

# Smart learning plan (training)

Dear Miguel,

This plan is designed to support your learning during the training period.

## 1. Learning objectives

### Module 1: Understanding AI basics

- Develop foundational AI knowledge to help you overcome language barriers and cultural differences when researching the Finnish café market
- Learn to use AI translation tools to navigate Finnish business regulations and resources for your fusion café concept
- Master basic prompt techniques to generate ideas that blend Brazilian flavors with Finnish ingredients

### Module 2: AI for Business Planning

- Use AI tools to analyze the Finnish café and restaurant market, identifying gaps where your Brazilian-Finnish fusion concept could thrive
- Create detailed customer personas for your target audience in Finland, understanding their preferences and willingness to try fusion cuisine
- Develop a preliminary business plan for your café that addresses the unique challenges of being an immigrant entrepreneur

### Module 3: Business Prompting Workshop

- Learn to create compelling visual content that effectively communicates your Brazilian-Finnish fusion café concept to potential Finnish customers and investors
- Develop a custom GPT assistant that can help you navigate Finnish business regulations and translate industry-specific terminology
- Create a pitch deck that highlights your unique cultural background as a competitive advantage in the Finnish food market

### Module 4: AI for Business Success

- Design a marketing strategy that introduces Finnish customers to Brazilian flavors and culture through your café concept
- Develop AI-powered customer service solutions that can overcome potential language barriers in your café

- Create a roadmap for scaling your fusion café concept from a small startup to a sustainable business in Finland

## **2. Your tailored learning plan**

### **For Module 1: Understanding AI basics**

1. Start by exploring free AI translation tools (Google Translate, DeepL) to help you navigate Finnish business resources
2. Practice using ChatGPT to explain Brazilian culinary concepts in terms Finnish people would understand
3. Compare different AI image generators to visualize your fusion café concept and menu items
4. Learn basic prompt structures to get consistent, useful information about the Finnish café industry
5. Create a simple system to organize and save effective prompts and AI-generated information about your business idea

### **For Module 2: AI for Business Planning**

1. Use AI tools to conduct a PESTEL analysis specifically for immigrant entrepreneurs in the Finnish food industry
2. Research successful fusion restaurants in Finland, identifying patterns and opportunities
3. Create 3-5 detailed customer personas representing different segments of your potential market
4. Map the typical customer journey in Finnish cafés, noting cultural differences from Brazil
5. Draft the first version of your business plan, focusing on how your Brazilian background creates a unique value proposition

### **For Module 3: Business Prompting Workshop**

1. Learn to use Canva with AI assistance to create visual materials for your café concept
2. Practice creating structured prompts that generate industry-specific information about Finnish food regulations
3. Develop a custom GPT that can help you translate menu items and explain Brazilian culinary concepts to Finnish customers
4. Create a simple pitch deck that tells your personal story and business vision
5. Test your materials with fellow students to ensure they effectively communicate across cultural differences

### **For Module 4: AI for Business Success**

1. Design a social media strategy that educates Finnish customers about Brazilian cuisine

2. Create sample marketing materials that highlight the unique fusion elements of your café
3. Develop simple AI-powered tools (like a menu translator or recommendation system) to enhance customer experience
4. Research potential Finnish partners or mentors in the food industry who could support your business
5. Finalize your business plan with a realistic timeline and resource requirements for launching your café

### 3. Extra Assignments

#### Assignment for Module 1

**Brazilian-Finnish Menu Generator** Create a prototype menu for your fusion café using AI tools. Use ChatGPT to generate 5-10 innovative food/drink items that combine Brazilian ingredients with Finnish flavors. Then use an image generation tool to visualize at least 3 of these items. Document which prompts worked best for generating culturally authentic fusion ideas and which AI tools produced the most appealing visual results.

#### Assignment for Module 2

**Competitor Analysis Dashboard** Use AI tools to research 3-5 existing cafés or restaurants in your target location in Finland. Create a simple comparison dashboard showing their offerings, prices, unique selling points, and customer reviews. Include a section analyzing the gap in the market for Brazilian-Finnish fusion. Document which AI tools and prompts you used to gather this competitive intelligence and how you verified the information's accuracy.

#### Assignment for Module 3

**Cultural Bridge Pitch** Create a 5-slide pitch presentation explaining a Brazilian culinary concept or ingredient to Finnish customers. Use AI tools to help with translation, cultural adaptation, and visual design. Your pitch should make the unfamiliar appealing to Finnish tastes while maintaining authenticity. Include one slide specifically addressing potential cultural misunderstandings and how you'll overcome them. Document which AI tools you used for translation, cultural insights, and design.

#### Assignment for Module 4

**AI Customer Service Prototype** Design a simple AI-powered customer service solution for your café that addresses language barriers. This could be a multilingual chatbot for taking orders, a translation tool for your menu, or an AI assistant that explains Brazilian ingredients. Create a prototype or mockup of how this would work in practice. Document which AI tools you would

implement, what prompts or training they would need, and how this enhances the customer experience in your café.

## 4. Tips

**Leverage your unique perspective:** Your experience as both a Brazilian and someone new to Finland gives you a fresh perspective on the Finnish café scene. Use AI tools to help you articulate these unique insights when others might not see them.

**Start small and specific:** Rather than trying to learn everything about AI and entrepreneurship at once, focus on mastering one tool or technique that directly helps with your fusion café concept. For example, become expert at using AI to create and translate menu descriptions before moving on.

**Build a bilingual resource library:** Use AI to help you create a personal knowledge base of business terms, regulations, and industry information in both Finnish and Portuguese/English. This will become an invaluable resource as your business grows.

**Connect with other immigrant entrepreneurs:** Use the networking opportunities in this course to meet others who have successfully navigated the challenges you're facing. AI can help you prepare questions and translate conversations, but human connections will be invaluable.

**Embrace iterative learning:** As a barista, you know that perfecting a recipe takes practice. The same applies to using AI and developing your business plan. Don't be afraid to try, get feedback, and improve in small steps.

**Use your service experience:** Your background in customer service is a valuable asset. Use AI tools to help you translate this experience into the Finnish context, identifying both similarities and cultural differences in customer expectations.

We hope you have a fruitful learning period. If you have any questions, please contact teachers.