

Smart learning plan (onboarding)

Dear Ivan,

Thank you for participating in our Entrepreneurship Training Course! Below is your personalized plan to build the foundational skills you currently rate as beginner, tailored specifically for your tech service business focusing on IT solutions for small businesses.

1. Essential learning topics and materials

1 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.

2 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.

3 Branding and Marketing

To be able to start successfully marketing your business, products and services, you'll need some basic knowledge and training on marketing essentials. Learning Resources: Coursera's "Marketing in a Digital World" or free Google Ads and Facebook Blueprint courses are great starting points. Practice Tip: Develop a simple ad for a hypothetical product and run it on a small budget to understand basics in digital advertising. You can use generative AI to assist you.

2. Learning objectives

Making a Business Plan

- Identify the key components of a business plan specifically for a tech service firm
- Develop financial projections appropriate for IT service businesses
- Create a compelling value proposition for your cybersecurity and cloud services

- Learn how to use AI tools to enhance your business planning process
- Understand how to adapt business plan components for the Estonian market

Running a Business

- Identify the operational requirements specific to running a tech service business
- Understand the legal and regulatory considerations for IT services in Estonia
- Learn effective resource management for tech service delivery
- Develop strategies for scaling an IT service business
- Understand how to implement AI tools to streamline business operations

Branding and Marketing

- Create a distinctive brand identity for your tech service firm
- Develop a targeted marketing strategy for reaching small businesses
- Learn how to communicate technical services to non-technical clients
- Understand digital marketing channels most effective for B2B tech services
- Learn to use AI tools to enhance marketing content and strategy

3. Your study plan

Making a Business Plan

Step 1: Understand Business Plan Fundamentals - Download and review HubSpot's Business Plan Template - Complete the LinkedIn Learning course "Writing a Business Plan" (approximately 1 hour) - Study at least 3 sample business plans for tech service companies

Step 2: Research Your Market - Identify 5-10 potential competitors in the Estonian market - Research the specific IT needs of small businesses in Estonia - Use AI tools to gather market data and identify trends in IT services

Step 3: Define Your Service Offerings - List and describe your core services (cybersecurity, cloud services, custom software) - Define pricing models for each service - Create service packages tailored to different sizes of small businesses

Step 4: Financial Planning - Create startup cost estimates for your tech service firm - Develop a 12-month revenue projection - Calculate break-even analysis for your core services - Use AI to help analyze financial scenarios

Step 5: Draft Your Business Plan - Write your executive summary and company description - Detail your market analysis and competitive advantage - Outline your service offerings and

operations plan - Complete your financial projections - Use AI to review and refine your business plan

Running a Business

Step 1: Understand Business Operations - Review SBA.gov resources on business operations - Study at least 3 case studies of successful tech service companies - Identify key operational processes for IT service delivery

Step 2: Legal and Regulatory Framework - Research business registration requirements in Estonia - Understand data protection regulations (GDPR) affecting IT services - Identify necessary licenses and certifications for IT service providers - Use AI to summarize key legal requirements

Step 3: Resource Management - Create a resource allocation plan for your tech service business - Develop a staffing plan (contractors vs. employees) - Identify essential tools and technologies needed - Plan your office/remote work setup

Step 4: Client Management - Develop a client onboarding process - Create service level agreements (SLAs) templates - Design a client communication strategy - Use AI to help develop client management documents

Step 5: Business Growth Planning - Identify key performance indicators (KPIs) for your business - Develop a 2-year growth strategy - Create contingency plans for common business challenges - Use AI to analyze potential growth scenarios

Branding and Marketing

Step 1: Brand Development - Define your brand values and unique selling proposition - Create a brand style guide (logo, colors, typography) - Develop your brand story focused on IT expertise - Use AI to help refine your brand messaging

Step 2: Digital Marketing Fundamentals - Complete Coursera's "Marketing in a Digital World" course - Study B2B marketing strategies for tech companies - Research content marketing approaches for technical services - Use AI to analyze effective marketing messages in your industry

Step 3: Marketing Channel Strategy - Identify the most effective marketing channels for reaching small businesses - Create a social media strategy focused on LinkedIn and other B2B platforms - Plan a content calendar for your technical expertise - Develop an email marketing approach for lead nurturing

Step 4: Marketing Implementation - Create a simple landing page for your core services - Develop 3-5 content pieces demonstrating your expertise - Design a lead generation strategy - Use AI to help create marketing content

Step 5: Marketing Analytics - Set up basic analytics tracking for your marketing efforts - Define conversion metrics for your marketing funnel - Create a process for marketing performance review - Use AI to help interpret marketing data

4. Extra assignments

Making a Business Plan

Assignment 1: AI-Enhanced Competitor Analysis Use ChatGPT or another generative AI tool to help you analyze 3-5 competitors in the Estonian IT services market. First, gather basic information about each competitor manually. Then, use AI to help you identify their strengths, weaknesses, and unique selling propositions. Create a comparison table and have the AI suggest potential market gaps you could fill with your services. Document the prompts you used and how you refined them to get useful competitive insights.

Assignment 2: Financial Scenario Generator Use a generative AI tool to help you create multiple financial scenarios for your tech service business. Start by defining your basic assumptions about pricing, costs, and client acquisition. Then, use AI to generate best-case, worst-case, and most-likely financial projections. Ask the AI to explain the key factors that would lead to each scenario and what early warning signs to watch for. Document how you structured your prompts to get meaningful financial insights rather than generic advice.

Running a Business

Assignment 1: AI Operations Manual Creator Use a generative AI tool to help you create a basic operations manual for your tech service business. Start by listing the key operational processes you'll need (client onboarding, service delivery, billing, etc.). Then use AI to help you flesh out each process with step-by-step procedures. Have the AI suggest automation opportunities and efficiency improvements. Document which prompts were most effective in getting detailed, practical operational guidance versus which ones produced generic advice.

Assignment 2: Risk Assessment Simulator Use generative AI to help you identify and plan for potential business risks specific to IT service providers in Estonia. Start by asking the AI to help you brainstorm potential risks across categories (financial, operational, regulatory, etc.). Then, have the AI help you assess each risk's likelihood and impact. Finally, use the AI to help develop mitigation strategies for your top 3-5 risks. Document your prompt engineering process and how you guided the AI to provide increasingly specific and actionable risk management advice.

Branding and Marketing

Assignment 1: AI-Generated Marketing Copy Experiment Use different generative AI tools (e.g., ChatGPT, Claude, Jasper) to create marketing copy for one of your IT services. Start with the same

basic service description for each tool, then compare the outputs. Refine your prompts to get each AI to generate copy for different target audiences (e.g., non-technical business owners vs. IT managers). Create a small focus group of 3-5 people to review the different versions and provide feedback. Document which AI tool and which prompts produced the most effective marketing copy for each audience.

Assignment 2: Visual Brand Identity Generator Use AI image generation tools (like DALL-E, Midjourney, or Stable Diffusion) to explore visual brand identity options for your tech service firm. Start by defining your brand values and the feeling you want to convey. Then use AI to generate logo concepts, color palettes, and visual elements. Create 3-5 different visual identity directions and use AI to help you refine your favorite option. Document your prompt engineering process, including how you iterated on prompts to get increasingly aligned results with your brand vision.

5. Additional online materials

1: 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>

2: Making a Business Plan – Small Business: The Business Plan: A free online course that walks you through creating a comprehensive business plan covering mission, market research, and funding options.

<https://alison.com/course/small-business-the-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 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 Planning - AI for Business: Generation & Prediction: A free Coursera course from 2023 covering AI applications in business, including generation and prediction techniques. Lasts 3 hours with 16 videos, suitable for beginners.

<https://www.coursera.org/learn/ai-for-business-generation-and-prediction>

6: 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>

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