

Smart learning plan (onboarding)

Dear Miguel,

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 Market Analysis and Customer Understanding

To be able to perform market analysis and utilize customer understanding, you'll need some basic knowledge and training on them. Learning Resources: Explore materials on consumer behavior and look into introductory YouTube tutorials on market analysis. Practice Tip: Choose a product or service that you commonly use, define its usual customers and report how and why are they using the product. Also find out about the competition for that product. You can use generative AI to assist you.

3 Creating and Testing Business Ideas

To be able to create and test business Ideas perform market analysis and utilize customer understanding, you'll need some basic knowledge and training on them. Learning Resources: Udemy's "Business Idea Creation" course or articles on the Lean Startup method can be useful. Practice Tip: Develop and refine a simple business idea. Gather feedback from friends or online communities to start testing and iterating on the concept. You can use generative AI to assist you.

4 Making a Business Plan

To be able to make an effective business plan, you'll need some basic knowledge and training on them. Learning Resources: Try HubSpot's free "Business Plan Template" and review tutorials on creating business plans on LinkedIn Learning. Practice Tip: Draft a mini-business plan, focusing on basic sections such as vision, goals, target audience, and financial projections. You can use

generative AI to assist you.

5 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.

6 Branding and Marketing

To be able to start successfully marketing your business, products and services, you'll need some basic knowledge and training on marketing essentials. Learning Resources: Coursera's "Marketing in a Digital World" or free Google Ads and Facebook Blueprint courses are great starting points. Practice Tip: Develop a simple ad for a hypothetical product and run it on a small budget to understand basics in digital advertising. You can use generative AI to assist you.

7 Sales and Customer Service

To be able to start closing deals, make effective sales efforts and provide successful customer service, you'll need some basic knowledge and training on marketing essentials. Learning Resources: HubSpot Academy has free courses on sales fundamentals and customer service. Practice Tip: Practice a basic sales pitch or handle a mock customer inquiry to build confidence in communication and service skills. You can use generative AI to assist you.

8 Future-Thinking

To be able to anticipate trends, adapt to changes, and position your business for long-term success, you'll need some basic knowledge and training on strategic foresight and innovation management. Learning Resources: Check out Future Today Institute's annual Tech Trends Report and take courses on futures thinking on platforms like FutureLearn or edX. Practice Tip: Identify emerging trends in your industry and create possible future scenarios for your business over the next 3-5 years. You can use generative AI to assist you in researching trends and developing scenarios.

2. Learning objectives

Generative AI Skills

- Identify at least 3 different AI tools that can help with your Brazilian-Finnish fusion café concept
- Demonstrate basic prompt engineering techniques to get useful business information
- Explain the limitations and ethical considerations of using AI in business planning

Market Analysis and Customer Understanding

- Conduct a basic analysis of the café market in your local Finnish area
- Create detailed customer personas for your potential Brazilian-Finnish fusion café
- Identify key competitors and their strengths/weaknesses in the local food scene

Creating and Testing Business Ideas

- Generate 3-5 viable business concepts within the food and beverage industry
- Apply the Lean Startup methodology to test your Brazilian-Finnish fusion café concept
- Develop a minimum viable product (MVP) for your café concept

Making a Business Plan

- Outline all essential components of a business plan for a small café
- Create realistic financial projections for a startup café in Finland
- Identify key regulations and requirements for food businesses in Finland

Running a Business

- List the day-to-day operational requirements for a small café
- Develop a basic inventory management system for food ingredients
- Create a staffing plan appropriate for a small fusion café

Branding and Marketing

- Design a unique brand identity for your Brazilian-Finnish fusion concept
- Develop a basic marketing strategy targeting local Finnish customers
- Create sample social media content that highlights Brazilian-Finnish fusion cuisine

Sales and Customer Service

- Design a menu presentation that effectively sells fusion food concepts
- Develop customer service protocols that account for cultural differences
- Create strategies for handling customer feedback and complaints

Future-Thinking

- Identify emerging food and beverage trends in both Finnish and Brazilian markets
- Analyze how climate change might affect your café's supply chain
- Develop contingency plans for potential future business disruptions

3. Your study plan

Generative AI Skills

1. Complete the first 3 modules of "Generative AI for Beginners" on GitHub
2. Create a free account on ChatGPT and complete the built-in tutorial
3. Practice generating 10 different business-related prompts about cafés
4. Use AI to research Brazilian-Finnish fusion food possibilities
5. Learn to evaluate AI outputs by cross-checking information with reliable sources
6. Practice refining prompts when you don't get useful information initially

Market Analysis and Customer Understanding

1. Use AI to generate a list of market research questions for café businesses
2. Research café consumption habits in Finland using online resources
3. Visit 3-5 local cafés and observe their customers, offerings, and pricing
4. Interview 5-10 potential customers about their café preferences
5. Create a simple survey about fusion food interests and share with friends
6. Analyze the strengths and weaknesses of 3 successful cafés in your area

Creating and Testing Business Ideas

1. Brainstorm 10 unique Brazilian-Finnish fusion food or drink items
2. Create simple prototypes of 3 fusion recipes you could potentially serve
3. Conduct taste tests with friends or colleagues for feedback
4. Research the costs and availability of Brazilian ingredients in Finland
5. Identify potential locations for your café concept
6. Develop a simple business model canvas for your café idea

Making a Business Plan

1. Download and review HubSpot's business plan template
2. Research Finnish business registration requirements for food establishments
3. Calculate startup costs for a small café in your area
4. Develop a pricing strategy for your fusion menu items
5. Create a basic cash flow projection for the first year
6. Identify potential funding sources for your café concept

Running a Business

1. Research food safety regulations in Finland
2. Create a list of equipment needed for a small café
3. Develop a basic supplier list for both Brazilian and Finnish ingredients
4. Create sample work schedules for a small café operation
5. Research point-of-sale systems appropriate for small cafés
6. Develop a basic risk management plan for common café issues

Branding and Marketing

1. Create a mood board for your Brazilian-Finnish fusion café concept
2. Develop a unique name and tagline for your café
3. Design a simple logo using free tools like Canva
4. Create a basic marketing calendar for your first three months
5. Research effective social media strategies for local food businesses
6. Develop a loyalty program concept for repeat customers

Sales and Customer Service

1. Create a sample menu that effectively explains fusion concepts
2. Develop a 30-second pitch about what makes your café unique
3. Practice explaining unfamiliar Brazilian food concepts to Finnish customers
4. Create customer service scripts for common café scenarios
5. Develop strategies for upselling and cross-selling menu items
6. Research cultural differences in service expectations between Brazil and Finland

Future-Thinking

1. Research emerging food trends in both Finland and globally
2. Identify sustainable practices you could implement in your café
3. Analyze how technology is changing the café experience
4. Consider how remote work trends might affect café businesses
5. Research how seasonal changes affect café businesses in Finland
6. Develop three different scenarios for how your business might evolve over 5 years

4. Extra assignments

Generative AI Skills

Brazilian-Finnish Menu Creator: Use ChatGPT to generate 10 innovative fusion food ideas combining Brazilian and Finnish cuisines. Prompt the AI with specific ingredients from both cultures and ask for detailed recipes. Document which prompts worked best and how you refined them to get more creative and practical results.

Cultural Bridge Builder: Use DALL-E or Midjourney to create visual concepts for your café's interior design that blends Brazilian and Finnish aesthetic elements. Document your prompt engineering process, showing how you described cultural elements to the AI and how you refined your prompts to get better results.

Market Analysis and Customer Understanding

Competitor Analysis Assistant: Use ChatGPT to help you create a detailed competitor analysis template specifically for cafés in Finland. Then use this template to analyze 3 local cafés. Document how you prompted the AI to create relevant categories for analysis and how you verified the information it provided.

Customer Persona Developer: Use AI to help develop 3 detailed customer personas for your Brazilian-Finnish fusion café. Include demographic information, preferences, pain points, and potential objections. Document how you prompted the AI to consider cultural nuances and local Finnish market realities.

Creating and Testing Business Ideas

Fusion Food Validator: Create a survey using AI to test reactions to your Brazilian-Finnish fusion food concepts. Use ChatGPT to help you craft questions that will give you meaningful feedback. Document how you prompted the AI to create culturally sensitive and unbiased questions.

MVP Designer: Use AI to help you design a minimum viable product for testing your café concept—perhaps a pop-up event or food stall. Ask the AI to help you identify the essential elements needed and potential challenges. Document how you refined your prompts to get practical, actionable advice.

Making a Business Plan

Financial Forecaster: Use ChatGPT to help you create realistic financial projections for your café. Input local costs for rent, ingredients, and labor, and ask the AI to help you calculate potential revenue and expenses. Document how you verified the AI's calculations and assumptions.

Regulation Navigator: Use AI to help you understand Finnish food business regulations. Ask ChatGPT to explain key requirements in simple terms and create a checklist of permits and licenses needed. Document how you cross-checked this information with official sources.

Running a Business

Inventory System Creator: Use AI to help you design a simple inventory management system for your café that accounts for both local Finnish ingredients and imported Brazilian items. Document how you prompted the AI to consider shelf life, seasonal availability, and supplier management.

Crisis Manager: Use ChatGPT to help you develop response plans for common café crises (staff shortage, ingredient unavailability, equipment failure). Document how you prompted the AI to provide realistic solutions that would work in a Finnish context with limited resources.

Branding and Marketing

Cultural Storyteller: Use AI to help you craft compelling stories about the cultural significance of your fusion dishes. Create marketing copy that explains Brazilian food traditions to Finnish customers. Document how you prompted the AI to create authentic, respectful cultural narratives.

Social Media Calendar: Use ChatGPT to help you create a 30-day social media content calendar for launching your café. Include post ideas, hashtags, and engagement strategies. Document how you refined your prompts to get content ideas that would resonate with local Finnish audiences.

Sales and Customer Service

Language Bridge: Use AI translation tools to create a multilingual menu (Finnish, English, Portuguese) with cultural explanations of unfamiliar items. Document how you verified translations and refined prompts to get culturally accurate descriptions.

Service Script Generator: Use ChatGPT to help you create customer service scripts for explaining Brazilian coffee traditions to Finnish customers. Document how you prompted the AI to create conversational, educational content that enhances the customer experience.

Future-Thinking

Trend Forecaster: Use AI to research emerging food trends in Nordic countries and Brazil, then create a report on how these trends might converge in the next 2-3 years. Document how you

prompted the AI to identify reliable trend information and how you verified its predictions.

Climate Adaptation Planner: Use ChatGPT to help you understand how climate change might affect both Finnish and Brazilian food ingredients over the next decade. Create a sustainability plan for your café that addresses these challenges. Document how you prompted the AI to provide practical, actionable sustainability strategies.

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: Creating & Testing Business Ideas – How to Validate Business Ideas: A recorded webinar by Alex Osterwalder that demonstrates the process to validate business ideas using lean startup techniques.

<https://www.strategyzer.com/library/webinar-replay-how-to-validate-business-ideas>

3: 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>

4: Branding & Marketing – Inbound Marketing Certification: A free course with certification covering the fundamentals of inbound marketing, including content, SEO, social media, and email marketing.

<https://academy.hubspot.com/courses/inbound-marketing>

5: Understanding Generative AI Basics - Generative AI for Beginners: A free course by Great Learning with a certificate, covering AI fundamentals, machine learning, neural networks, deep learning, and generative AI applications. Lasts about 8 hours, suitable for beginners.

<https://www.mygreatlearning.com/academy/learn-for-free/courses/generative-ai-for-beginners>

6: 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/>

We are glad to have you onboard 😊 If you have any questions, please contact teachers.