

Smart learning plan (training)

Dear Sophia,

These recommendations are designed to support your preparation for module 2.

Learning objectives

- **Clarify and Define Your Business Idea:** Utilize AI tools to refine your AI-powered analytics platform concept, ensuring it aligns with European market needs and compliance requirements.
- **Conduct Competitor and Market Analysis:** Leverage AI for a comprehensive analysis of competitors in the European SME sector, identifying unique opportunities and challenges specific to your business model.
- **Create Customer Personas and Map Customer Journeys:** Develop detailed customer personas for your target market in Europe, using AI to map their journeys and enhance decision-making processes.
- **Analyze Customer Insights:** Use AI-powered methods to gather and analyze customer insights, focusing on privacy, GDPR compliance, and sustainability metrics relevant to your platform.

Assignments

Business Idea Refinement:

- **Assignment:** Use a generative AI tool (like ChatGPT) to brainstorm and refine your business idea. Create a prompt that asks the AI to suggest features and functionalities that would appeal to European SMEs. Document the process and the AI's suggestions.

Market Analysis:

- **Assignment:** Conduct a PESTEL analysis of the European market using AI tools. Use a generative AI model to gather data on political, economic, social, technological, environmental, and legal factors affecting your industry. Summarize your findings and reflect on how they impact your business strategy.

Customer Personas and Journeys:

- **Assignment:** Create at least three customer personas for your target audience in Europe using AI tools. Then, map out their customer journeys with the help of AI, identifying key touchpoints and pain points. Present your personas and journeys in a visually engaging format.

Customer Insights Analysis:

- **Assignment:** Utilize AI to analyze customer feedback or survey data related to your business idea. Generate insights on customer preferences and behaviors, focusing on GDPR compliance. Write a brief report on your findings and how they will influence your business plan.

We hope these recommendations will help you prepare for module 2. If you have any questions, please contact teachers.