

MARKETING BROCHURE • 16 PAGES

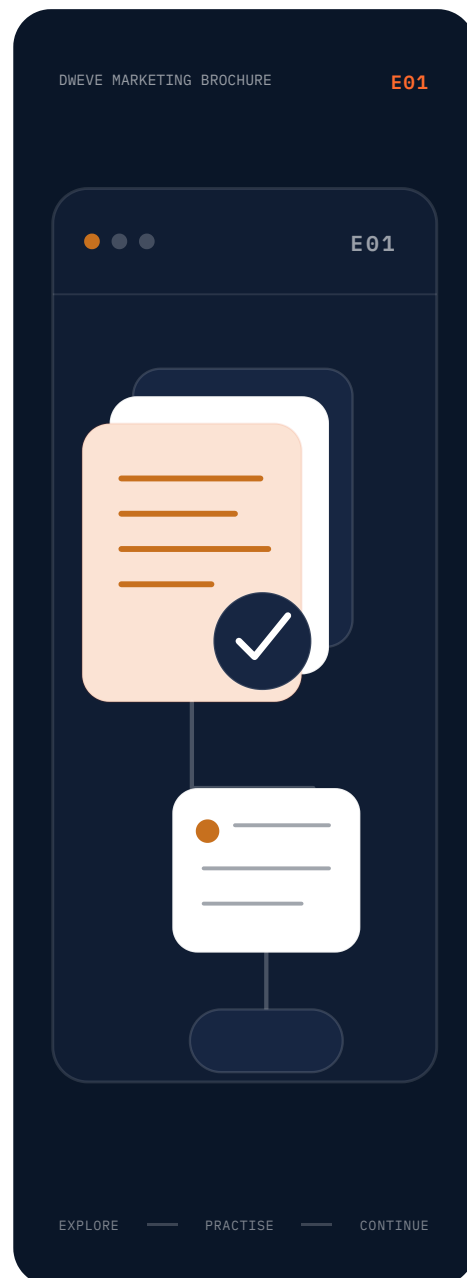
Learn, train, and certify with Dweve

A path from free public learning to guided courses, professional depth, and certification tracks.

VISUAL BRIEFING

LEARNERS, TEAMS, PARTNERS, EDUCATORS, AND PROFESSIONAL-DEVELOPMENT LEADERS

ENGLISH



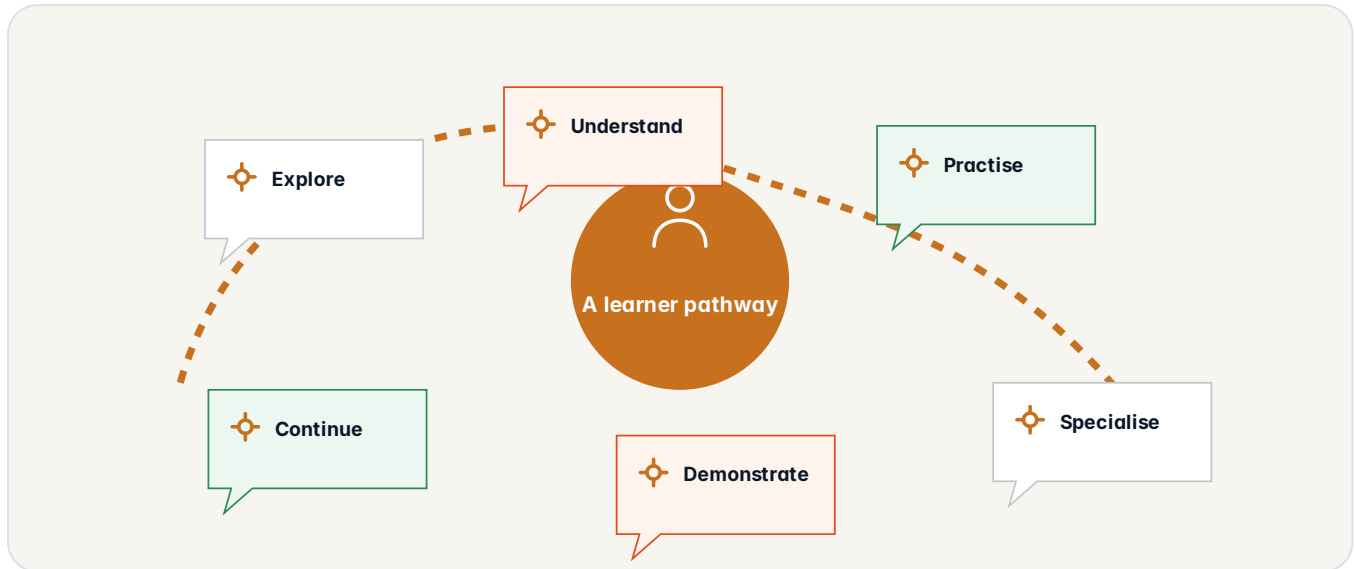
Choose the learning depth that fits the person, team, or partner.

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THE PROPOSITION

One learning path, several depths

Five professional certification tracks cover Professional, Developer, Expert, Architect and Industry Specialist depth. Each has published preparation, private-cohort and exam prices. Pre-order enrolment is open, and the free books remain the self-study route.



How to read this visual: follow a learner pathway through the proposition.

CONTEXT

Read the promise against the operating reality

Five professional certification tracks cover Professional, Developer, Expert, Architect and Industry Specialist depth. Each has published preparation, private-cohort and exam prices. Pre-order enrolment is open, and the free books remain the self-study route.

Five certification tracks cover Professional, Developer, Expert, Architect, and Industry Specialist depth. Instructor-led preparation, private cohorts, and proctored exams are separate purchases with published list and pre-order prices. Free books remain the self-study route, and pre-order enrolment is open now.

- Explore
- Understand
- Practise
- Specialise

QUESTION TO CARRY

Which part of this proposition changes the outcome people receive today?

USE AND FIT

Five certification tracks with prices stated before enrolment

Choose the role and depth first. Instructor-led prices are per participant; private cohorts cover up to 12 participants; exams are purchased separately.

TRACK	INSTRUCTOR-LED	PRIVATE COHORT	EXAM
Certified Professional · 2 days	EUR 1,500	EUR 15,000	EUR 250
Certified Developer · 4 days	EUR 3,000	EUR 30,000	EUR 400
Certified Expert · 5 days	EUR 5,000	EUR 50,000	EUR 650
Certified Architect · 7 days	EUR 7,500	EUR 75,000	EUR 900
Industry Specialist · 6 days	EUR 5,500	EUR 55,000	EUR 650

Consumer prices include VAT. Business prices exclude VAT. Free public books and learning material remain the self-study route.

BOUNDARY

Separate useful scope from attractive distraction

Five certification tracks cover Professional, Developer, Expert, Architect, and Industry Specialist depth. Instructor-led preparation, private cohorts, and proctored exams are separate purchases with published prices. Free books remain the self-study route.

Training and exam prices are published now. Pre-order enrolment is open while the first cohorts and exam windows are scheduled. The 25% pre-order promotion applies to a course, private cohort, or exam booked while enrolment remains in pre-order.

- Certified Professional · 2 days
- Certified Developer · 4 days
- Certified Expert · 5 days
- Certified Architect · 7 days

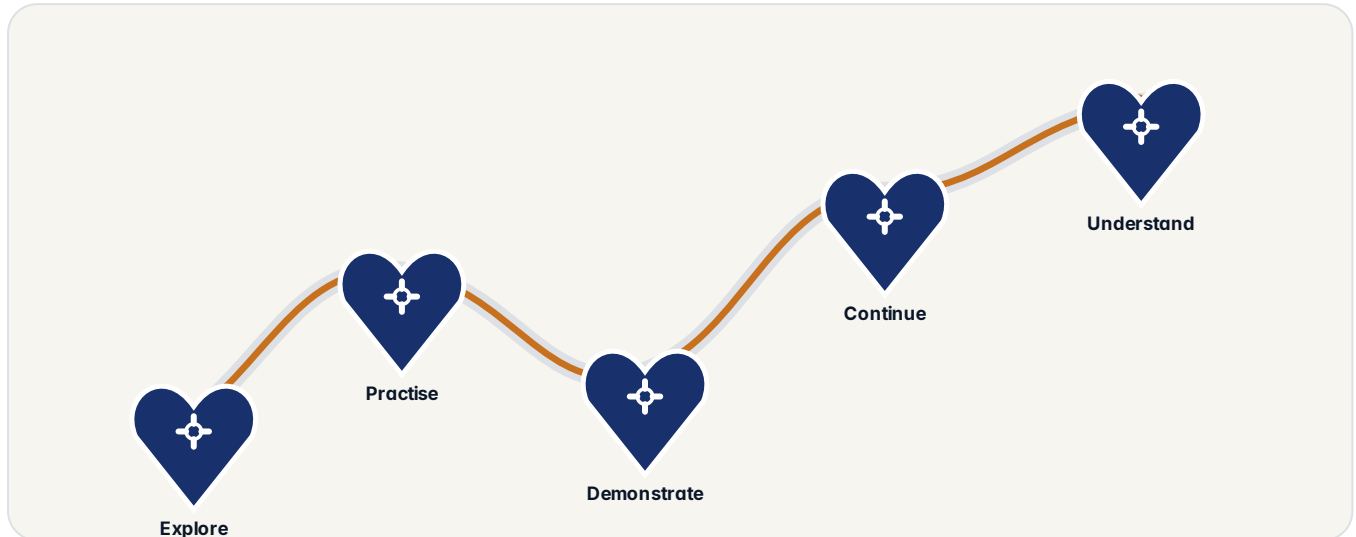
QUESTION TO CARRY

Where does this earn a place, and where should it deliberately not be used?

THE PATH

From first question to an informed decision

A focused engagement should make the next decision easier, not create a larger promise.



How to read this visual: follow a learner pathway through the path.

WHY THIS SHAPE WORKS

The workflow, operating boundary, evidence, and decision criteria are considered together from the start.

CONTEXT

Make every stage earn the next one

Start with the AI question you have. Four free AI books are available in your browser, with no account or test. They build AI literacy in plain language: enough context to understand a system, question its output, and decide what to do next without assuming a technical background.

No one is too old to read a book. These were written for a curious grown-up, not for a class of students. There is no clock and no one is keeping score. People start at every age, and the very first book begins at the very beginning.

- Explore
- Practise
- Demonstrate
- Continue

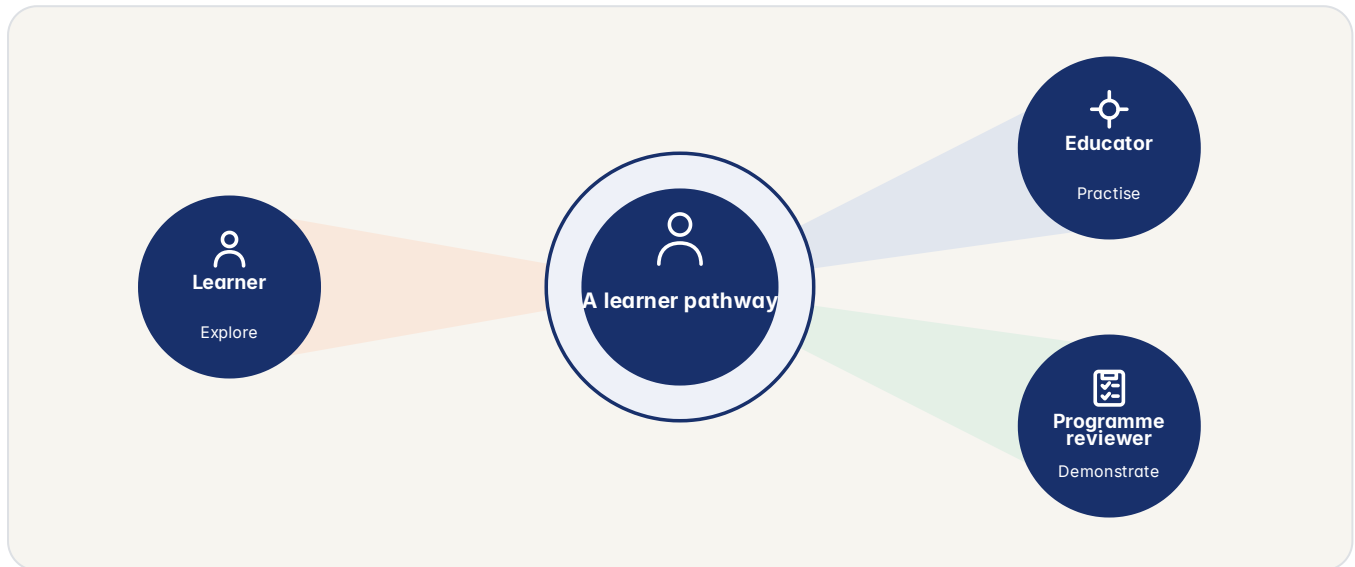
QUESTION TO CARRY

What evidence must exist before the scope is allowed to grow?

THE VALUE PICTURE

One outcome, seen from three responsibilities

Good AI work must make sense to the person using it, the team operating it, and the people reviewing it.



How to read this visual: follow a learner pathway through the value picture.

PRIMARY READER

Learners, teams, partners, educators, and professional-development leaders

The first conversation.

DECISION SUPPORTED

Choose the learning depth that fits the person, team, or partner.

The next useful step.

BOUNDARY

Read the same outcome from several responsibilities

Dweve Learn is not a scattered pile of resources. It is one path with three parts that build on each other. The books give a team the shared understanding. The trainings turn that into working skill in the format that fits. The certifications prove the skill with a real, proctored exam. Everything points at the same body of knowledge, so what someone reads maps onto what they train and what they are certified in.

People imagine something complicated. It is not. A book is a web page with plain words on it, the same as a newspaper you read online. Here are the opening lines of three of them, exactly as they appear when you open them. You can make the text bigger, stop whenever you like, and come back to the same place later. There is nothing else to it.

- Explore
- Practise
- Demonstrate
- Understand

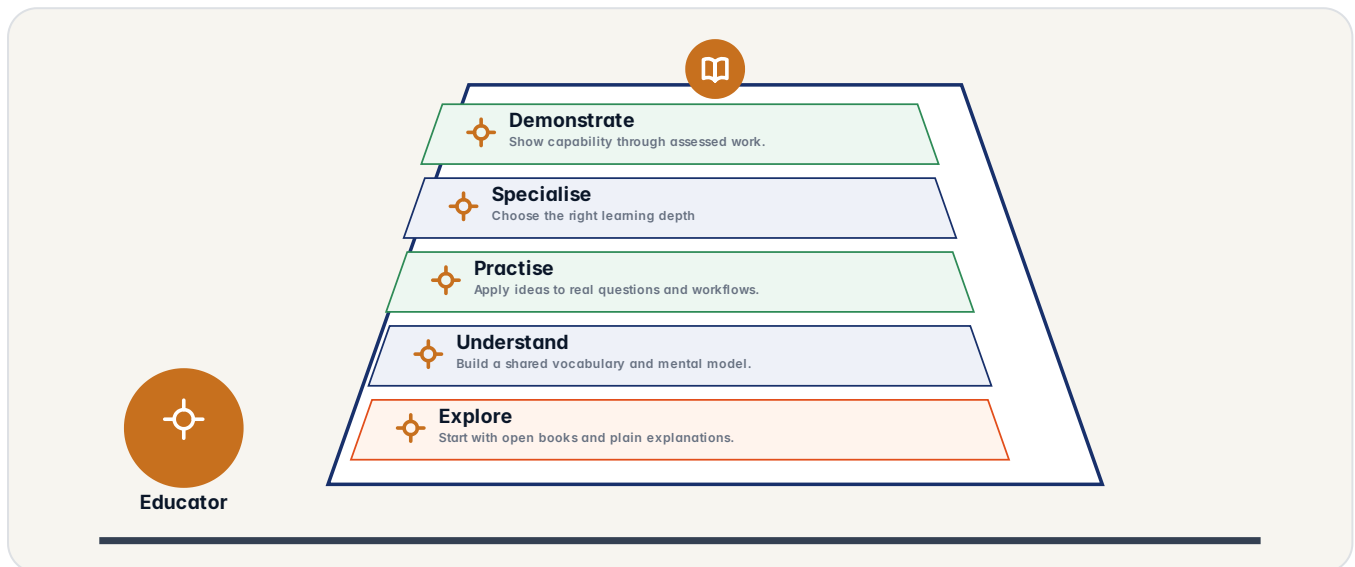
QUESTION TO CARRY

Can the same result satisfy its user, operator, and reviewer?

THE OPERATING MODEL

Control follows the work, from outcome to exit

A credible proposition connects the visible result to the less visible responsibilities underneath it.



How to read this visual: follow a learner pathway through the operating model.

CONTEXT

Name the controls behind the simple interface

Modern AI is often enormous, hungry for power, and slow to run. This book asks a simple question. What if we could do the same work with far less?

The library is the front door for anyone who wants to understand modern AI without a degree in it. A citizen guide to AI runs from the shape of the whole field, through its history and the classical machine that still runs underneath everything, to the efficiency frontier. A separate field guide to SIMD is written for the engineers who build the kernels. Read them in any order, in your browser, with no sign-up.

- Explore
- Understand
- Practise
- Specialise

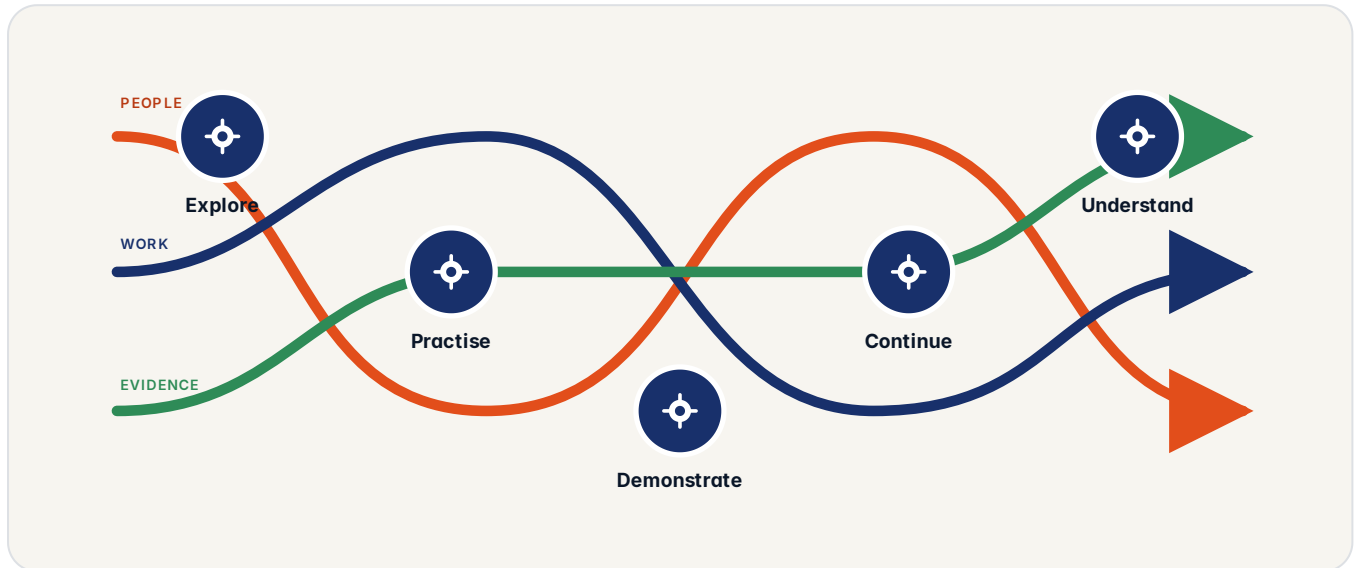
QUESTION TO CARRY

Who owns each control when the interface appears simple?

THE RESPONSIBILITY FLOW

People, platform, and evidence move together

The work becomes easier to govern when each stage leaves a clear hand-off.



How to read this visual: follow a learner pathway through the responsibility flow.

BOUNDARY

Keep every hand-off attached to an owner

The books, the substrate domains, and the certification tracks are not three separate things. They are one body of material seen from different distances. Here is the order an engineer can read it in, from the shape of the whole field in Ground truth, through the classical models and the binary efficiency frontier, to the dense SIMD field guide, with each stage tied to the track it certifies and the part of the real stack it explains.

- Explore
- Practise
- Demonstrate
- Continue

Understanding becomes skill through training, delivered in the format that fits the person and the team. Self-paced online courses for individuals who learn on their own time, instructor-led classes led by Dweve experts for cohorts who want live instruction and Q and A, and enterprise programmes with a curriculum tailored to your own use cases, delivered on-site or virtually.

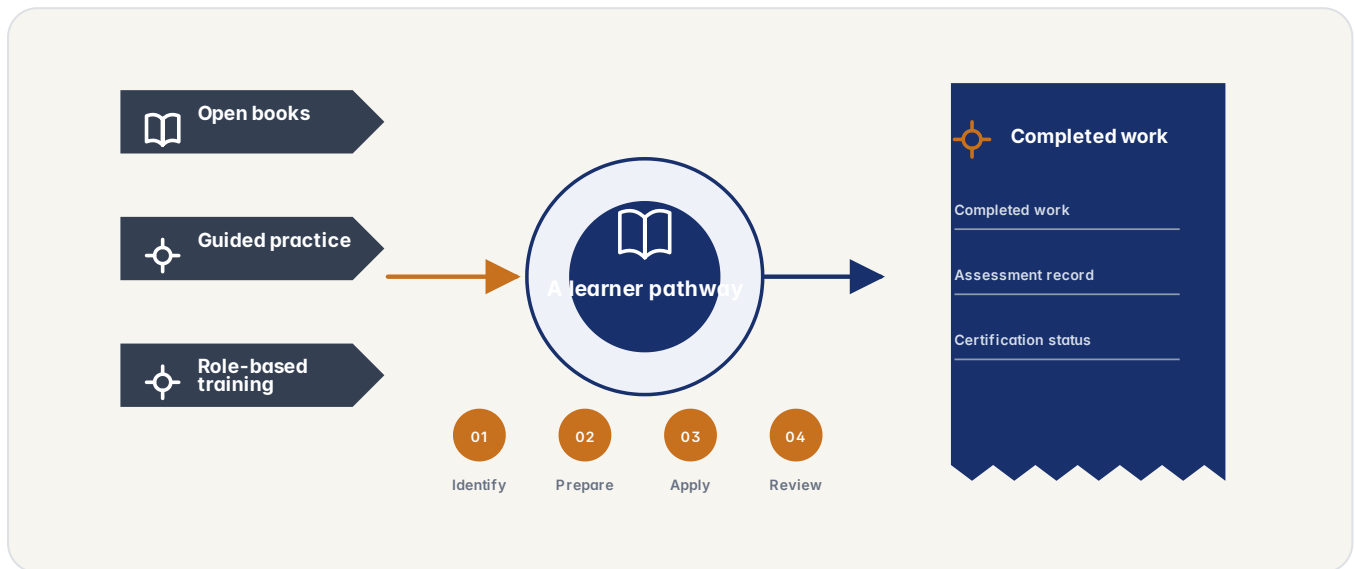
QUESTION TO CARRY

Is every hand-off visible, bounded, and assigned to an owner?

SOURCE TO RESULT

Every useful outcome begins with an authoritative basis

The work stays explainable when source identity, transformation, decision, and hand-off remain visible between systems.



How to read this visual: follow a learner pathway through source to result.

CONTEXT

Keep the basis visible as the work changes form

Long before the headlines, computers were already learning useful things from data. They could spot which letters were junk mail, guess a fair price for a house, and sort photos into groups.

A constraint either holds or it does not. The same input gives the same output, every time, on any machine, so a run can be replayed and audited rather than merely sampled.

- Identify
- Prepare
- Apply
- Review

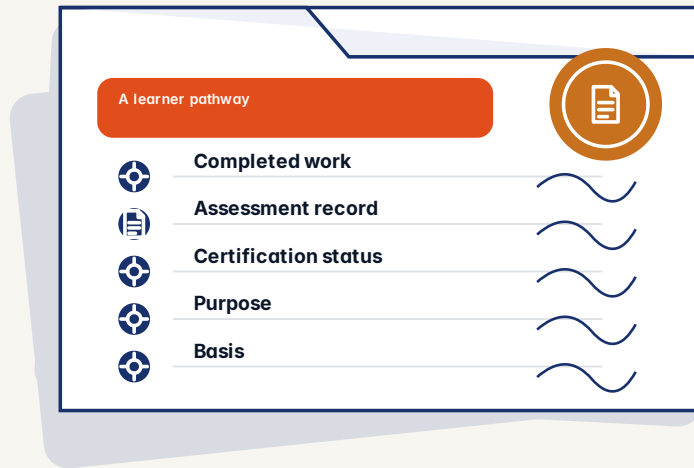
QUESTION TO CARRY

Can the result still be connected to the exact basis that shaped it?

EVIDENCE PACKET

The record should answer the next difficult question

Capture enough to explain the result, inspect authority, investigate failure, and make the next decision without rebuilding the story from memory.



How to read this visual: follow a learner pathway through evidence packet.

BOUNDARY

Preserve the record needed by the next question

There is no test or timetable. Read a few pages, set the book down, and return when the next question comes up.

The Dweve series is a set of books that explain, step by step, how this kind of AI works and why it is built the way it is. Four volumes are ready to read right now, and they are free. You do not need to be technical. If you can read a page and follow a story, you can follow these.

- Purpose
- Basis
- Authority
- Action

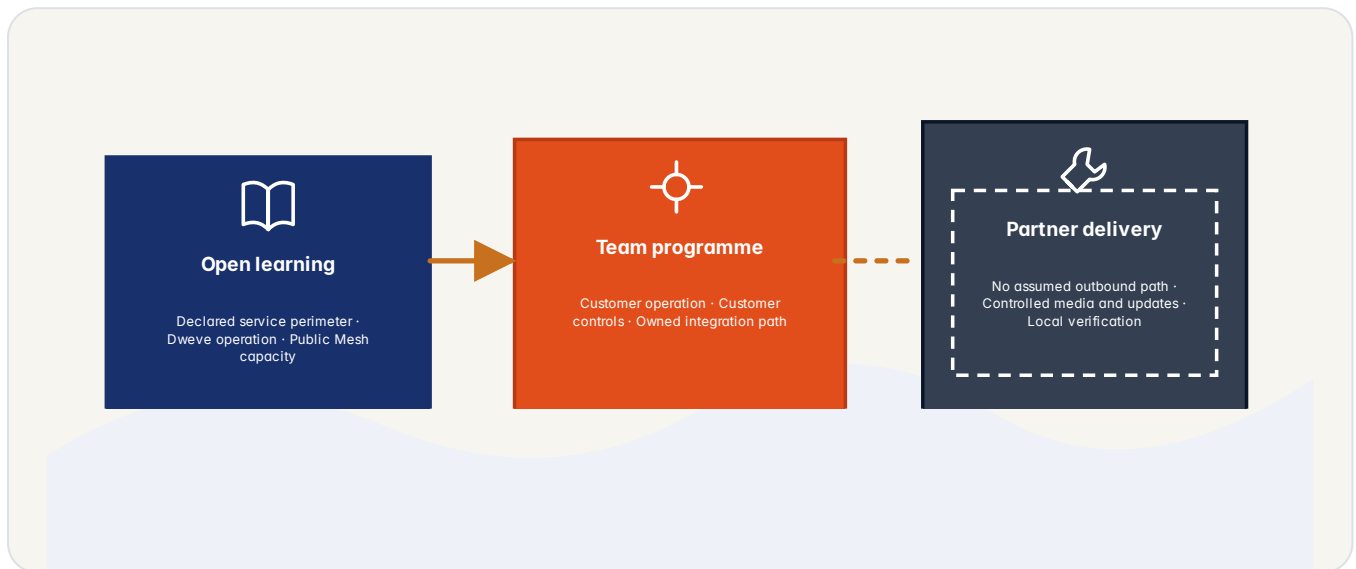
QUESTION TO CARRY

Does the retained record answer the next difficult question without reconstruction?

DEPLOYMENT CHOICE

Choose the operating posture around the work

Location is only one dimension. Decide who operates, who holds keys, which dependencies exist, how updates arrive, and what continuity requires.



How to read this visual: follow a learner pathway through deployment choice.

CONTEXT

Compare operating responsibility, not location alone

Our own answers, filled in. We took the framework and the procedure and answered them as a vendor would: our architecture, capabilities, compliance posture, the legal position, the RFI and RFP responses, the deployment and proof-of-concept plan, the competitive picture, and our sources. What sets it apart is that we published it.

Validate your fundamental knowledge of Dweve's binary neural network technology and products. This foundation-level certification demonstrates your competency in AI deployment and optimisation.

- Begin through managed Fabric
- Run on customer infrastructure
- Close the environment
- Explore

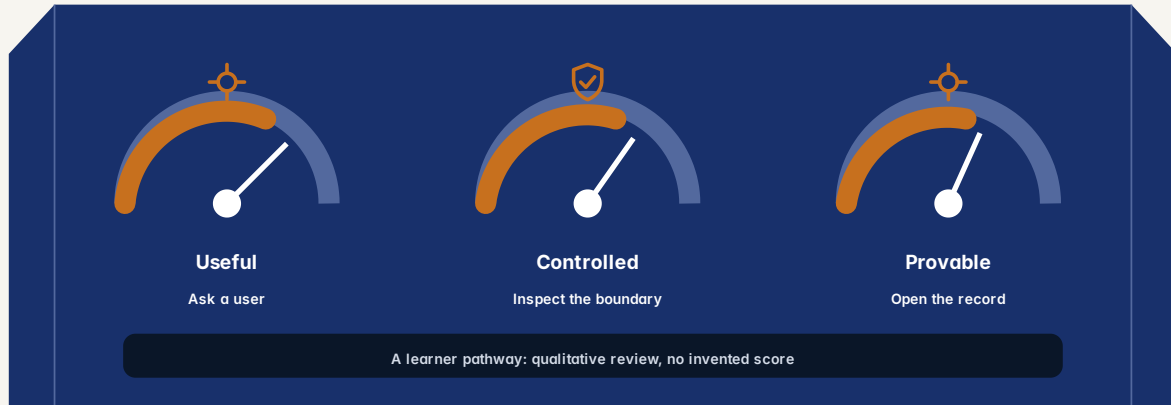
QUESTION TO CARRY

Who holds infrastructure, keys, updates, logs, recovery, and the exit path?

WHAT TO LOOK FOR

Three signals that the proof is earning trust

Progress is a useful outcome under understood control, supported by reviewable evidence.



How to read this visual: follow a learner pathway through what to look for.

BOUNDARY

Use signals that can change the next decision

You do not need them. Read a few pages with a cup of tea and stop when you like. There is no test waiting at the end and no schedule to keep up with. The books were made to be put down and picked up whenever it suits you.

The programme is not an anonymous catalogue. Your certification journey is guided by Peter, a lead instructor with more than 35 years in data management and AI. That is a real person, a real record, and a real reason to trust the training your team invests in.

- Useful
- Controlled
- Provable
- Explore

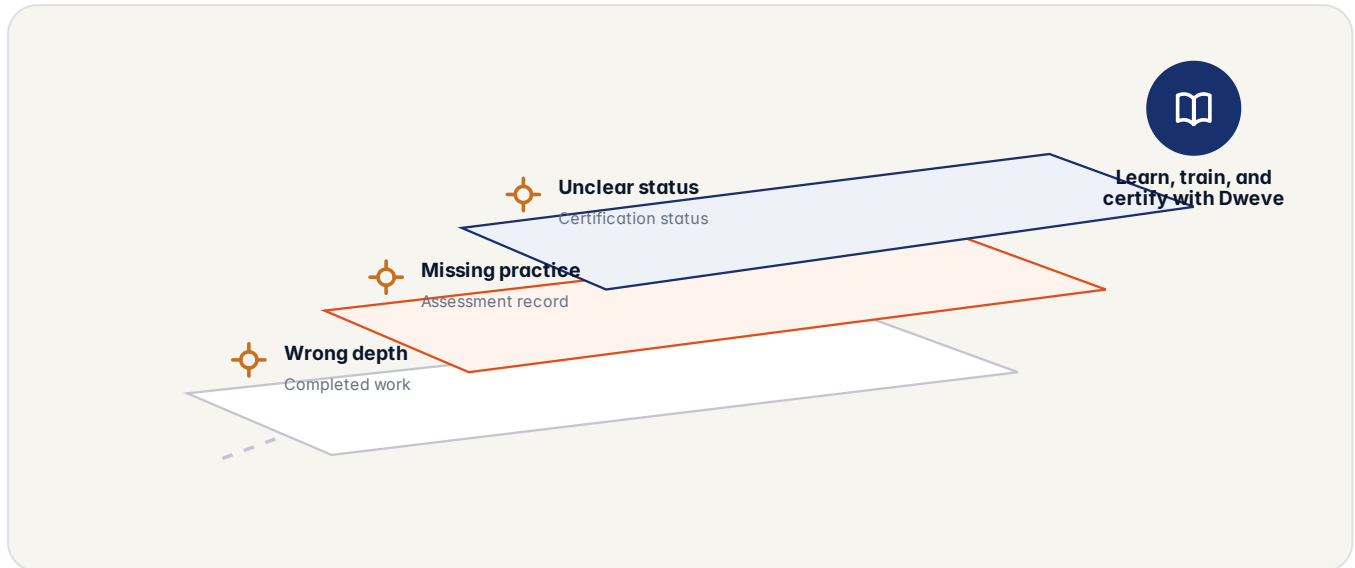
QUESTION TO CARRY

Which signals would change the next decision rather than merely impress the room?

HONEST LIMITS

Design failure before the first success demo

Visible failure is more useful than a polished result whose limits remain unknown.



How to read this visual: follow a learner pathway through honest limits.

CONTEXT

Design the failure before presenting the success

The certifications are a stack with real prerequisites. Professional is the foundation. Developer requires the Professional credential plus development experience and adds live coding to the exam. Expert requires Developer and adds an architecture design challenge and peer review. Architect requires Expert and enterprise architecture experience. Industry Specialist validates a chosen vertical. Every exam is proctored, with a defined pass mark and a three-year validity.

The citizen guide stops where the curious reader stops. The field guide to SIMD does not. It is the engineer-facing volume, thirteen chapters on the vector layouts, the lane discipline, and the honest throughput measurement behind the kernels that the rest of the library only describes from above. It reads in the browser like the others, with no install and no sign-up.

- Wrong depth
- Missing practice
- Unclear status

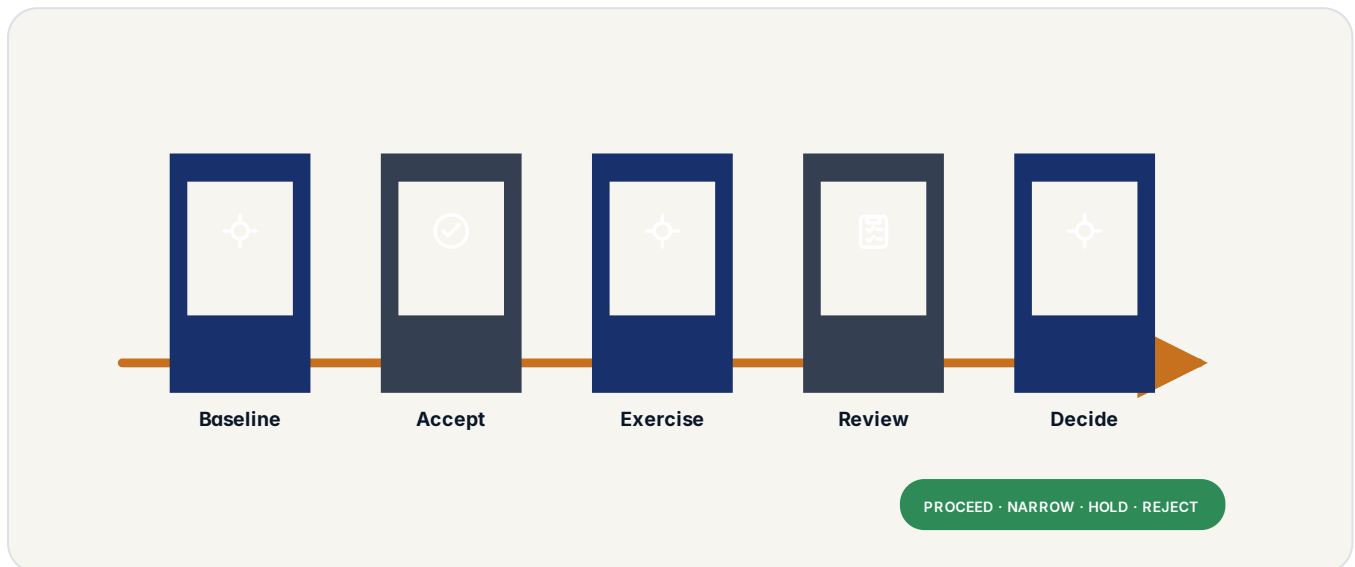
QUESTION TO CARRY

What happens when a source, permission, target, model, or supplier is unavailable?

ACCEPTANCE PATH

A proof should close with a decision, not applause

Agree the decision path before the demonstration so a strong or weak result can change what happens next.



How to read this visual: follow a learner pathway through acceptance path.

BOUNDARY

Close the proof with an owned decision

The path to any credential is the same four steps. Prepare with the recommended training or self-study, register and schedule the exam, sit the proctored examination with its mix of questions, hands-on labs and scenario-based problems, and on passing receive a certificate, badge and a directory listing. Preliminary results are immediate, with official certification shortly after.

For engineers the learning path is concrete. The books are the real material: binary neural network architecture, the Dweve Core platform and its limits, the Nexus, Mesh, Loom and Aura products, and the EU regulatory frame. Training turns that into hands-on skill with labs and live coding. The certifications validate it with proctored exams that require working code, not just recall.

- Baseline
- Accept
- Exercise
- Review

QUESTION TO CARRY

Are success, counter-metrics, failure cases, and stop conditions agreed first?

ADOPTION

The pre-order promotion applies to training, cohorts, and exams

Eligible enrolments accepted before launch receive 25% off the published training price. The price remains attached to that uninterrupted training order or agreement.

TRACK	PARTICIPANT	COHORT UP TO 12	EXAM
Certified Professional	EUR 1,125	EUR 11,250	EUR 187.50
Certified Developer	EUR 2,250	EUR 22,500	EUR 300
Certified Expert	EUR 3,750	EUR 37,500	EUR 487.50
Certified Architect	EUR 5,625	EUR 56,250	EUR 675
Industry Specialist	EUR 4,125	EUR 41,250	EUR 487.50

Pre-order prices shown after the 25% promotion. Scope, schedule, assessment conditions, and applicable tax are confirmed before purchase.

CONTEXT

Expand only what proved reusable

Every certification follows the same clear journey. Prepare with the recommended training or self-study, register for the exam and schedule a date, sit the proctored examination with its mix of multiple choice, hands-on labs and scenarios, and on passing receive a digital certificate, a badge and a listing in the Dweve Certified Professional directory.

Certification validates knowledge and skill. The ladder runs from Dweve Certified Professional through Developer and Expert to Architect, with Industry Specialist for one chosen sector. Every certification has a published price, a defined preparation route and a supervised exam with a fixed pass mark. Select a rung to see its requirements.

- Certified Professional
- Certified Developer
- Certified Expert
- Certified Architect

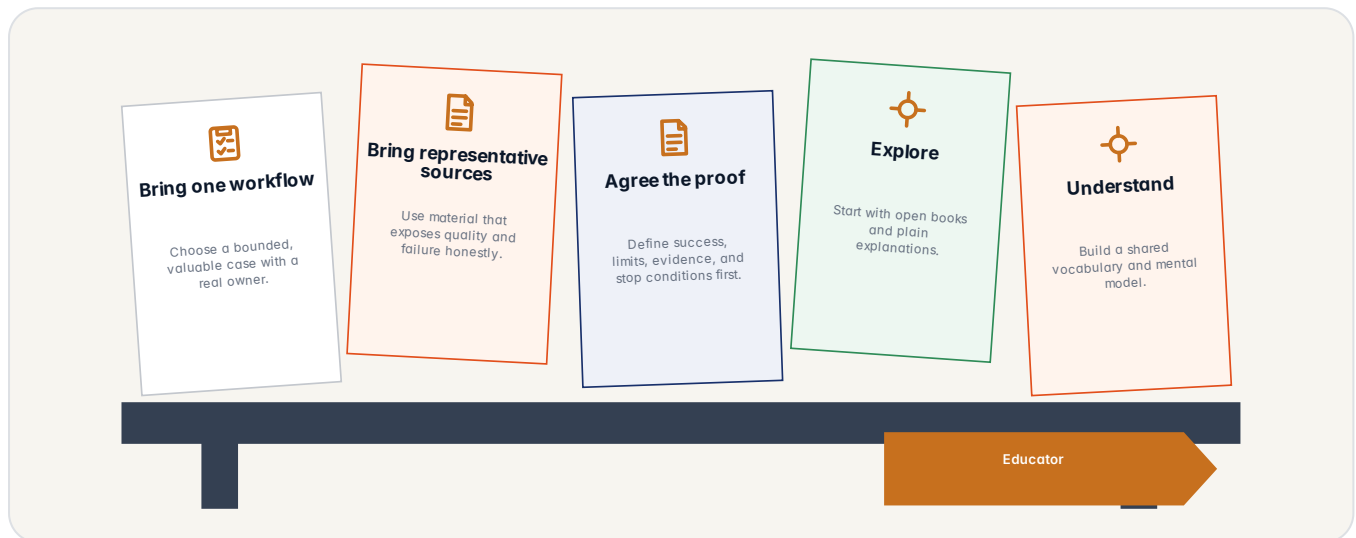
QUESTION TO CARRY

What can be reused safely, and what requires a new decision and proof?

WHAT TO PREPARE

Bring the ingredients for a useful first session

A small amount of real context produces a better conversation than a broad catalogue of hypothetical features.



How to read this visual: follow a learner pathway through what to prepare.

KEEP IT BOUNDED

Sensitive production data is not required for the first conversation. Bring representative material and the rules that define a useful result.

BOUNDARY

Bring enough reality to make the session useful

When you are ready, you can sit an exam and earn a real Dweve certificate. There are five, one after another, from a first Foundation certificate up to Architect. Each one is valid for three years. Start wherever feels right and climb at your own speed.

The books are free to read in your browser. Start with a chapter that answers a real question, then continue only when another one appears.

- Bring one workflow
- Bring representative sources
- Agree the proof
- Explore

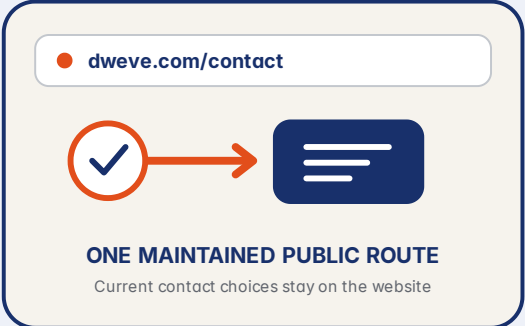
QUESTION TO CARRY

Which real sources, rules, owners, and examples will make the first session honest?

THE INVITATION

Continue with the question that matters

Scope a briefing, demonstration, or proof around the workflow and decision that matter to your organisation.



ONE MAINTAINED PUBLIC ROUTE
Current contact choices stay on the website

START A CONVERSATION

Continue through the current contact page

Scope a workflow or ask a technical question, then use the contact page to begin.

START	dweve.com/contact Use the maintained public contact route
BRING	One bounded question Workflow, audience, decision, and desired evidence
CHOOSE	Briefing · demonstration · PoV Select the smallest useful next step
VERIFY	Current scope and terms Confirm availability, pricing, and responsibilities before commitment

CONTINUE ONLINE
dweve.com/contact
 Current route and contact choices

CONTEXT

Turn the brochure into one bounded next step

Each volume takes a different route through the subject. Begin with Ground truth for the whole field, then follow the question that matters to you: how models are built, how AI arrived here, or where efficiency comes from. Read one volume or all four.

Read a book free today, pre-order certification, or open AI Compas if you buy AI for an organisation. Every rung is built on one body of material, so you can start anywhere and keep going.

- Start: dweve.com/contact
- Bring: One bounded question
- Choose: Briefing · demonstration · PoV
- Verify: Current scope and terms

QUESTION TO CARRY

What is the smallest useful next conversation Dweve should prepare?