Smart learning plan (onboarding)

Dear Sara,

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). 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 how AI tools can specifically support beauty salon business planning and operations
- Learn to create effective prompts to generate beauty industry-specific content and business insights

- Develop skills to evaluate and refine AI-generated outputs for accuracy and relevance
- Identify at least 3 practical applications of AI tools for your beauty salon business

Making a Business Plan

- Identify all essential components of a Finnish beauty salon business plan
- Learn how to conduct market research specific to the beauty industry in Espoo
- Develop skills to create realistic financial projections for a beauty salon startup
- Understand how to incorporate Finnish regulatory requirements into your business plan

Running a Business

- Identify key operational processes specific to running a beauty salon in Finland
- Learn about Finnish business regulations, permits, and tax requirements for beauty services
- Understand how to balance business operations with childcare responsibilities
- Develop strategies for managing finances, inventory, and scheduling in a beauty salon

3. Your study plan

Generative AI Skills

Step 1: Introduction to AI Basics - Complete Module 1 of "Generative AI for Beginners" on GitHub - Watch the first 3 videos from "Introduction to Generative AI" on Google Cloud Skills Boost - Take notes on key AI concepts and terminology

Step 2: Set Up Your AI Assistant - Create a free account on ChatGPT (OpenAI) - Complete the basic tutorial on how to interact with the AI - Practice writing 5 simple prompts and observe the responses

Step 3: Learn Effective Prompting - Study the "Prompt Engineering Guide" section in the GitHub course - Practice writing clear, specific prompts related to beauty businesses - Experiment with different prompt structures to see how they affect results

Step 4: Apply AI to Beauty Business Research - Use AI to research beauty salon trends in Finland - Ask the AI to explain Finnish regulations for beauty businesses - Generate a list of potential services for your salon based on local demand

Step 5: Content Creation with AI - Practice creating marketing content for your future beauty salon - Generate customer profiles for potential salon clients - Create a sample service menu with descriptions using AI assistance

Making a Business Plan

Step 1: Business Plan Fundamentals - Download HubSpot's free Business Plan Template - Review each section of the template and understand its purpose - Watch 2-3 LinkedIn Learning tutorials on business plan creation

Step 2: Vision and Executive Summary - Define your beauty salon's vision, mission, and core values - Draft an executive summary that captures your business concept - Use AI to help refine your language and presentation

Step 3: Market Analysis - Research the beauty salon market in Espoo using online resources - Identify your target customers and their needs - Use AI to help analyze competitors in your area

Step 4: Service Offerings and Operations - Define your beauty salon's service offerings and pricing strategy - Outline operational requirements (equipment, supplies, staffing) - Create a floor plan and service delivery process

Step 5: Financial Projections - Develop startup cost estimates for your beauty salon - Create revenue projections based on service pricing and capacity - Outline ongoing expenses and break-even analysis - Use AI to help check your financial assumptions

Running a Business

Step 1: Business Regulations in Finland - Research Finnish business registration requirements for beauty salons - Identify necessary permits and licenses for beauty services - Use AI to help translate and explain complex regulatory information

Step 2: Operational Management - Study appointment scheduling and customer management systems - Research inventory management for beauty products - Develop a staffing plan that accommodates your childcare needs

Step 3: Financial Management - Learn about basic accounting practices for small businesses - Research Finnish tax requirements for service businesses - Explore payment processing options for beauty salons

Step 4: Customer Experience - Develop customer service protocols for your salon - Create policies for appointments, cancellations, and refunds - Design a customer feedback system to improve services

Step 5: Growth and Sustainability - Research strategies for attracting and retaining beauty salon clients - Explore options for expanding services over time - Develop a work-life balance plan that supports sustainable business growth

4. Extra assignments

Generative AI Skills

Assignment 1: Beauty Salon Concept Generator Create a detailed concept for your beauty salon using AI. Use ChatGPT or another AI tool to help you brainstorm unique selling points that would appeal to both Finnish locals and the immigrant community in Espoo. - Tool suggestion: ChatGPT - Prompt to try: "I'm planning to open a beauty salon in Espoo, Finland that serves both local Finnish customers and the immigrant community. Help me develop a unique salon concept that includes: 1) A distinctive name and brand identity, 2) 3-5 signature services that would appeal to diverse clientele, 3) Ideas for creating a welcoming atmosphere for all customers. My background is in hairdressing and skincare." - Document the AI's suggestions and your refined final concept.

Assignment 2: Multilingual Service Menu Creator Use AI to help you create a professional service menu in multiple languages to serve your diverse customer base. - Tool suggestion: ChatGPT or Google Gemini - Prompt to try: "I need to create a beauty salon service menu that works in both Finnish and English, with Arabic translations for certain services. Please help me create descriptions for the following services: [list 5-7 key services you plan to offer]. For each service, provide a brief, appealing description (2-3 sentences) in English, Finnish, and Arabic. The descriptions should highlight benefits and make customers feel comfortable." - Format the resulting menu in a visually appealing way and note how the AI helped you overcome language barriers.

Making a Business Plan

Assignment 1: Beauty Salon Startup Cost Calculator Use AI to help you create a detailed startup cost estimate for your beauty salon in Espoo. - Tool suggestion: ChatGPT + Excel - Prompt to try: "I'm planning to open a small beauty salon (approximately 50-70 square meters) in Espoo, Finland focusing on hairdressing and skincare services. Please help me create a comprehensive startup cost estimate including: 1) Renovation and decoration, 2) Equipment and furniture, 3) Initial inventory, 4) Permits and licenses, 5) Insurance, 6) Marketing and branding, 7) Other essential startup costs. For each category, list specific items needed and estimated cost ranges in Euros based on Finnish market prices." - Use the AI-generated list to create a detailed Excel spreadsheet and calculate your total estimated startup investment.

Assignment 2: Competitor Analysis Assistant Use AI to help you analyze beauty salon competitors in your target area. - Tool suggestion: ChatGPT or Claude - Prompt to try: "I need to conduct a competitor analysis for my beauty salon business plan. Please create a framework for analyzing 5 competing beauty salons in Espoo, Finland. Include: 1) What specific information I should collect about each competitor, 2) How to evaluate their strengths and weaknesses, 3) Methods for researching their pricing and services, 4) How to identify gaps in the market I could fill, 5) A template for organizing this information in a structured way." - Use the framework to research 2-3 actual competitors in your area and document your findings.

Running a Business

Assignment 1: Beauty Salon Scheduling System Selector Use AI to help you evaluate and select the best appointment scheduling system for your beauty salon. - Tool suggestion: ChatGPT - Prompt to try: "I'm opening a small beauty salon in Finland and need to select an appointment scheduling system. Please help me: 1) Identify 5 popular scheduling systems suitable for beauty salons, 2) List the key features I should look for, 3) Compare the pros and cons of each system, 4) Consider factors like ease of use, cost, language options (Finnish/English/Arabic support), online booking capabilities, and integration with payment systems. My salon will initially have 1-2 service providers, and I need a system that's easy to use with basic computer skills." - Document the AI's recommendations and your decision process for selecting the best system for your needs.

Assignment 2: Work-Life Balance Planner Use AI to help you create a realistic schedule that balances running your beauty salon with childcare responsibilities. - Tool suggestion: ChatGPT or Claude - Prompt to try: "I'm a mother planning to open a beauty salon in Espoo, Finland. I need to create a weekly schedule that balances business operations with childcare responsibilities. Please help me design a realistic weekly schedule considering: 1) Optimal business hours for a beauty salon in Finland, 2) Childcare arrangements and family time, 3) Administrative tasks and business management, 4) Personal time for rest and self-care. Assume I have school-aged children and limited family support. Suggest creative solutions for managing busy periods and unexpected situations." - Refine the AI's suggestions into a practical weekly schedule template you could actually follow.

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: 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/

4: Understanding Generative AI Basics - Introduction to Generative AI: A free course on Coursera by Google Cloud, published in 2023, covering what generative AI is, how it's used, and Google tools for development. Suitable for beginners with a 1-hour duration.
https://www.coursera.org/learn/introduction-to-generative-ai

5: 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/

6: 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

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