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

- Understand the basic concepts and capabilities of generative AI tools
- Learn how to write effective prompts to get useful business information
- Apply AI tools to generate content for your ethnic food business idea
- Identify which AI tools are most suitable for different business planning tasks

Running a Business

- Understand the key operational components of a food delivery/retail business
- Learn how to manage basic financial aspects of a small business
- Identify legal and regulatory requirements for food businesses in Finland
- Develop strategies for efficient inventory and supply chain management

3. Your study plan

Generative AI Skills

Introduction to AI Tools

- Complete the first 3 modules of "Generative AI for Beginners" on GitHub
- Take notes on the different types of AI tools and their business applications

Getting Started with ChatGPT

- Create a free account on ChatGPT
- Complete the built-in tutorial to understand the interface
- Practice asking 5-10 simple questions about business planning

Prompt Engineering Basics

- Study prompt engineering techniques from the learning resources
- Create a list of 10 effective prompts related to food business planning
- Test these prompts and refine them based on the results

Practical AI Applications

- Use AI to generate a simple business description for your food business idea
- Ask AI to help identify potential challenges in the Finnish market
- Generate a list of questions to research about your target customers

Running a Business

Business Fundamentals

- Review SBA.gov resources on business operations
- Make a list of all operational components needed for a food delivery business
- Use AI to help explain unfamiliar business concepts

Financial Basics

- Study resources on basic business financial management
- Create a simple spreadsheet listing potential startup costs for your business
- Research pricing strategies for food businesses in Finland

Legal and Regulatory Research

- Research Finnish regulations for food businesses
- Make a checklist of permits and licenses needed
- Use AI to help understand complex regulatory language

Operational Planning

- Study case studies of successful small food businesses
- Identify 3-5 key operational processes critical for your business idea
- Create a basic operational flowchart for your business

4. Extra assignments

Generative AI Skills

Menu Creator

- Use ChatGPT or another AI tool to help create a sample menu for your ethnic food business
- Experiment with different prompts to get varied menu suggestions
- Example prompt: "I'm planning to open an Indian food delivery service in Helsinki, Finland. Please help me create a menu that includes 5 appetizers, 5 main dishes, and 3 desserts that would appeal to both Finnish locals and the immigrant community. For each item, include a brief description."
- Document which AI tool you used and how you refined your prompts to get better results

Competitor Analysis Assistant

- Use AI to help analyze existing food delivery services in your area
- Example prompt: "I need to analyze competitors for my ethnic food delivery business in Finland. Please create a template with categories I should research about each competitor, including their strengths, weaknesses, pricing strategy, and customer reviews. Then, suggest 5 questions I should answer about each competitor."
- Try the same prompt with different AI tools and compare the results
- Document which tool gave you the most useful information and why

Running a Business

Business Model Canvas Creator

- Use AI to help you create a simple Business Model Canvas for your food business
- Example prompt: "I'm planning to start an Indian food delivery service in Finland targeting the immigrant community. Please help me fill out a Business Model Canvas. For each section,

provide 3-4 bullet points specific to my business idea and explain why they're important."
- Document how you modified the AI suggestions based on your own knowledge and research
- Share which parts of the canvas were most challenging to complete

Daily Operations Simulator

- Use AI to simulate a day in the life of running your food business
- Example prompt: "Please simulate a typical day running an ethnic food delivery business in Finland. Include potential challenges that might arise, from morning preparation to evening closing. For each part of the day, suggest one efficiency tip that could save time or money."
- Based on the AI response, create a simple daily checklist for your business
- Document what surprised you about the AI's suggestions and what additional questions this exercise raised

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: Running a Business – Learn with Start Up Loans: A collection of free short courses covering essential topics in running a small business, including digital skills and bookkeeping.
https://www.open.edu/openlearn/startuploans

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: 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.