

Smart learning plan (onboarding)

Dear Anil,

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 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 Objectives

- Understand the basic principles and capabilities of generative AI tools relevant to business planning
- Learn effective prompt engineering techniques to get useful business insights for your food delivery/retail concept
- Develop skills to use AI for market research specific to immigrant communities in Finland
- Master using AI tools to generate and refine business content in multiple languages (English, Hindi, and basic Finnish)

Running a Business Objectives

- Identify and understand the key operational components of a food delivery/retail business

- Learn how to create efficient operational workflows for inventory, delivery, and customer service
- Develop skills to manage finances and budgeting for a small ethnic food business
- Understand regulatory requirements for food businesses in Finland, with focus on immigrant entrepreneurs

3. Your study plan

Generative AI Skills

Step 1: Foundation Building - Complete the first 3 lessons from "Generative AI for Beginners" GitHub repository - Take the "Introduction to Generative AI" course on Google Cloud Skills Boost - Create accounts on ChatGPT and Google Gemini (both have free versions)

Step 2: Basic AI Interaction - Practice basic prompting with ChatGPT by asking questions about food businesses - Experiment with different ways to phrase your questions to get better responses - Document which phrasings get you the most useful information

Step 3: Business-Specific AI Applications - Use AI to research successful ethnic food businesses in Nordic countries - Practice generating business descriptions for your food delivery concept - Ask AI to help identify potential challenges for immigrant entrepreneurs in Finland

Step 4: Advanced AI Techniques - Learn how to use AI for multilingual content (generating content in English that could be translated to Hindi) - Practice using AI to analyze market data about immigrant communities in Finland - Experiment with AI-generated visual concepts for your business branding

Running a Business

Step 1: Business Fundamentals - Review SBA.gov resources on small business management basics - Use AI to summarize key points from these resources relevant to food businesses - Research specific requirements for food businesses in Finland

Step 2: Operational Planning - Study case studies of small food delivery businesses - Identify and list all operational processes needed for your business - Use AI to help create operational flowcharts for your business concept

Step 3: Financial Management - Learn basics of small business accounting and financial planning - Practice creating a simple budget for your food business startup - Use AI to help identify potential costs you might have overlooked

Step 4: Regulatory Compliance - Research Finnish regulations for food businesses - Identify permits and licenses needed for your specific business concept - Use AI to help understand complex

regulatory language and requirements

4. Extra assignments

Generative AI Skills Assignments

Assignment 1: Menu Development Assistant Create an AI-powered menu development tool for your ethnic food business. Use ChatGPT or Google Gemini to generate a diverse menu of authentic dishes from your chosen cuisine, complete with descriptions that would appeal to Finnish customers. Document the prompts you used and how you refined them to get the best results.

Assignment 2: Multilingual Customer Service Bot Design a simple customer service chatbot that can handle basic questions in both English and Finnish. Use a generative AI tool to create responses to common questions (like "What are your hours?" or "Do you deliver to my area?"). Document how you prompted the AI to create natural-sounding responses in both languages and how you would implement this in your business.

Running a Business Assignments

Assignment 1: Operational Challenge Solver Identify three potential operational challenges for your food delivery business (e.g., food staying warm during delivery, managing peak order times, etc.). Use a generative AI tool to brainstorm innovative solutions to each challenge. Document which AI tool you used, the prompts you created, and how you evaluated the suggestions to find the most practical solutions.

Assignment 2: Financial Scenario Planner Use generative AI to help create three different financial scenarios for your business: optimistic, realistic, and pessimistic. Ask the AI to help you identify key variables that could affect your business (like seasonal changes, competition, or economic factors). Document how you prompted the AI to consider factors specific to immigrant-focused businesses in Finland and how the different scenarios would affect your business decisions.

5. Additional online materials

1: 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>

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: Running a Business – My Own Business Institute Courses: Free, self-paced courses on starting, managing, and growing a business with practical exercises and quizzes.

<https://www.scu.edu/mobi/>

4: 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>

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 Success - AI in Digital Marketing: A free course by Great Learning from 2024 focusing on AI in digital marketing. Lasts about 8 hours with certificates, covering customer insights and strategies, beginner level.

<https://www.mygreatlearning.com/academy/learn-for-free/courses/ai-in-digital-marketing>

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