

AI AUTOMATION & CHAT AGENTS

TRAINING — KENYA EDITION

Build Smart Workflows & AI Agents That Solve Real Kenyan Business Problems · Powered by n8n & Claude AI

■ Beginner Friendly

■ No Coding Needed

■ Kenya-First Examples

■ Deploy Real Projects

120+

AI Systems Deployed

40+

Industries Served

98%

Client Retention

3x

Avg Efficiency Gain

■ Target

Entrepreneurs · Students
SME Owners · Professionals

■ Tools

n8n Cloud · Claude AI
WhatsApp API · M-Pesa

■ Schedule

6 Weeks · Mon–Fri
3 hrs/day · 90 hrs total

■ Outcome

Live Automations
Certificate + Portfolio

WK 1: Foundations · WK 2: M-Pesa & APIs · WK 3: AI Agents · WK 4: Business Auto · WK 5: Advanced Agents · WK 6: Deploy & Scale

WHO WE ARE — ODSAITECH

ODSAI.Tech is the AI engineering arm of **Oracom Group**, built to bridge the gap between enterprise-grade artificial intelligence and real, growing businesses. We don't sell off-the-shelf tools — we architect bespoke AI systems tailored to your operations, data, and goals. From automating repetitive workflows and building predictive models to deploying intelligent mobile apps, our cross-disciplinary team ensures your AI investment delivers a return you can measure from day one.

Our proven track record — **120+ AI systems deployed across 40+ industries** with a 98% client retention rate — speaks for itself. Now we are bringing that same world-class expertise directly to Kenyan entrepreneurs, students, and business professionals through this intensive training.

OUR REAL AI PRODUCTS (What We've Built)

OdsAlumni	<i>SaaS Platform</i>	Multi-tenant alumni management system — used by universities to double engagement rates. (odsallumni.com)
OdsERP	<i>AI ERP System</i>	AI-powered all-in-one business management platform replacing 5 separate tools. (odserp.com)
WellniaSkin	<i>AI Skin Scanner</i>	AI skin condition analyser app — triages dermatology cases remotely for clinics across Kenya.
WellniaFood	<i>AI Nutrition App</i>	AI-powered food scanner for real-time nutritional analysis and dietary guidance.

ABOUT THIS COURSE

Africa's fastest-growing economies are being reshaped by AI and automation. In Kenya, businesses from Nairobi's Silicon Savannah to coastal towns face the same challenge: **how do you do more with less, serve customers faster, and compete globally without a large technical team?**

ODSAI.Tech's answer is this training. We designed it from the ground up for **Kenyan entrepreneurs, SME owners, professionals, and students** who want to harness **n8n** (visual workflow automation) and **AI chat agents** to transform how they work — using the exact same tools our engineers use daily to build production AI systems for our 120+ clients. No coding required. Just a laptop, Wi-Fi, and ambition.

WHY AUTOMATION MATTERS FOR KENYA RIGHT NOW

■ M-Pesa & Fintech	Automate payment confirmations, reconciliations, and customer alerts — saving hours of manual bookkeeping.
■ E-Commerce & Retail	Jiji.co.ke sellers and retailers can automate orders, stock alerts, and customer follow-ups without extra staff.
■ Healthcare & Clinics	Clinics can auto-schedule appointments, send WhatsApp reminders, and follow up with patients via AI bots.

■ Education & EdTech	Schools automate enrolment, fee reminders, and content delivery to WhatsApp groups — 24/7.
■ Agriculture & SACCOs	Farmers receive AI-powered market prices and weather alerts; SACCOs automate loan applications.
■ Corporate & NGOs	Nairobi corporates and NGOs cut operational costs by 40–60% with automated reporting and approvals.

CAPSTONE PROJECTS — WHAT YOU WILL BUILD

■ M-Pesa Payment Automation Bot

Auto-detect M-Pesa payments → confirm orders → update Google Sheets → send WhatsApp receipt to customer. Real Kenyan fintech workflow built with n8n + Safaricom Daraja API.

■ WhatsApp AI Business Agent

Deploy an AI chat agent on WhatsApp that answers FAQs, takes orders, collects leads and hands off to a human seamlessly when needed — powered by Claude AI.

■ Automated Business Intelligence Dashboard

Pull data from Google Forms, Sheets, and email → auto-generate weekly business reports sent to your inbox every Monday morning without touching a spreadsheet.

■ Kenyan Farmers Market Price Intelligence System

Scrape current Kenyan market prices from online sources → compare weekly → alert farmers via SMS when maize, tomatoes, or other commodities spike or crash.

■ AI-Powered Lead Management Pipeline

Capture leads from website or WhatsApp → score with AI → send personalised email sequences → notify sales team on WhatsApp with hot lead alerts.

■ Complete SME Automation Suite (Final Capstone)

Combine all 6 weeks of skills: CRM, M-Pesa payment handling, customer support AI, inventory alerts, and automated financial reporting — a complete business on autopilot.

TOOLS & REQUIREMENTS

Tool / Platform	Purpose	Cost
n8n Cloud (free tier)	Core automation canvas — build all workflows visually, no coding	Free
OpenAI GPT-4 / Claude (Anthropic)	Power AI nodes: chat, summarise, classify, generate text	Free credits
Google Workspace (Gmail, Sheets, Drive)	Email, spreadsheet, and file integrations	Free
WhatsApp Business API (Meta Cloud)	Send/receive messages for AI chat agents	Free trial
M-Pesa Daraja API (Safaricom)	Payment automation and reconciliation workflows	Free sandbox
Africa's Talking (SMS, Voice, USSD)	Bulk SMS, alerts, and USSD menus for Kenyan market	Free trial
Airtable / Google Forms	No-code CRM and data collection	Free
Slack / Telegram	Internal team notifications and alerts	Free

Laptop (Windows / Mac / Linux)	4GB RAM+, stable internet, Chrome browser	Yours
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COURSE STRUCTURE — TABLE OF CONTENTS

WEEK 1

Foundations — Understanding Automation & the n8n Platform

Days 1–5 | n8n interface, triggers, nodes, data flow, Google Sheets integration, first live workflows

WEEK 2

Connecting the World — M-Pesa, WhatsApp & African Integrations

Days 6–10 | M-Pesa Daraja API, WhatsApp Business, Africa's Talking SMS, Airtable CRM, error handling

WEEK 3

AI Enters the Scene — Building Your First AI Agents

Days 11–15 | OpenAI & Claude integration, prompt engineering, content automation, AI data classification

WEEK 4

Business Automation — Real Kenyan Use Cases

Days 16–20 | HR pipelines, e-commerce automation, financial reporting, customer support workflows

WEEK 5

Advanced Agents — Smart, Conversational AI Systems

Days 21–25 | Memory agents, RAG for business docs, WhatsApp AI deployment, tool-calling agents

WEEK 6

Deploy & Scale — Launch Your Automation Business

Days 26–30 | Production deployment, monitoring, selling automation services, capstone presentations

"From manual tasks to automated magic — build your automation mindset from day one."

■ WEEKLY LEARNING OUTCOMES

- ✓ Understand what workflow automation is and why it matters for Kenyan businesses
- ✓ Navigate the n8n interface confidently: nodes, canvas, credentials, and executions
- ✓ Build and test workflows using triggers, HTTP nodes, and data transformations
- ✓ Connect n8n to Google Sheets and send your first automated email or WhatsApp message

DAY 1 — Welcome to the Automation Revolution

■ Topics Covered:

- What is automation? Manual vs automated workflows — real Kenyan business comparison
- How AI + automation is reshaping African businesses right now (case examples)
- n8n vs Zapier vs Make (Integromat) — why n8n wins for Kenyan developers
- Setting up your n8n Cloud free account and workspace walkthrough
- Anatomy of a workflow: Triggers, Nodes, Connections, Executions, Data (JSON)

■ ODSAI Case: A Nairobi retail shop owner spends 3 hours/day on manual stock updates and customer follow-ups. We map out how automation could save 2.5 hours daily — giving them back 12+ hours per week.

■ Activity: Map ONE repetitive task in your work/business using the ODSAI Automation Canvas template. Identify the trigger, the steps, and the outcome. We automate it by Week 2.

DAY 2 — Nodes, Triggers & Your First Live Workflow

■ Topics Covered:

- Trigger types: Webhook, Schedule (Cron), Manual trigger, App-based triggers
- Core nodes: Set, Function, IF (conditional logic), Switch, Merge, SplitInBatches
- Build your first real workflow: Schedule trigger → HTTP Request → Google Sheets write
- Understanding n8n's JSON data structure — items, fields, and passing data between nodes
- Running, debugging, and reading execution logs like a pro

■ ODSAI Case: Auto-pulling daily USD/KES exchange rates and saving them to a business Google Sheet — live example used by a Nairobi forex bureau client to replace a manual daily task.

■ Build It: 'Habari ya Asubuhi' workflow — runs at 7AM East Africa Time, fetches Nairobi weather, USD/KES rate, and sends a formatted daily briefing to your WhatsApp.

DAY 3 — Connecting Apps — Credentials & Integrations

■ Topics Covered:

- What are credentials and OAuth? Explained with zero jargon
- Connecting Gmail, Google Sheets, Google Drive to n8n (step by step)
- Slack integration: posting automated messages to channels and DMs
- Reading and writing data between apps seamlessly
- Webhook triggers: receiving external data payloads and acting on them

■ ODSAI Case: A Kenyan HR manager auto-receives job applications via Google Form → data lands in Sheets → Slack fires an alert to the hiring manager → auto email confirmation goes to the applicant instantly.

■ Build It: Complete Google Form → Sheets pipeline with auto email confirmation reply sent to every person who submits the form.

DAY 4 — Data Manipulation, Filtering & Logic

■ Topics Covered:

- Filtering data with IF and Switch nodes (routing by conditions)
- Transforming data: renaming fields, formatting dates, concatenating strings
- Looping through lists using SplitInBatches — processing bulk records
- Merging data from two or more sources into one output
- Introduction to n8n expressions: {{ \$json.fieldName }} — templating basics

■ ODSAI Case: An online SACCO routes loan applications by amount — if above KES 100,000, it goes to the senior approvals committee; below that, it auto-approves and notifies the member via SMS.

■ Build It: Personalised score-based email sender — pull student results from Google Sheet → AI generates encouragement or congratulations message based on score → personalised email sent to each student.

DAY 5 — Week 1 Project: Smart Business Notification System

■ Topics Covered:

- Combining all Week 1 concepts into one cohesive, production-ready workflow
- Error handling fundamentals: what happens when a node fails, and how to recover
- Using the 'Error Trigger' node to build resilient automations
- Best practices: naming nodes, adding notes, colour-coding, organising workflow canvas
- Week 1 Review, live Q&A, and project demonstrations

■ Week 1 Project — 'Biashara Alert System': A complete notification engine for a small business — low stock triggers → email alert to owner → log to Sheets → SMS blast to supplier via Africa's Talking API.

■ Build & Present: Each student presents their Week 1 automation to the group. Peer review session using the ODSAI Build Rubric.

"Kenya runs on M-Pesa — automate every payment, notification, and reconciliation."

■ WEEKLY LEARNING OUTCOMES

- ✓ Integrate with Safaricom's M-Pesa Daraja API for real payment automation
- ✓ Build multi-step workflows connecting WhatsApp, email, SMS, and databases
- ✓ Handle errors gracefully and create resilient, production-quality workflows
- ✓ Automate financial reconciliation and reporting specific to Kenyan SME needs

DAY 6 — M-Pesa Integration — Kenya's Fintech Superpower

■ Topics Covered:

- Safaricom Daraja API overview: STK Push, C2B, B2C, B2B — which to use when
- Setting up sandbox developer credentials and running your first test STK Push
- Receiving M-Pesa payment IPN (Instant Payment Notifications) via n8n webhook
- Parsing IPN data: extracting transaction code, amount, sender name, phone number
- Triggering downstream actions immediately on payment confirmation

■ ODSAI Case: A Nairobi event ticketing company automates ticket sales end-to-end — customer pays via M-Pesa STK Push → n8n receives the IPN → generates a QR-coded PDF ticket → emails it → updates the attendance Google Sheet.

■ Build It: M-Pesa STK Push sandbox → webhook receives payment data → parse and format → update Google Sheets → auto-send WhatsApp payment confirmation message to buyer.

DAY 7 — WhatsApp Business API Automation

■ Topics Covered:

- WhatsApp Cloud API (Meta) vs Twilio vs 360Dialog — understanding the options
- Sending templated and free-form WhatsApp messages via n8n
- Receiving and routing inbound WhatsApp messages using webhook triggers
- Building a keyword-based auto-responder (FAQ bot without AI)
- Human handoff logic: detecting when a conversation needs a real person

■ ODSAI Case: A Mombasa restaurant receives WhatsApp orders all day — the n8n bot confirms the order, estimates preparation time, posts the order to a kitchen Slack channel, and updates an order tracker — all in under 10 seconds.

■ Build It: WhatsApp order intake bot — customer sends food order → auto confirmation sent back → order logged to Google Sheets → Slack alert to kitchen staff.

DAY 8 — Africa's Talking — SMS, Voice & USSD for Kenya

■ Topics Covered:

- Africa's Talking API: SMS, voice, USSD, and airtime — purpose-built for African markets
- Sending personalised bulk SMS notifications via n8n (100s of recipients)
- Receiving and parsing inbound SMS for automated responses
- USSD menu design for low-tech, feature-phone users (rural Kenya coverage)
- Combining SMS + WhatsApp + email into one unified communication workflow

■ ODSAI Case: A rural farmers' cooperative sends weekly maize, beans, and rice price updates via SMS to 500+ member farmers across Rift Valley — triggered every Friday at 5PM using n8n + Africa's Talking with zero manual effort.

■ Build It: Scheduled SMS broadcast — pull personalised data from Google Sheet, format each message with the recipient's name and their specific alert, send via Africa's Talking API in one workflow run.

DAY 9 — Airtable CRM & Multi-App Data Pipelines

■ Topics Covered:

- Airtable as a powerful no-code CRM and database for Kenyan businesses
- Creating, reading, updating, and deleting Airtable records directly from n8n
- Notion integration: auto-creating meeting summaries, task lists, and SOPs
- Building a lead capture, scoring, and nurturing pipeline from scratch
- Bi-directional sync: keeping two apps perfectly in sync automatically

■ ODSAI Case: A Nairobi real estate agency captures leads from their website form → Airtable CRM creates the record → workflow assigns the lead to the right agent based on property type → schedules a WhatsApp follow-up reminder for 24 hours later.

■ Build It: Website lead capture → Airtable CRM entry → AI scores the lead (hot/warm/cold) → routes to appropriate sales rep → auto-sends a personalised welcome email.

DAY 10 — Week 2 Project: M-Pesa Business Automation Suite

■ Topics Covered:

- End-to-end payment workflow architecture review and optimisation
- Advanced error handling: retry logic, fallback notification paths, dead-letter logging
- Workflow documentation with ODSAI's standard notation (for client handover)
- Live sandbox testing with real Daraja API transactions
- Week 2 full showcase and peer demonstrations

■ Week 2 Project — Complete M-Pesa Automation Suite: receive M-Pesa payment → confirm via WhatsApp → update Airtable inventory → generate PDF receipt → send SMS to customer → produce weekly reconciliation report emailed to owner every Sunday night.

■ Build & Present: Live demo of the M-Pesa + WhatsApp + SMS automation suite. Peers act as customers and make test payments.

WEEK 3

AI Enters the Scene — Building Your First AI Agents

"Add genuine intelligence to your automations — let AI think, write, classify, and decide."

■ WEEKLY LEARNING OUTCOMES

- ✓ Integrate OpenAI (GPT-4) and Anthropic Claude into n8n workflows using API credentials
- ✓ Build AI nodes that generate professional text, classify incoming data, and extract information
- ✓ Automate content creation: emails, social media posts, reports, and proposals
- ✓ Use AI to process and triage incoming messages, complaints, and business data

DAY 11 — Connecting LLMs to n8n — Your AI Foundation

■ Topics Covered:

- What is a Large Language Model (LLM)? Plain-English explanation with Kenyan analogies
- OpenAI GPT-4 vs Anthropic Claude — capabilities, pricing, and when to use each
- Setting up OpenAI and Claude API keys as credentials in n8n
- The n8n AI Agent node: architecture, inputs, outputs, and system prompts
- Prompt basics: system prompt, user message, temperature, max tokens

■ ODSAI Case: A Nairobi law firm uses AI to read every new client inquiry email, understand the nature of the legal matter, and draft a professional, personalised acknowledgment — saving 2 hours of partner time per day.

■ Build It: AI email responder — new email arrives in Gmail → content sent to Claude AI with a tailored system prompt → AI generates a professional reply draft → saves to Google Sheets for review before sending.

DAY 12 — Prompt Engineering for Business Impact

■ Topics Covered:

- Crafting effective system prompts that produce consistent, on-brand business outputs
- Few-shot prompting: teaching the AI with examples inside the prompt
- Structured output prompting: getting AI to return clean JSON, tables, or bullet lists
- Multi-language prompts: English and Kiswahili hybrid responses for Kenyan audiences
- Controlling output length, tone (formal/casual), and format for different contexts

■ ODSAI Case: A Kenyan tour operator uses a Claude prompt to generate personalised 5-day safari itineraries in both English and Swahili based on customer budget, interests, and travel dates submitted via a simple Google Form.

■ Build It: AI tour itinerary generator — Google Form captures traveller preferences → data sent to Claude with a detailed itinerary prompt → AI writes the personalised plan → converted to PDF → emailed to the customer automatically.

DAY 13 — AI Content Creation & Social Media Automation

■ Topics Covered:

- Automating Instagram, Twitter/X, and LinkedIn content creation for Kenyan businesses
- AI copywriting: product descriptions, ad copy, and promotional messages in Swahili/English
- Content calendar automation: schedule and publish posts without manual intervention
- Content repurposing pipeline: blog post → 3 social media posts → email newsletter
- DALL-E / Stable Diffusion AI image generation introduction for social content

■ ODSAI Case: A Nairobi fashion brand's one-person marketing team uses n8n to auto-generate 3 posts per week from product photos and descriptions — saving KES 25,000/month in agency fees while maintaining consistent brand voice.

■ Build It: Product update pipeline — new product added to Airtable → AI generates 3 social media captions with hashtags (Instagram, Twitter, LinkedIn) → auto-posts and saves drafts to Notion content calendar.

DAY 14 — AI for Data Processing & Intelligent Classification

■ Topics Covered:

- Using AI to classify incoming data streams: emails, tickets, orders, complaints
- Sentiment analysis: detecting positive, neutral, frustrated, or escalation-risk customers
- Information extraction: pulling names, amounts, dates, and entities from unstructured text
- AI-powered routing: send simple queries to auto-reply, complex issues to human agents
- Combining AI classification with downstream automation actions

■ ODSAI Case: A Kenyan telco processes 500+ daily customer complaint emails — AI classifies each by category (billing, network, SIM, data) and urgency, routes to the right team, auto-replies to FAQs, and logs all to an Airtable dashboard.

■ Build It: Intelligent complaint classifier — incoming email → AI classifies category and urgency → routes to correct team channel in Slack → logs classification and summary to Airtable dashboard → auto-replies to low-priority queries.

DAY 15 — Week 3 Project: AI-Powered Business Communication System

■ Topics Covered:

- Integrating content creation, classification, and routing into one unified system
- Multi-language AI responses: switching between Swahili and English based on customer
- When to use AI vs simpler logic — cost, latency, and accuracy trade-offs
- API cost management: tracking and controlling OpenAI/Claude spend in n8n
- Week 3 showcase: live AI demos with peer review

■ Week 3 Project — 'Biashara Brain': A complete AI communication system — classifies all inbound customer messages, generates smart replies, creates a weekly content calendar, and auto-publishes social media updates. Runs 24/7 without a social media manager.

■ Build & Present: Live demonstration of the Biashara Brain system. Classmates send test messages to trigger the AI pipeline in real time.

"Apply automation to HR, finance, e-commerce, and operations — built for Kenya."

■ WEEKLY LEARNING OUTCOMES

- ✓ Build complete end-to-end automation pipelines for HR, finance, and operations departments
- ✓ Automate e-commerce order management, inventory alerts, and customer lifecycle communications
- ✓ Generate automated financial reports and M-Pesa reconciliation for Kenyan SMEs
- ✓ Design a tiered customer support system with AI handling 70%+ of queries automatically

DAY 16 — HR & Recruitment Automation

■ Topics Covered:

- Automated job posting to BrighterMonday, LinkedIn, and company website simultaneously
- CV screening with AI: keyword extraction, experience scoring, and shortlisting
- Auto-scheduling interviews by checking Google Calendar availability and booking slots
- Employee onboarding workflow: send documents, schedule training, create accounts
- Leave request and multi-level approval workflow automation

■ ODSAI Case: A Nairobi mid-size company automated its entire recruitment pipeline — posting to 3 job boards, AI screening 150 CVs, scheduling interviews, and sending offer letters. Time-to-hire dropped from 3 weeks to 5 days.

■ Build It: Application received via Google Form → AI screens CV text for required skills and scores it → shortlisted candidates auto-receive Google Calendar interview invite → declined candidates receive a kind, personalised rejection email.

DAY 17 — E-Commerce & Order Management Automation

■ Topics Covered:

- WooCommerce and Shopify webhook integration with n8n for order automation
- Order confirmation, shipping update, and delivery notification workflows
- Inventory management: low-stock detection alerts and automated reorder requests
- Post-purchase review request sequence (timed 3-day follow-up)
- Abandoned cart recovery: AI-generated personalised re-engagement messages

■ ODSAI Case: A Jiji.co.ke power seller with 200+ monthly orders uses n8n to auto-confirm every sale via WhatsApp, request reviews after 3 days, flag low-stock items to the supplier, and generate a daily sales summary — all on autopilot.

■ Build It: New order → instant WhatsApp confirmation to buyer → 3 days later: review request message → if any product stock falls below 5 units: email owner + WhatsApp supplier. One workflow, four automated actions.

DAY 18 — Financial Reporting & Accounting Automation

■ Topics Covered:

- Parsing M-Pesa transaction CSV exports and bank statement data in n8n
- AI-powered transaction categorisation (income, expense, OPEX, CAPEX, tax)
- Generating automated weekly and monthly P&L; summary reports
- Wave and QuickBooks accounting software integration via API
- Auto-generating professional PDF invoices and emailing to clients on schedule

■ ODSAI Case: A Nairobi accounting firm automated monthly financial report generation for 20 SME clients — what previously took 2 full working days of manual Excel work now runs automatically on the last day of every month.

■ Build It: Upload M-Pesa transactions → AI categorises each line item → calculate income, expenses, and net profit → format a clean P&L; summary → email the report to the business owner every Sunday evening.

DAY 19 — Customer Support Automation — Tiered AI System

■ Topics Covered:

- Building a three-tier support system: AI (Tier 1) → Specialist AI (Tier 2) → Human (Tier 3)
- Creating a structured knowledge base document that AI references for accurate answers
- Support ticket creation via WhatsApp and email with auto-acknowledgement
- SLA monitoring: escalate automatically if response time exceeds agreed threshold
- Post-resolution CSAT survey automation and satisfaction score tracking

■ ODSAI Case: A Kenyan ISP handles 200+ daily support requests. The AI resolves 70% automatically (password resets, billing queries, basic troubleshooting), passes complex network issues to the technical team, and tracks satisfaction scores on a live dashboard.

■ Build It: Customer WhatsApp message → AI classifies and attempts to resolve from knowledge base → unresolved: escalates to human agent via Slack → resolution triggers CSAT survey after 2 hours → survey scores logged to dashboard.

DAY 20 — Week 4 Project: Complete SME Automation Package — Duka Smart

■ Topics Covered:

- Integrating HR, finance, e-commerce, and support modules into one master dashboard
- Building a Google Sheets business command centre: real-time KPI visibility
- Automation audit methodology: ODSAI's framework for identifying automation opportunities
- Pricing automation projects and retainers for Kenyan SME clients
- Week 4 showcase: live demo day for all students

■ Week 4 Project — 'Duka Smart': A complete automation package for a Kenyan retail business covering order management, M-Pesa payments, customer support, inventory management, and weekly financial reports — a full business running on autopilot.

■ Build & Present: 10-minute live walkthrough of the complete Duka Smart automation suite. Invited Kenyan entrepreneur evaluates projects.

"Build AI agents that remember context, reason across steps, and take real actions."

■ WEEKLY LEARNING OUTCOMES

- ✓ Build multi-turn conversational AI agents with persistent session memory
- ✓ Deploy production AI chat agents on WhatsApp, Telegram, and website chat widgets
- ✓ Implement RAG (Retrieval-Augmented Generation) to ground AI answers in business documents
- ✓ Create tool-calling agents that query databases, send messages, and book appointments

DAY 21 — Conversational Agents with Persistent Memory

■ Topics Covered:

- What separates an AI agent from a simple AI node? Architecture explained
- Memory types: in-context window, buffer memory, summary memory, vector store memory
- Building a conversational agent using n8n's AI Agent node with memory enabled
- Session management: maintaining separate conversation threads for each user
- Storing and retrieving conversation history from Google Sheets or Airtable

■ ODSAI Case: A Kenyan bank's loan enquiry chatbot remembers the customer's name, enquired loan amount, preferred repayment period, and previous conversation points — so the customer never has to repeat themselves across multiple WhatsApp messages.

■ Build It: Multi-turn WhatsApp chatbot with memory — agent introduces itself, asks name, remembers it throughout the conversation, and references it naturally in later messages. Session clears after 30 minutes of inactivity.

DAY 22 — RAG — Teaching AI Your Business Knowledge

■ Topics Covered:

- What is RAG (Retrieval-Augmented Generation)? The plain English explanation with analogies
- Creating a vector knowledge base from business documents: PDFs, Word docs, Google Docs
- Text embedding with OpenAI and vector storage in n8n's built-in vector store
- Semantic search: querying the knowledge base with natural language questions
- Building an AI that answers customer questions grounded in your actual documents

■ ODSAI Case: A Kenyan insurance company uploads all policy documents to a RAG knowledge base — customers can now WhatsApp questions like 'Does my Bima Yangu plan cover outpatient visits?' and receive accurate, policy-sourced answers in seconds.

■ Build It: Business FAQ RAG bot — upload your company FAQ PDF → create vector embeddings → deploy WhatsApp bot that answers questions from the document with referenced source sections.

DAY 23 — Tool-Calling Agents — AI That Takes Real Actions

■ Topics Covered:

- What are tools in AI agent architecture? Function calling explained plainly
- Giving your AI agent search capability: Google search and web scraping tools
- AI agent that queries and writes to Google Sheets on command
- AI agent that sends WhatsApp messages and emails when triggered by conversation context

- Safety and guardrails: preventing agent from performing unauthorised actions

■ ODSAI Case: A Nairobi property agency's AI WhatsApp agent can check available properties (Google Sheets), send detailed property brochures, schedule viewings (Google Calendar), and notify the assigned agent (WhatsApp) — from a single client conversation.

■ Build It: Property search agent — user describes what they need → AI queries available listings in Sheets → returns top 3 matches with details → offers to book a viewing → books the appointment and notifies agent.

DAY 24 — Full WhatsApp AI Agent — Production Deployment

■ Topics Covered:

- Setting up a verified WhatsApp Business number with Meta Cloud API
- Connecting WhatsApp Cloud API webhook to n8n production workflow
- Building a complete, branded WhatsApp AI agent from scratch with all features
- Handling rich media: receiving images, documents, and voice notes in WhatsApp
- Testing, load handling, debugging, and monitoring a live production agent

■ ODSAI Case: A Kenyan hospital's 'Daktari Bot' on WhatsApp books appointments, sends medication reminders, answers health FAQs in Swahili and English, processes repeat prescription requests, and escalates emergencies to the on-call doctor.

■ Build & Deploy: A fully functional, production WhatsApp AI agent for a business scenario of your choice — complete with memory, RAG knowledge base, tool-calling capability, and human escalation path.

DAY 25 — Week 5 Project: Msaidizi wa AI — Full Agent Deployment

■ Topics Covered:

- Multi-channel deployment: same AI agent logic serving WhatsApp, Telegram, and website chat
- Analytics and conversation tracking: measuring resolution rate, CSAT, and escalation rate
- Graceful handoff: seamless AI to human agent transition with full conversation context transfer
- Knowledge base maintenance: updating RAG documents when business information changes
- Week 5 showcase: live agent deployment demos

■ Week 5 Project — 'Msaidizi wa AI' (AI Helper): Build and deploy a complete, smart AI agent for a real Kenyan business — featuring memory, RAG for business documents, tool-calling actions, multi-language support (Swahili/English), and human escalation.

■ Build & Deploy Live: Classmates act as real customers and test-drive each other's deployed AI agents over WhatsApp. Instructor provides graded feedback on resolution quality, conversational flow, and edge case handling.

"Turn your ODSAI skills into income — deploy, sell, and scale automation across Kenya."

■ WEEKLY LEARNING OUTCOMES

- ✓ Deploy n8n workflows to production environments with security and monitoring best practices
- ✓ Set up comprehensive error monitoring, alerting, and automated recovery systems
- ✓ Package, price, and sell automation services to Kenyan businesses as a freelancer or agency
- ✓ Deliver a polished, complete capstone project to professional real-world standards

DAY 26 — Production Deployment & Security Best Practices

■ Topics Covered:

- n8n Cloud managed vs self-hosted on DigitalOcean/AWS: pros, cons, and Kenya pricing
- Environment variables and secrets management — never hard-code API keys
- Securing webhook endpoints with authentication headers and IP whitelisting
- Rate limiting, API quota management, and keeping AI costs under control
- Workflow backup strategy: exporting JSON, version control with GitHub

■ ODSAI Case: A Kisumu-based freelance automation developer self-hosts n8n on a USD 6/month DigitalOcean droplet, manages 8 active client workflows, and earns KES 80,000/month in recurring retainer fees — all while working from home.

■ Workshop: Configure environment variables, secure a production webhook, set up basic authentication, and export a workflow to GitHub for version control.

DAY 27 — Monitoring, Alerting & Workflow Maintenance

■ Topics Covered:

- Reading n8n execution logs and monitoring failure rates across all workflows
- Setting up automated error alerts: WhatsApp or email when any workflow fails in production
- Building a live workflow health dashboard in Google Sheets or Airtable
- Handling external API changes: Daraja updates, WhatsApp API deprecations, credential expiry
- Scheduling maintenance windows and graceful workflow pausing/resuming

■ ODSAI Case: An alert system that pings a developer's phone at 3AM when a client's critical M-Pesa payment workflow fails — with automated retry logic attempting 3 recoveries before escalating to the developer — minimising client impact to under 2 minutes.

■ Build It: Error monitoring system — any workflow failure → auto-retry 3 times → if still failing: WhatsApp alert to developer → log error details and timestamp to Sheets health dashboard → auto-generate incident report.

DAY 28 — Selling Automation Services in Kenya — The Business

■ Topics Covered:

- Identifying the right Kenyan clients: SMEs, NGOs, healthcare, retail, and real estate
- ODSAI pricing framework: project fees vs monthly retainers in KES (detailed price guide)
- Building a portfolio: documenting your 6-week training projects as professional case studies
- Proposal writing: quantifying ROI and presenting automation value to Kenyan business owners
- Finding your first clients: LinkedIn Kenya, BNI Nairobi, startup events, cold WhatsApp outreach

■ ■ ODSAI Pricing Guide: WhatsApp AI Agent setup: KES 30,000–80,000 | M-Pesa automation suite: KES 20,000–60,000 | HR pipeline: KES 25,000–50,000 | Monthly maintenance retainer: KES 10,000–30,000 per client. With 5 retainer clients = KES 100,000/month passive income.

■ Workshop: Write a complete one-page automation service proposal for a real Kenyan business (choose: restaurant, clinic, school, retailer, or real estate agency). Include the problem, solution, timeline, and ROI projection in KES.

DAY 29 — Capstone Project Build Day — Full Support Session

■ Topics Covered:

- Full 3-hour capstone project build session with instructor and TA support
- Peer pair debugging: work with a classmate to solve each other's blockers
- Polish session: UI-facing elements, error messages, edge case handling
- Recording a 3-minute demo video for your portfolio and LinkedIn
- Preparing the presentation: problem statement, automation architecture, business impact

■ ■ Capstone Options (choose one): (1) M-Pesa + AI customer service suite | (2) WhatsApp AI sales and support agent | (3) Complete HR recruitment automation pipeline | (4) Farmers market price intelligence system | (5) Healthcare appointment and reminder AI bot | (6) Custom SME automation suite

■ Build Day: 3 focused hours on finalising, testing, and polishing the capstone project. Instructor does one-on-one 10-minute reviews with each student.

DAY 30 — ■ Graduation Day — Capstone Presentations & Certificates

■ Topics Covered:

- Final capstone project presentations: 5–7 minutes per student with live Q&A;
- Live demonstration of working, deployed automation systems
- Peer Q&A; panel and instructor scored evaluation using the ODSAI Capstone Rubric
- Certificate of Completion awarded by ODSAI.Tech — Oracom Group
- Next steps: ODSAI advanced courses, freelancing launchpad, job placement referrals

■ ■ Graduation: Invite Kenyan startup founders, corporates, and investors as guest judges — giving students real exposure, genuine feedback, and potential client or employer connections. Alumni network WhatsApp group activated.

■ ■ ODSAI Demo Day: Present your capstone project to classmates, instructors, and invited guests. Receive your ODSAI.Tech Certificate of Completion. Celebrate. Go build the future of Kenyan business.

ASSESSMENT, GRADING & ODSAİ CERTIFICATION

Component	Weight	Description
Daily Hands-On Builds	30%	Each day's practical exercise graded on completeness, creativity, and business relevance
Weekly Projects (Weeks 1–5)	30%	End-of-week showcase project. Peer + ODSAİ instructor co-evaluation using standard rubric
Kenya Business Impact Essay	10%	1-page analysis: how automation can transform a specific Kenyan business or sector
Final Capstone Project	25%	6-week cumulative project — a complete, deployed, real-world automation for a Kenyan business
Participation & Peer Review	5%	Active contribution in sessions, quality of feedback given to peers during review sessions

90–100%	80–89%	70–79%	60–69%	Below 60%
Distinction ■	Merit ■	Pass ■	Borderline ■	Retake Module

THE PRACTICAL BUSINESS IMPACT — WHY THIS COURSE PAYS FOR ITSELF

ODSAİ.Tech built this course around one question: **How does AI automation create measurable, real business impact in Kenya?** Every concept, tool, and project connects directly to a Kenyan business outcome:

■ Cost Reduction	Automate repetitive admin — Kenyan businesses typically redirect KES 30,000–150,000/month worth of staff time to higher-value work.
■ Speed & Responsiveness	AI agents respond to customers in seconds, 24/7. Studies show 30–50% higher conversion when response time drops from hours to seconds.
■ Revenue Growth	Automated follow-up sequences, cart recovery, and personalised offers increase e-commerce revenue by 20–40% on average.
■ Operational Excellence	Eliminate data entry errors, missed follow-ups, and manual reconciliation. Automations don't forget, don't sleep, don't get sick.
■ New Income Stream	Training graduates can charge KES 50,000–200,000/month offering automation services. 5 retainer clients = KES 100,000+ monthly recurring income.
■ Competitive Advantage	Small Kenyan businesses operate like large corporations — 24/7 AI support, automated reporting, intelligent pipelines — at a fraction of the cost.

INSTRUCTOR DELIVERY GUIDE — ODSAİ TEACHING FRAMEWORK

Daily Session Structure (3 hrs)

- 00:00 – 00:30 | Morning warm-up: previous day recap, Q&A;, challenge wins
- 00:30 – 01:15 | Core lesson: concept explanation + live instructor demo on screen
- 01:15 – 01:20 | Break + stretch
- 01:20 – 02:30 | Hands-on build time: students build with instructor and TA circulating

- 02:30 – 03:00 | Show & tell: 2–3 students share their builds, structured group feedback

ODSAI Teaching Philosophy

- Case-first: always introduce a real Kenyan problem BEFORE revealing the solution tool
- Build to earn: every lesson connects to a business outcome or income opportunity
- Swahili-friendly: encourage Swahili explanations to remove language barriers in tech
- Pair system: students buddy up for complex builds — one drives, one navigates
- Weekly guest: invite a Kenyan entrepreneur or ODSA client to share their automation journey

Student Support Ecosystem

- WhatsApp cohort group: daily tips, async troubleshooting, peer encouragement, job leads
- Shared n8n workflow library: students fork and improve each other's builds
- Office hours: 30-min weekly 1-on-1 mentorship sessions for any student who needs extra support
- ODSA alumni network: access to Oracom Group's Kenyan business network for client referrals
- Post-course: 90 days of alumni Slack access to ODSA engineers for ongoing technical support

YOUR AUTOMATION JOURNEY STARTS HERE

Kenya is at an inflection point. The businesses that embrace AI and automation today will dominate their sectors tomorrow. Whether you are a shop owner in Gikomba, a startup founder in Westlands, a nurse in a rural clinic, or a student fresh from campus — **ODSAI.Tech gives you the tools, the knowledge, and the mentorship to build the future of Kenyan business — one workflow at a time.**

You don't need to be a programmer. You don't need a large budget. You need curiosity, consistency, and the willingness to apply what you learn to real problems. Every automation you build is a competitive moat. Every agent you deploy is a team member who never sleeps.

120+ AI systems deployed. 40+ industries served. 98% client retention. Now it's your turn. ■■

■ Duration	6 Weeks (120 hours) 2 hours per day, 5 days a week
■ Class Size	Maximum 25 students for quality, hands-on learning
■ Target	Entrepreneurs, SME owners, students, professionals — no coding required
■ Certification	ODSAI.Tech Certificate of Completion + portfolio of 6 live automation projects
■ Career Outcomes	Freelance automation developer, in-house AI specialist, ODSA partner consultant
■ Format Options	In-person (Nairobi) Online (Zoom) Hybrid — flexible to your cohort
■ Contact ODSAI	011 254 25470700838 info@odsaitech.com odsaitech.com
■ WhatsApp	wa.me/254707000838 Powered by Oracom Group, Nairobi, Kenya