

Smart learning plan (training)

Dear Oksana,

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

1. Learning objectives

Module 1: Understanding AI basics

- Identify and experiment with AI tools specifically useful for fashion e-commerce businesses, focusing on handmade accessories marketing and design
- Learn how to use AI to overcome language barriers when targeting Estonian and international customers
- Master basic prompt design to generate compelling product descriptions and social media content for your handmade accessories

Module 2: AI for Business Planning

- Develop a comprehensive market analysis for handmade fashion accessories in Estonia and potential international markets using AI tools
- Create detailed customer personas for your target audience in the handmade accessories market
- Draft the first version of your e-commerce business plan with specific focus on funding options for young immigrant entrepreneurs

Module 3: Business Prompting Workshop

- Design a compelling pitch deck for your handmade accessories business that highlights your unique selling proposition
- Create a custom GPT specialized in fashion trends, pricing strategies, and e-commerce optimization for handmade accessories
- Learn to validate AI-generated business advice for the Estonian market context

Module 4: AI for Business Success

- Develop a comprehensive social media marketing strategy leveraging Instagram and TikTok for your handmade accessories
- Create an AI-powered customer service system that can handle inquiries in multiple languages
- Use AI to identify potential partnerships with local Estonian fashion retailers and international e-commerce platforms

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Explore and compare at least 3 AI image generation tools (like DALL-E, Midjourney, Stable Diffusion) to create product mockups and marketing visuals for your accessories
2. Test AI translation tools to create multilingual product descriptions (Ukrainian, English, Estonian)
3. Practice writing effective prompts to generate compelling product descriptions that highlight the unique aspects of handmade accessories
4. Research ethical considerations around using AI-generated images for marketing handmade products

For Module 2: AI for Business Planning

1. Use AI tools to conduct a PESTEL analysis of the Estonian fashion accessories market, with special attention to opportunities for immigrant entrepreneurs
2. Analyze at least 3 successful e-commerce businesses selling handmade accessories to identify best practices
3. Create 3-5 detailed customer personas representing different segments of your target market
4. Map the customer journey from discovery to purchase for each persona
5. Use the Custom GPT to draft sections of your business plan, focusing on startup costs, pricing strategy, and marketing approach

For Module 3: Business Prompting Workshop

1. Study successful pitch decks from fashion and e-commerce startups
2. Use AI tools to create a visually appealing pitch deck for potential investors or partners
3. Experiment with different prompt structures to get the most accurate information about Estonian business regulations for e-commerce
4. Develop a custom GPT with knowledge about fashion trends, handmade product pricing, and e-commerce best practices
5. Compare information from different AI sources about starting a business as a non-Estonian resident

For Module 4: AI for Business Success

1. Use AI to analyze successful social media campaigns in the handmade accessories market
2. Create a content calendar for Instagram and TikTok with AI-generated content ideas
3. Design simple AI-powered customer service responses for common questions
4. Research and identify potential local and international partnerships using AI tools

5. Use AI to forecast fashion trends for the upcoming seasons to inform your product development

3. Extra Assignments

Assignment for Module 1

Fashion Trend Analyzer: Use at least two different AI tools to research current fashion accessory trends. Create a visual comparison of the results, showing how different AI tools interpret "trending handmade accessories 2024." Document the prompts you used, the tools you chose, and analyze which provided the most useful information for your specific business idea.

Assignment for Module 2

Competitor Advantage Finder: Use AI to analyze 3 successful handmade accessory businesses on platforms like Etsy or Instagram. Ask the AI to identify their unique selling propositions, pricing strategies, and customer engagement tactics. Then, have the AI suggest how your business could differentiate itself in the market. Document your prompts, the AI tools used, and create a one-page summary of your competitive advantage strategy.

Assignment for Module 3

Multilingual Product Storyteller: Create a custom GPT that can generate compelling product stories for your handmade accessories in multiple languages (English, Estonian, Ukrainian). The stories should highlight the craftsmanship, materials, and inspiration behind your pieces. Test your custom GPT with 3 different product examples and evaluate how well it captures your brand voice across languages. Document your system prompt design and knowledge base creation process.

Assignment for Module 4

Social Media Content Generator: Use AI to create a month's worth of social media content for your handmade accessories business. Include 10 post ideas for Instagram and 5 for TikTok, complete with captions, hashtag suggestions, and content themes. The content should showcase your unique style while appealing to your target customer personas. Document which AI tools you used, your prompts, and how you refined the AI outputs to match your brand voice.

4. Tips

Leverage your bilingual advantage: Use your fluency in multiple languages to create content that reaches both local Estonian customers and the broader international market. AI can help you refine messaging for different cultural contexts.

Start small but think big: Begin by selling a limited collection of your strongest designs to test the market, using AI to identify which products have the most potential. This approach minimizes initial investment while providing valuable market data.

Document your creative process: Customers who buy handmade items value the story and craftsmanship. Use AI to help craft compelling narratives about your creative process, but maintain your authentic voice and personal connection to your work.

Connect with the Ukrainian diaspora: Use AI to identify communities of Ukrainians in Estonia and nearby countries who might become your first loyal customers and brand ambassadors. Cultural connection can be a powerful marketing tool.

Balance AI efficiency with handmade authenticity: While AI can streamline many aspects of your business, remember that customers value the human touch in handmade products. Be transparent about which parts of your business use AI and which showcase your personal craftsmanship.

Use your youth as an advantage: As a young entrepreneur, you bring fresh perspectives to traditional crafts. Use AI to help you identify innovative ways to blend traditional handmade techniques with modern aesthetics and marketing approaches that appeal to your generation.

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