

# Smart learning plan (onboarding)

Dear Oksana,

Thank you for participating in our Entrepreneurship Training Course! Below is your personalized plan to build the foundational skills you currently rate as beginner.

## 1. Essential learning topics and materials

### 1 Generative AI skills

To be able to utilize the commonly used generative AI tools, you will need some basic knowledge and training on them. Learning Resources: Explore materials on "Generative AI for Beginners" (<https://github.com/microsoft/generative-ai-for-beginners>) and "Introduction to Generative AI" ([https://www.cloudskillsboost.google/course\\_templates/536](https://www.cloudskillsboost.google/course_templates/536)). Practice Tip: Choose one generative AI service (ChatGPT, Copilot, Gemini or Claude), sign into its free version and familiarize yourself with creating content using AI.

### 2 Making a Business Plan

To be able to make an effective business plan, you'll need some basic knowledge and training on them. Learning Resources: Try HubSpot's free "Business Plan Template" and review tutorials on creating business plans on LinkedIn Learning. Practice Tip: Draft a mini-business plan, focusing on basic sections such as vision, goals, target audience, and financial projections. You can use generative AI to assist you.

### 3 Running a Business

To be able to consider all aspects of running a successful business, you'll need some basic knowledge and training on them. Learning Resources: SBA.gov and Small Business Development Centers (SBDCs) offer beginner resources for business management. Practice Tip: Study case studies on small business operations and identify essential operational processes. You can use generative AI to assist you.

## 2. Learning objectives

### Generative AI Skills

- Understand the basic principles and capabilities of generative AI tools
- Learn how to craft effective prompts to get useful outputs for your fashion accessories business

- Identify at least 3 specific ways AI can help with your handmade accessories e-commerce business
- Develop skills to evaluate and refine AI-generated content for your business needs

## **Making a Business Plan**

- Understand the core components of an effective business plan for an e-commerce fashion accessories store
- Learn how to conduct market research and competitive analysis for handmade accessories
- Develop skills to create realistic financial projections for your online store
- Create a draft business plan that addresses Estonian e-commerce regulations

## **Running a Business**

- Understand the key operational aspects of managing an online handmade accessories business
- Learn inventory management and pricing strategies for handcrafted items
- Develop skills to handle customer service and order fulfillment efficiently
- Identify legal and tax considerations specific to e-commerce in Estonia

## **3. Your study plan**

### **Generative AI Skills**

**Step 1: Understand the basics** - Complete the first 3 lessons from "Generative AI for Beginners" on GitHub - Watch the "Introduction to Generative AI" course on Google Cloud Skills Boost - Take notes on key AI concepts and how they might apply to fashion e-commerce

**Step 2: Set up and explore AI tools** - Create a free account on ChatGPT (OpenAI) - Explore the interface and basic functionalities - Try simple prompts related to fashion accessories business - Document your observations about what works and what doesn't

**Step 3: Learn prompt engineering** - Study the prompt design sections in the learning resources - Practice creating structured prompts following the guidelines - Experiment with different prompt formats to get varied outputs - Create a personal "prompt library" document for future reference

**Step 4: Apply AI to fashion business tasks** - Use AI to generate product descriptions for 3 of your accessories - Ask AI to suggest marketing angles for your handmade items - Use AI to research pricing strategies for handmade accessories - Compare outputs from different prompts and refine your approach

**Step 5: Evaluate and integrate** - Review all your practice outputs and identify strengths/weaknesses - Create a list of specific business tasks where AI can help you - Develop a

workflow for incorporating AI into your business planning - Reflect on ethical considerations when using AI for your business

## **Making a Business Plan**

**Step 1: Understand business plan fundamentals** - Download HubSpot's Business Plan Template - Study each section and take notes on their purpose - Watch 2-3 LinkedIn Learning tutorials on business plan creation - Create an outline of what your business plan will include

**Step 2: Define your business concept** - Draft your business vision and mission statements - Define your unique value proposition for handmade accessories - Outline your short-term and long-term business goals - Use AI to help refine these statements for clarity and impact

**Step 3: Research your market** - Identify your target customer segments for fashion accessories - Research competitors in the Estonian and international markets - Analyze pricing trends for handmade accessories - Use AI to help gather and organize this market information

**Step 4: Develop your operational plan** - Outline your production process for handmade accessories - Plan your inventory management approach - Research e-commerce platforms suitable for your business - Determine shipping and fulfillment strategies

**Step 5: Create financial projections** - Estimate startup costs for your online accessories business - Project monthly sales and expenses for the first year - Calculate break-even point for your business - Use AI to help create and check your financial spreadsheets

## **Running a Business**

**Step 1: Understand business operations basics** - Browse SBA.gov resources on small business management - Study 3-5 case studies of successful small e-commerce businesses - Take notes on common operational challenges and solutions - Create a list of key operational areas for your business

**Step 2: Learn e-commerce operations** - Research e-commerce platforms (Shopify, Etsy, etc.) - Study inventory management for handmade products - Learn about product photography and presentation - Use AI to compare different e-commerce solutions

**Step 3: Understand financial management** - Learn basics of bookkeeping and accounting for small business - Research payment processing options for Estonian e-commerce - Study pricing strategies for handmade products - Use AI to create a financial tracking spreadsheet template

**Step 4: Study customer service approaches** - Research best practices for e-commerce customer service - Learn about order fulfillment and shipping logistics - Study return policies and customer satisfaction strategies - Use AI to draft customer service scripts and policies

**Step 5: Research legal and regulatory requirements** - Study Estonian business registration requirements - Learn about tax obligations for small e-commerce businesses - Research intellectual property protection for your designs - Use AI to summarize key legal considerations for your business

## 4. Extra assignments

### Generative AI Skills

**Assignment 1: Fashion Trend Analysis** Create a trend analysis report for handmade accessories in the European market. Use ChatGPT or another AI tool to research current trends, then ask it to predict upcoming trends for the next season. Document the prompts you used, how you refined them to get better information, and how you verified the AI's outputs. Create a final 1-page trend report that you could use for your business planning.

**Assignment 2: Product Description Generator** Design a system to generate compelling product descriptions for your handmade accessories. First, create a template prompt that includes key elements (materials, dimensions, crafting technique, styling suggestions). Test this prompt with 3 different AI tools (e.g., ChatGPT, Claude, Gemini) and compare the outputs. Refine your prompt based on results, then create a final "product description generator" prompt that produces the best quality descriptions for your items.

### Making a Business Plan

**Assignment 1: Competitive Analysis Dashboard** Use AI to help you create a competitive analysis of 5 businesses selling similar handmade accessories. First, use an AI tool to generate a template for comparing competitors (considering factors like pricing, product range, unique selling points, and customer reviews). Then, research real businesses and fill in the template. Finally, use AI to help you identify gaps in the market that your business could fill. Document the entire process, including the prompts you used.

**Assignment 2: Financial Scenario Planning** Create three different financial scenarios for your business (conservative, realistic, and optimistic). Use an AI tool to help you identify the key variables that might affect your business (such as materials costs, production time, and market demand). Then, create spreadsheets for each scenario with projected revenues and expenses. Document how you used AI to help with the financial modeling, including the prompts you used and how you verified the reasonableness of the AI's suggestions.

### Running a Business

**Assignment 1: Customer Journey Mapping** Map out the entire customer journey for your handmade accessories business, from discovery to post-purchase. Use an AI tool to help you

identify all possible touchpoints and potential pain points. Then, create strategies to optimize each stage of the journey. Document how you used AI to generate ideas, what prompts were most effective, and how you adapted the AI's suggestions to fit your specific business model.

**Assignment 2: Operations Manual Creator** Use AI to help you create a basic operations manual for your handmade accessories business. Start by asking an AI tool to outline the essential sections needed in an e-commerce operations manual. Then, for each section, use AI to generate detailed procedures (e.g., inventory management, order processing, quality control for handmade items). Document your process, including how you customized the AI-generated content to fit your specific business needs and what prompts yielded the most useful information.

## 5. 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: Making a Business Plan – Write Your Business Plan: A step-by-step guide on writing an effective business plan, including both traditional and lean startup approaches.

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

3: Branding & Marketing – Inbound Marketing Certification: A free course with certification covering the fundamentals of inbound marketing, including content, SEO, social media, and email marketing.

<https://academy.hubspot.com/courses/inbound-marketing>

4: AI Basics - Elements of AI: Offered as a free online course by the University of Helsinki and Reaktor, "Elements of AI" is designed for anyone wanting to understand the basics of AI.

<https://www.elementsofai.com/>

5: Understanding Generative AI Basics - Generative AI for Beginners: A free course by Great Learning with a certificate, covering AI fundamentals, machine learning, neural networks, deep learning, and generative AI applications. Lasts about 8 hours, suitable for beginners.

<https://www.mygreatlearning.com/academy/learn-for-free/courses/generative-ai-for-beginners>

6: 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/>

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