid learning cycles, where teams design, build, validate, and iterate continuously.

The goal is no longer just to create a strong model, but to develop a viable, feasible, user-centered, data-grounded, and responsible AI-native solution that creates real business value.

Tools for your Future



Translate a business problem evidenced in data into clear hypotheses, measurable success metrics, and decision-oriented questions;



Prototype an AI-powered experience using accessible, low-barrier tools;



Ground AI outputs in relevant data sources and apply basic evaluation methods;



Refine solutions using evidence gathered from data exploration, mentor feedback, and on-site company visits;



Communicate the solution's value, risks, organizational constraints, and next steps in a final studio showcase;



Identify how data can create value for organizations internally, externally for customers and partners, and strategically.

One shared experience

Design + Business + Technology



Design Desirability

- Frame meaningful problems, map user journeys, prototype, and validate iteratively.
- Design AI-native experiences that address uncertainty, fallback states, and human-in-the-loop interaction.



Business Viability

- Define a clear value proposition, success metrics, adoption logic, business constraints, and expected sources of value creation.
- Articulate timing, differentiation, and key risk-value trade-offs (Why now?).
- Understand how data can support business model innovation, operational improvement, and strategic positioning.



Technology Feasibility: AI + Data

- Understand and structure data; apply grounding approaches (e.g., sources, RAG), agents, and tools to support business-relevant problem solving.
- Evaluate outputs using quality criteria, testing methods, safety principles, cost awareness, and fitness for decision-making.
- Connect data quality, evaluation, and AI performance to the feasibility of the proposed solution in real organizational settings.

The Sprint Experience

Lean, mentor-guided, end-to-end

Teams begin by selecting a real-world challenge from a curated Challenge Catalogue, each supported by a structured Data Pack. They then execute a full-cycle studio sprint:



Discover → Build → Validate → Iterate

Identify a real data problem, shape a solution and refine it through evidence.



Daily mentor checkpoints

Challenge assumptions, refine scope and support better decisions.



Company visits

See how organizations use data and AI in strategy, operations and decision-making.



Integrated sprint approach

Connect data evidence, business value and solution feasibility throughout the process.



Tool-enabled development

Use AI copilots, rapid prototyping tools and templates without heavy technical requirements.



Studio Showcase

Present the prototype, AI demo, evidence, business impact and next steps.



	Monday 	Tuesday 	Wednesday 	Thursday 	Friday 
9h30 - 10h	Welcome & Program Orientation	Sprint Sync: Roadmap, Evidence and Reflections	Sprint Sync: Roadmap, Evidence and Reflections	 Company Visit	Sprint Sync: Roadmap, Evidence and Reflections
10h - 11h	AI Innovation Studio Challenge Launch	Knowledge Pill #3: Accelerated Build: From Challenge to AI Prototype (Vibe Coding Tools + Rapid Prototyping)	Knowledge Pill #5: The Value Engine: Data, AI and Business Viability Market Value (Lean hypotheses + KPIs + Costs)		AI Innovation Studio Challenge Group Work Mentoring Session
11h - 11h30	Coffe Break				Coffe Break
11h30 - 13h	Knowledge Pill #1: Agentic Logic: Framing Problems, Hypotheses and AI Interaction (Prompt Engineering + Intelligent Agents)	Knowledge Pill #4: Design for Uncertainty: AI Experience, Validation and Iteration (Prototyping + Proof of Concept)	Knowledge Pill #6: Narrative Impact: Communicating Evidence, Risks and Next Steps (Storytelling + Studio Showcase Pitch)		AI Innovation Studio Challenge Group Work Mentoring Session
13h - 14h30	Lunch Break				Farewell Lunch
14h30 - 16h	Knowledge Pill #2 Data Anchor: Grounding AI with Data and Evaluation (Data Quality for AI Products)	 Company Visit	Free Time	Group Work	AI Innovation Studio Challenge Work Presentation & Closing Session
16h30 - 18h	Inspirational Talk	Cultural Activity			



Program Overview

Dates	Location	What is included	Academic Structure
11 – 15 January 2027 From Monday to Friday 09h30 – 18h00	Porto Business School	Lectures + 2 company visits + 2 culture experiences	This Winter School is designed as an intensive 3 ECTS learning experience.
Format	Language	Local Transportation	The program combines guided contact hours, mentored studio work, company-based learning, and structured independent work.
In person	English	Coffee Breaks + Lunches	Assessment may include team-based studio output and individual reflection on data, AI, business value, and implementation readiness.
Pricing	Target Audience	Certificate of Participation	
Early Bird (until November 15) – 942€ Normal Pricing – 990€	Bachelor and Master Students, aged between 18 and 25 years old.		

Are you ready to explore with us?

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