

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 fundamental AI literacy to overcome language and cultural barriers in the Finnish café market
- Learn to use basic AI tools to research fusion café concepts combining Brazilian and Finnish elements
- Understand how to use AI translation and language tools to navigate Finnish business resources

Module 2: AI for Business Planning

- Use AI tools to develop and refine your Brazilian-Finnish fusion café concept
- Analyze the Finnish café and specialty food market to identify gaps for Brazilian-inspired offerings
- Create detailed customer personas for your target market in Finland, considering both locals and international residents

Module 3: Business Prompting Workshop

- Develop skills to create compelling marketing materials that highlight your unique Brazilian-Finnish fusion concept
- Learn to use AI tools to navigate Finnish business regulations and requirements for food service businesses
- Create a custom AI assistant that can help with recipe development and menu planning for your fusion café

Module 4: AI for Business Success

- Design a marketing strategy that effectively communicates your Brazilian café concept to Finnish customers
- Develop a customer service approach that bridges cultural differences and creates a welcoming environment
- Use AI to identify potential partnerships with local Finnish suppliers and Brazilian specialty importers

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start with simple AI tools like Google Translate to help bridge language gaps when researching Finnish café regulations
2. Practice using ChatGPT to ask basic questions about the Finnish café market and customer preferences
3. Learn to use image generation tools (like DALL-E) to visualize your café concept and Brazilian-Finnish fusion food ideas
4. Experiment with voice-to-text tools to help with language learning and communication in Finnish
5. Create a collection of AI tools specifically helpful for immigrant entrepreneurs in the food industry

For Module 2: AI for Business Planning

1. Use AI to research successful fusion food concepts in Nordic countries
2. Conduct a PESTEL analysis focused specifically on the Finnish café industry and how Brazilian elements might fit
3. Create 3-5 detailed customer personas representing different segments of your potential market in Finland
4. Map the customer journey from discovery to loyalty for your fusion café concept
5. Draft an initial business plan outline that addresses the unique challenges and opportunities of being a Brazilian entrepreneur in Finland

For Module 3: Business Prompting Workshop

1. Learn to write effective prompts that help you understand Finnish food regulations and licensing requirements
2. Practice creating bilingual (Finnish/English) marketing materials using AI tools
3. Develop a system for validating AI-generated information about the Finnish market
4. Create a custom GPT focused on Brazilian-Finnish fusion cuisine and café management
5. Use AI to help draft a pitch presentation that effectively communicates your unique value proposition

For Module 4: AI for Business Success

1. Develop a marketing campaign that introduces Brazilian café culture to Finnish customers
2. Create AI-powered customer service scripts that address cultural differences and language barriers
3. Use AI tools to identify potential Finnish suppliers and Brazilian importers for key ingredients

4. Develop a social media strategy that showcases your unique cultural background as a business advantage
5. Create future scenarios for expanding your café concept based on different market responses

3. Extra Assignments

Assignment for Module 1

Brazilian-Finnish Menu Explorer * Use ChatGPT and DALL-E to create 3 fusion food or drink concepts that combine Brazilian ingredients with Finnish flavors * For each concept, generate a description, potential recipe, and visual representation * Document which AI tools you used, what prompts were most effective, and how you refined your approach to get better results

Assignment for Module 2

Café Location Analyzer * Use AI tools to analyze 3 potential neighborhoods in your city for your fusion café * For each location, generate a mini market analysis including demographic information, competition, and foot traffic * Create a simple comparison table showing the pros and cons of each location * Explain which AI tools you used and how you verified the information provided

Assignment for Module 3

Cultural Bridge Builder * Create a custom GPT that helps explain Brazilian café culture and food traditions to Finnish customers * Test your GPT by asking it to generate explanations for 5 Brazilian food items or café traditions * Design a simple menu insert or table card that uses this information to educate customers * Document how you built the GPT, what knowledge base you provided, and how you refined its responses

Assignment for Module 4

Seasonal Campaign Creator * Use AI tools to design a marketing campaign for your café that aligns Brazilian traditions with Finnish seasonal events * Create sample social media posts, a promotional offer, and a special menu item for this campaign * Generate images that visually represent the fusion of Brazilian and Finnish elements * Document your process, including which AI tools you used, how you structured your prompts, and how you adapted the AI suggestions to match your vision

4. Tips

Start with your strengths: Your experience as a barista gives you valuable insights into the café industry. Use AI tools to build on this knowledge rather than starting from scratch.

Bridge the language gap: Use AI translation tools daily to improve your Finnish skills while learning business terminology. This will help you navigate local regulations and connect with Finnish customers.

Leverage your cultural background: Your Brazilian heritage is a unique selling point in Finland. Use AI to help you articulate what makes Brazilian café culture special and how it can complement Finnish traditions.

Build a support network: Use AI tools to identify local entrepreneur groups, especially those supporting immigrant business owners. Connecting with others who have successfully navigated similar challenges will be invaluable.

Start small and iterate: Consider beginning with a pop-up café or food stall to test your concept before investing in a permanent location. Use AI to help you plan and analyze these smaller experiments.

Document your journey: Keep a learning log of your progress, challenges, and insights. This will not only help your learning but could become valuable content for marketing your business story later.

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