Smart learning plan (onboarding)

Dear Sophia,

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

1. Advanced learning goals

Master European AI Regulatory Frameworks: Develop comprehensive knowledge of EU-specific AI regulations (GDPR, AI Act) and compliance requirements that will directly impact your AI-powered analytics platform for European SMEs.

Adapt AI Solutions to Nordic Business Culture: Identify key differences between North American and Nordic approaches to business analytics, with particular focus on sustainability metrics, privacy considerations, and collaborative business practices that can enhance your platform's market fit.

Develop a European-Focused AI Ethics Strategy: Create a competitive advantage for your analytics platform by incorporating European values around ethical AI, transparency, and sustainability into your core product offering.

2. Your tailored study plan

Understanding European AI Regulations: - Research the EU AI Act and its classification system for AI applications, focusing on how your analytics platform would be categorized - Study GDPR requirements specific to automated decision-making and profiling in business analytics - Analyze 2-3 case studies of North American companies that successfully adapted their AI solutions to meet European regulatory requirements

Nordic Business Culture and AI Implementation: - Examine successful Finnish and Nordic AI startups in the analytics space to identify their unique value propositions - Compare sustainability reporting standards across European markets that your platform could potentially address - Identify key differences in data privacy expectations between your Canadian experience and European business contexts

Ethical AI Implementation Strategy: - Research how transparency in AI decision-making is implemented in successful European business tools - Explore frameworks for incorporating sustainability metrics into business analytics platforms - Identify opportunities to align your platform with EU initiatives on trustworthy AI and digital sovereignty

Market Adaptation Strategy: - Use AI tools to analyze differences between North American and European SME needs regarding analytics - Research Finnish and European funding opportunities and support systems for AI startups - Identify potential early adopters and collaboration partners within the Finnish business ecosystem

3. Extra assignments

1. European Compliance Gap Analysis Use generative AI to conduct a gap analysis between your current analytics platform concept and European regulatory requirements. Create a detailed report highlighting necessary adaptations. - Tools: Use ChatGPT-4 with structured prompts about your platform's features and EU regulations - Process: Document your prompt engineering approach to extract relevant compliance requirements and how you refined prompts to get actionable insights

2. Nordic Market Differentiation Strategy Leverage AI to develop a competitive analysis of existing analytics platforms in the Nordic market and identify unique positioning opportunities for your solution. - Tools: Combine ChatGPT with data visualization tools you're familiar with (Tableau/Power BI) - Process: Document how you prompted the AI to identify market gaps and how you verified the information provided

3. Sustainability Metrics Integration Prototype Use AI tools to design a prototype dashboard showing how your platform could integrate sustainability metrics relevant to European SMEs. - Tools: Midjourney for visual prototyping combined with GPT-4 for metrics definition - Process: Share your prompt evolution and how you refined the visual outputs to match European business expectations

4. AI-Generated European Customer Persona Development Create detailed customer personas for different European markets using AI tools, highlighting the unique needs and pain points compared to your Canadian experience. - Tools: ChatGPT with structured prompts about different European markets - Process: Document your approach to validating the AI-generated personas and how you refined them based on your existing market knowledge

4. Additional online materials

1: Market Analysis & Customer Understanding – Understanding Your Customers: A free short course introducing key marketing concepts and customer behavior insights.
https://www.open.edu/openlearn/money-business/understanding-your-customers/

2: Market Analysis & Customer Understanding – Market Research and Competitive Analysis: An up-to-date guide on conducting market research and competitive analysis for your business.
https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis

3: Ethics and Legal Issues - AI Ethics for Beginners: This free online resource by fast.ai offers a beginner-friendly introduction to AI ethics.

https://ethics.fast.ai/

4: AI for Business Planning - Microsoft's AI Business School: Part of Microsoft Learn, this free resource, updated in 2024, helps business leaders plan and strategize AI implementation with case studies and videos. Duration varies, suitable for beginners.
https://learn.microsoft.com/en-us/ai/

5: AI for Business Success - AI Applications in Marketing: Core Concepts and Data-Driven Strategies: A free Coursera course by University of Virginia from 2023 covering AI in marketing. Includes 10 hours of content with 38 videos, beginner level.
https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing

6: AI for Business Success - Artificial Intelligence: Implications for Business Strategy: An online program by MIT Sloan from 2025 with some free content, covering AI's business impact and future-proofing strategies. Duration varies, beginner-friendly.
https://executive.mit.edu/course/artificial-intelligence/a056g00000URaa3AAD.html

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