



AI Roadmap - Resources List

December 2025

AI Roadmaps

Resource/Program	Key Focus	Details/Links
Marketing AI Institute & SmarterX https://smarterx.ai https://www.marketingaiinstitute.com	Education, training, and strategic transformation, especially for marketing and business leaders.	* Scaling AI Course Series : A 10-course series for business leaders on building AI Councils, policies, and a roadmap. * AI Blueprints : Free resources for various industries and roles (e.g., AI for CMOs, AI for Agencies).
Trust Insights https://www.trustinsights.ai	AI-Ready Marketing Strategy and Measurement.	* AI-Ready Marketing Strategy Kit : A free download containing templates and frameworks like the TRIPS AI Use Case Identifier, AI Readiness Self-Assessment (5P & 6Cs), and a 12-Month AI Marketing Roadmap Template.
Kendall Project https://kendallai.org	Structured workshops and framework for rapid AI opportunity identification and roadmap deployment.	* The Kendall Framework : A problem-first methodology blending Lean Manufacturing, Design Thinking, and Agile for AI challenges. * AI Jumpstart : A 30-Day Accelerator for enterprise teams to align, train, and create a custom roadmap.

AI Tools

Category	Tool(s) Mentioned	Use Case
Foundational Models	ChatGPT, Gemini, Perplexity	Baked into everything we're doing.
Image & Video Generation	Nano Banana & Veo (Gemini), Sora (ChatGPT)	Creating images or videos.
Audio/Podcast Generation	NotebookLM by Google	Generating a podcast with two hosts.
Research/Analysis	Reasoning Models (e.g., ChatGPT 5.1, Gemini 3 Thinking, Claude Opus 4.5)	Deep research and document analysis.
Digital Twins	Character AI, HeyGen	Building a digital twin or developing an AI agent to automate work.
AI Agents	n8n, agent.ai , Make, Zapier, Vertex	Platforms for building AI agents that manage complex workflows

Additional Resources

- Futurepedia <<https://www.futurepedia.io/ai-tools>>: Catalog of AI tools
- Agent.AI <<https://agent.ai>>: A marketplace and professional network for AI agents
- The Top 100 Gen AI Consumer Apps <<https://a16z.com/100-gen-ai-apps-4/>>

Free Training

- “Intro to AI” by SmarterX - <https://academy.smarterx.ai/courses/intro-to-ai>
- “Essential Steps to Scaling AI” by SmarterX - <https://academy.smarterx.ai/courses/5-essential-steps-to-scaling-ai-in-your-organization>
- “AI for Everyone” by Andrew Ng - https://www.deeplearning.ai/courses/ai-for-everyone/?utm_medium=referral&utm_source=andrew-website
- “Master ChatGPT in 5 Minutes” - <https://www.youtube.com/watch?v=SbgJDL4DJ7M>

Podcasts

- The Artificial Intelligence Show - <https://www.marketingaiinstitute.com/podcast-showcase>
- Marketing Against the Grain - <https://www.youtube.com/@MATGpod>
- The Next Wave - <https://www.thenextwave.show/>

Books

- “*The AI-Driven Leader*” by Geoff Woods - <https://www.goodreads.com/book/show/216125077-the-ai-driven-leader>
- “*Marketing Artificial Intelligence: AI, Marketing, and the Future of Business*” by Paul Roetzer and Mike Kaput - <https://www.goodreads.com/book/show/59203014-marketing-artificial-intelligence>
- “*Power And Prediction: The Disruptive Economics of Artificial Intelligence*” by Ajay Agrawal, Joshua Gans, Avi Goldfarb - <https://www.goodreads.com/book/show/60623908-power-and-prediction>
- “*Genius Makers*” by Cade Metz - <https://www.goodreads.com/book/show/55051662-genius-makers>
- “*The Coming Wave: Technology, Power, and the Twenty-first Century's Greatest Dilemma*” by Mustafa Suleyman - <https://www.goodreads.com/book/show/90590134-the-coming-wave>