

Smart learning plan (training)

Dear Ivan,

These recommendations are designed to support your preparation for module 2.

Learning objectives

Define Your Business Idea Using AI: Utilize AI tools to clarify and refine your tech service firm concept, focusing on the specific IT solutions you plan to offer to small businesses in Estonia.

Conduct Market Analysis with AI: Leverage AI for competitor analysis and market research to identify potential opportunities and challenges in the tech service sector.

Create Customer Personas: Use AI to develop detailed customer personas that represent your target small business clients, including their needs, pain points, and decision-making processes.

Analyze Customer Insights: Apply AI-powered methods to gather and analyze customer insights, helping you to better understand your audience and tailor your services accordingly.

Assignments

Business Idea Refinement:

- Use a generative AI tool (like ChatGPT) to brainstorm and refine your business idea.
- Prompt: "Help me define a tech service firm that provides cybersecurity and cloud services for small businesses in Estonia. What unique value can I offer?"
- Document the process and the final refined idea.

Market Analysis:

- Conduct a PESTEL analysis using AI tools to assess the external factors affecting your business.
- Prompt: "Generate a PESTEL analysis for the tech service industry in Estonia, focusing on small businesses."
- Summarize the findings and identify at least three opportunities and challenges.

Customer Personas Creation:

- Create at least three customer personas using an AI tool to help visualize your target audience.

- Prompt: "Create a customer persona for a small business owner in Estonia looking for IT solutions. Include demographics, needs, and pain points."
- Present the personas in a visual format (e.g., infographic).

Customer Insights Analysis:

- Use AI to analyze customer feedback or reviews from similar businesses to gather insights.
- Prompt: "Analyze customer reviews for small IT service firms in Estonia and summarize key insights about customer needs and expectations."
- Write a brief report on the insights gained and how they can inform your business strategy.

We hope these recommendations will help you prepare for module 2. If you have any questions, please contact teachers.