

How does learning AI in practice look? Projects created by Me+AI participants



For a small business owner, time is the most valuable currency, and one of the biggest challenges is the loneliness of decision-making. Every day involves choices: where to invest energy, what to improve in the business, how to develop the team, and how to reach customers more effectively.

We hear about artificial intelligence everywhere today. But entrepreneurs rarely look for revolutions. They look for solutions. They want to know how to close sales faster, improve marketing, train people more effectively, and make better business decisions.

At CampusAI, we believe these things cannot be learned from presentations alone. That is why the Me+AI programme ends with a final project. Instead of taking a test, participants work on a real problem from their work or business and explore whether artificial intelligence can help solve it. The outcome is not theory, but a prototype of a real solution: a product, strategy, or tool that can be further developed.

“ *When I see someone with no technical background build an app prototype, a next-gen marketing strategy, or a training tool — and do it in just a few weeks, with AI — I know we're teaching the right things. Not tools. A way of thinking. Our participants' projects surprise me every time with their diversity. One person is transforming marketing in the jewelry industry, another is designing a wellness app, and yet another is building a voice-powered AI trainer. But despite these very different paths, we share the same mindset: curiosity, a drive to grow, and the readiness to do things differently than before. That's the DNA of our community.*

— Gabriela Wrażeń

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Here are a few examples of projects where Me+AI participants turned knowledge about AI into practical business solutions:

Intelligent customer support system for tourism (Arkadiusz Stajkowski)

Arkadiusz Stajkowski explored the fragmented health and wellness services market in his city. Instead of writing a traditional business plan, he treated AI as his project team. Using Gemini Pro and ChatGPT, he analysed the market, created user personas and designed a product concept for personalised spa stays. He then built a clickable prototype in Figma and prepared a pitch using AI-generated voiceover and video.

Next-generation visibility strategy (Aleksandra Mikołajczyk-Tomczak)

Aleksandra explored how generative AI is changing the way people search for information. Instead of relying only on traditional SEO, companies must now consider whether their expertise appears in answers generated by tools like ChatGPT or Perplexity. Working with ChatGPT as an analytical partner, she developed a strategy for visibility in generative search, including recommendations for content, website structure and a long-term content roadmap.

A virtual trainer available 24/7 (Paweł Modzelewski)

Paweł explored how AI could turn learning into an interactive conversation. He built a voice-based AI agent that helps users practise language through dialogue. The system extracts vocabulary from a photo of a textbook page and generates a conversational learning scenario. The result is a flexible framework that can support not only language learning, but also onboarding, product training and customer service education.





Who is it for?

None of the authors needed to write code. All of them treated AI not as a search engine, but as a thinking partner.

Each project shows that in small businesses AI is primarily about:

- Saving time – automating repetitive work.
- Scaling knowledge – gaining access to expert-level strategies without hiring large consulting teams.
- Enabling innovation – building prototypes of new services in days rather than months.

At CampusAI, we do not teach tools in isolation. We teach how to use them to solve the problems that genuinely hold businesses back.

The most interesting projects are showcased in our virtual gallery in District and presented during Graduation Day – because we believe good ideas deserve to go further.