COHORT 01 · 60 SEATS · APPLICATIONS OPEN

Learn growth by *running it.*

The School of Growth curriculum. A 6-month, AI-leveraged program taught by the team behind Uptrail.

6	60	5	2/2/2
MONTHS, END TO END	SEATS PER COHORT	AI-LEVERAGED TRACKS	LEARN, APPLY, SHIP

(What we believe)

Most courses teach you about the work. We put you inside it.

01 Real work beats tutorials.

The last two months are live briefs from Uptrail engagements. Not a case study. Not a slide deck. A system that runs.

02 Judgement is the skill.

Anyone can prompt a model. The rare skill is spotting the confident wrong answer before it ships. We train that, on purpose.

03 Taught by operators.

Reviews come from the people who build and run Uptrail systems every day, not from someone reading slides.

04 Merit over pedigree.

A human reads every application. What you have built and how clearly you think count for more than a CGPA or a college name.

(The six months)

Two months to learn. Two to build. Two to ship.

MONTHS 1 AND 2

Learn

Live sessions on how modern growth and operations actually work: systems thinking, the tools we use on real engagements, and your chosen track learned properly before you touch a client problem.

MONTHS 3 AND 4

Implement and analyse

You build with what you learned in guided, end-to-end projects. Then you pull them apart: what worked, what broke, what you would do differently. Reviewed by someone who does this for a living.

MONTHS 5 AND 6

Live client build

Real briefs from Uptrail engagements, built in real time. You finish with work that runs and a case study you can show, not a plan.

(Month by month)

The spine every track follows. Six checkpoints.

M1

Foundations

Systems thinking, the Uptrail toolkit, AI workflow basics. Choose and begin your track.

M2

Track depth

Core craft of your track, learned properly. Checkpoint review with a mentor.

M3

Guided build

End-to-end guided project in your track, using AI throughout.

M4

Analyse and refine

Pull the build apart: what worked, what broke, what you would change. Rebuild.

M5

Live brief

A real brief from an Uptrail engagement. Scoped, built and reviewed in real time.

M6

Ship and showcase

Launch, measure, write the case study. Present to the team.

LEARN IMPLEMENT AND ANALYSE LIVE CLIENT BUILD

(The AI edge)

Every track is taught *with AI,* not around it.

01

Ship at 5x speed

Where AI collapses hours into minutes, and where it quietly wastes your time.

02

Automate the boring half

Agents and n8n workflows that do the repetitive work while you do the thinking.

03

Think with a model

A sparring partner that finds the hole in your plan before the client does.

04

Judge the output

The rarest skill: catching the confident wrong answer before you ship it.

(Track 01 of 05)

App & Software Dev

Build the product, and the AI that runs it.

MONTHS 1–2 · LEARN

- Next.js + TypeScript fundamentals
- APIs, webhooks and data modelling
- Deploying on Vercel

MONTHS 3–4 · IMPLEMENT AND ANALYSE

- Build a full app end to end
- Add LLM calls and AI agents
- Wire up n8n automations

MONTHS 5–6 · LIVE CLIENT BUILD

- Live client brief, built in real time
- Production deploy with monitoring
- Case study of the build

YOU SHIP

A deployed app with a working AI automation running inside it.

BUILT BY PAST TEAMS

Airport Taxi Scotland · ForTheFans

PREREQUISITES

Assumes you can already write JavaScript.

Growth Marketing

Spend money to make money, and prove which.

MONTHS 1–2 · LEARN

- Meta and Google ads, properly
- Creative testing frameworks
- Landing pages, ROAS and payback

MONTHS 3–4 · IMPLEMENT AND ANALYSE

- Run guided campaigns end to end
- AI ad creative and audience clustering
- Read signal in spend data

MONTHS 5–6 · LIVE CLIENT BUILD

- Live campaign on a real brief
- Tracked funnel, start to finish
- A read on what worked and why

YOU SHIP

A live campaign with a tracked funnel and a read on what worked.

BUILT BY PAST TEAMS

SSA Scott · Plexus Dental

PREREQUISITES

No code needed.

(Track 03 of 05)

Content Marketing

Distribution is the skill. Writing is the tool.

MONTHS 1–2 · LEARN

- Positioning and audience
- Hooks and scripting
- SEO loops

MONTHS 3–4 · IMPLEMENT AND ANALYSE

- AI research and repurposing pipelines
- Keep the voice human
- Measure what actually earns

MONTHS 5–6 · LIVE CLIENT BUILD

- Content engine on a live calendar
- Published, measured pieces
- Distribution plan that compounds

YOU SHIP

A content engine with a live calendar and published, measured pieces.

BUILT BY PAST TEAMS

FindYourFit · Ornate

PREREQUISITES

No code needed.

(Track 04 of 05)

Shopify CRO

Same traffic. More revenue. That is the whole job.

MONTHS 1–2 · LEARN

- Store audits
- Checkout and product-page anatomy
- A/B testing discipline

MONTHS 3–4 · IMPLEMENT AND ANALYSE

- AI friction mining from real data
- Copy variants and personalisation
- AOV and LTV levers

MONTHS 5–6 · LIVE CLIENT BUILD

- CRO audit on a real Shopify store
- A shipped, measured experiment
- Write-up with the revenue read

YOU SHIP

A CRO audit and a shipped experiment on a real Shopify store.

BUILT BY PAST TEAMS

Ethnava · Purplehunt

PREREQUISITES

No code needed.

(Track 05 of 05)

Design

Taste is the moat. Anyone can ship ugly.

MONTHS 1–2 · LEARN

- UI/UX fundamentals
- Design systems
- Brand and visual identity

MONTHS 3–4 · IMPLEMENT AND ANALYSE

- Figma to production
- AI mockups and variant generation
- Design QA at speed

MONTHS 5–6 · LIVE CLIENT BUILD

- Interface designed for a live product
- Built and running, not just mocked
- Case study with before and after

YOU SHIP

A designed interface, built and running in a live product.

BUILT BY PAST TEAMS

Safeli · Bhag Club

PREREQUISITES

No code needed.

(What you get)

A portfolio, a mentor, and a way in.

01

Real client briefs

The same problems we solve for paying clients, not toy exercises.

02

Mentor reviews

Feedback from the people who build and ship Uptrail systems every day.

03

A fast track to a role

Top performers get a paid internship offer and first look at every role we open.

04

Remote and intensive

Six months, fully online. Build on your own schedule, plus live sessions and reviews.

(Is it for you)

Built for builders. Not for spectators.

THIS IS FOR YOU IF

You are a student or recent grad who learns by building, not by watching.

You have shipped something (a script, a site, a campaign, a club) and want to go deeper.

You want real business problems instead of tutorial projects.

You can commit focused hours every week for six months.

THIS IS NOT FOR YOU IF

You want a certificate for the wall without doing the work.

You are looking for a passive, watch-the-videos course.

You cannot show up consistently for six months.

(Pricing and selection)

One program. Two ways to pay.

MONTHLY

₹2,999

a month, for 6 months · ₹17,994 in total

PAY IN FULL · SAVE ₹995

₹16,999

once, for all 6 months

Sixty seats a cohort. A human reads every application, and weighs what you have built and how clearly you think far above CGPA or college name. Strongest builders receive a paid internship offer; everyone else joins our talent pool.

(Cohort 01 · Applications open)

Six months. *Sixty seats.*

Apply at https://forms.gle/VdEjMAHiBcP79w2Z6
Full details: uptrail.org/school-of-growth

APPLY FOR A SEAT →