Smart learning plan (onboarding)

Dear Sophia,

Based on your survey responses, you already have a solid understanding of the core topics. This plan provides additional goals, exercises, and resources to help you improve further.

1. Advanced learning goals

Enhance AI Tool Proficiency: Deepen your understanding of advanced AI tools and their applications in business analytics, focusing on tools that cater specifically to European SMEs and GDPR compliance.

Market Adaptation Strategies: Develop strategies for adapting your AI-powered analytics platform to the Finnish and broader European market, considering local regulations, cultural nuances, and customer needs.

Networking and Collaboration: Build a framework for establishing connections with local entrepreneurs and potential collaborators, focusing on leveraging AI for networking and partnership opportunities.

2. Your tailored study plan

Research and Experimentation:

- Explore advanced features of AI tools like GPT models and business intelligence applications.
- Create a comparative analysis of at least three AI tools that can be integrated into your analytics platform, focusing on their strengths and weaknesses in the context of European SMEs.

Market Analysis:

- Conduct a detailed PESTEL analysis of the Finnish market, identifying key trends, opportunities, and challenges for your business idea.
- Develop customer personas specific to the European market, utilizing AI tools to gather insights and map customer journeys.

Networking Framework:

- Identify and list potential local networking events, online communities, and platforms where you can connect with other entrepreneurs in Finland.

- Create a strategy for engaging with these networks, including how to present your business idea and the value of your AI-powered analytics tool.

3. Extra assignments

AI Tool Comparison Assignment:

- Select three AI tools relevant to your business analytics platform.
- Use generative AI to create a report comparing their features, usability, and compliance with GDPR. Document the prompts and tools you used in the process.

Customer Persona Creation:

- Utilize AI to generate detailed customer personas for your target market in Europe.
- Explain the process, including the prompts used to gather data and insights, and how these personas will inform your business strategy.

Networking Pitch Development:

- Create a pitch deck using AI tools that outlines your business idea, market analysis, and customer personas.
- Document the steps taken to create the pitch, including the prompts used for content generation and design.

Future Trends Analysis:

- Use AI to analyze future trends in the European market that could impact your business.
- Summarize your findings and the AI tools used, detailing how these insights can shape your business strategy.

We are glad to have you onboard :) If you have any questions, please contact teachers.