Smart learning plan (onboarding)

Dear Sara,

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 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.

3 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.

2. Learning objectives

Generative AI Skills

- Understand how AI tools can specifically help beauty salon business planning and operations
- Learn to create effective prompts that generate useful beauty industry content and business insights

- Develop skills to evaluate and refine AI-generated content for accuracy and relevance
- Identify 3-5 specific AI tools that can help with your beauty salon business planning

Making a Business Plan

- Identify all essential components of a Finnish beauty salon business plan
- Learn how to conduct market research specific to the beauty industry in Espoo
- Develop skills to create realistic financial projections for a new salon
- Understand how to incorporate Finnish regulatory requirements into your business plan
- Learn to articulate your unique value proposition for both immigrant and local Finnish customers

Running a Business

- Understand the legal requirements for operating a beauty salon in Finland
- Learn basic financial management principles for small service businesses
- Identify efficient operational processes for beauty salons that accommodate work-life balance
- Understand customer relationship management in the Finnish beauty industry context
- Learn about inventory management and supplier relationships for beauty products

3. Your study plan

Generative AI Skills

Step 1: Create free accounts on ChatGPT and Google's Gemini (two user-friendly AI platforms for beginners)

Step 2: Complete the first 3 lessons of "Generative AI for Beginners" focusing on: - What is Generative AI? - How to interact with AI using prompts - How AI can assist with business tasks

Step 3: Practice basic prompting with beauty industry questions: - Ask about beauty trends in Finland - Request information about salon pricing strategies - Generate ideas for salon services that might appeal to both Finnish and immigrant customers

Step 4: Complete Google's "Introduction to Generative AI" course, focusing on understanding: - How AI generates content - Limitations of AI tools - How to verify AI-generated information

Step 5: Practice more advanced prompting techniques: - Create a customer survey for your potential salon - Generate a list of potential Finnish beauty suppliers - Ask for help analyzing beauty industry regulations

Making a Business Plan

Step 1: Download HubSpot's Business Plan Template and review its structure

Step 2: Research beauty salon business plans specifically: - Search for "beauty salon business plan examples" - Identify sections most relevant to your situation - Note differences between general business plans and salon-specific ones

Step 3: Begin drafting your business plan outline with these sections: - Executive Summary (vision for your salon) - Company Description (your background and unique approach) - Market Analysis (beauty industry in Espoo) - Service Offerings (specific services you'll provide) - Marketing Strategy (how you'll reach both immigrant and Finnish customers) - Financial Projections (startup costs and revenue estimates)

Step 4: Use AI tools to help research Finnish beauty industry regulations: - Licensing requirements for beauty professionals - Health and safety regulations for salons - Business registration procedures

Step 5: Create a first draft of your financial projections: - Startup costs (equipment, rent, permits) - Monthly operating expenses - Pricing strategy and revenue projections - Break-even analysis

Running a Business

Step 1: Research Finnish business structures and choose the appropriate one for your salon

Step 2: Study basic salon operations: - Appointment scheduling systems - Inventory management for beauty products - Staff management (if you plan to hire) - Daily operational procedures

Step 3: Learn about financial management for small businesses: - Basic accounting principles - Tax obligations in Finland - Payment processing options - Cash flow management

Step 4: Research customer service best practices for beauty salons: - Booking and confirmation procedures - Managing customer expectations - Handling feedback and complaints - Building customer loyalty

Step 5: Develop a work-life balance strategy: - Setting business hours compatible with childcare - Creating efficient workflows - Identifying tasks that can be automated - Planning for emergencies and backup support

4. Extra assignments

Generative AI Skills

Assignment 1: Beauty Salon Name Generator Use an AI tool like ChatGPT to brainstorm potential names for your beauty salon. Create a prompt that specifies: - Your target audience (both immigrant and Finnish customers) - The services you'll offer - The atmosphere you want to create - Any cultural

elements you want to incorporate

Document the prompt you used, the names generated, and how you refined your prompt to get better results.

Assignment 2: Competitor Analysis Assistant Use an AI tool to help analyze 3-5 beauty salons in Espoo: 1. First, gather basic information about these salons (services, prices, location) 2. Create a prompt asking the AI to help you identify strengths, weaknesses, and opportunities based on this information 3. Ask the AI to suggest ways your salon could differentiate itself

Document your process, the information you provided to the AI, and how useful the analysis was.

Making a Business Plan

Assignment 1: Financial Scenario Planning Use an AI tool to help create three different financial scenarios for your salon: 1. Conservative scenario (slower growth, fewer customers) 2. Realistic scenario (moderate growth) 3. Optimistic scenario (faster growth, more services)

Create prompts that ask the AI to help you identify key variables that might change across scenarios and how to plan for each. Document your prompts, the AI's responses, and your final scenarios.

Assignment 2: Unique Value Proposition Creator Use an AI tool to help craft your salon's unique value proposition: 1. Input information about your background, skills, and target customers 2. Ask the AI to generate several potential value propositions 3. Refine these with the AI until you have one that truly captures your vision

Document the prompts you used, how you refined them, and your final value proposition.

Running a Business

Assignment 1: Salon Workflow Designer Use an AI tool to help design efficient workflows for your salon: 1. List all the services you plan to offer 2. Ask the AI to help you organize these services efficiently (time required, equipment needed, etc.) 3. Request suggestions for how to schedule appointments to maximize efficiency while maintaining work-life balance

Document your process, the AI's suggestions, and your final workflow plan.

Assignment 2: Regulation Navigator Use an AI tool to help navigate Finnish beauty industry regulations: 1. Ask the AI to create a checklist of permits and licenses needed 2. Request information about health and safety requirements 3. Ask for guidance on how to ensure compliance

Then verify this information with official Finnish sources. Document the prompts you used, what information was accurate, what needed correction, and what you learned about using AI for

regulatory research.

5. Additional online materials

1: Market Analysis & Customer Understanding – Market Research and Competitive Analysis: An up-to-date guide on conducting market research and competitive analysis for your business.
https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis

2: 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

3: Running a Business – My Own Business Institute Courses: Free, self-paced courses on starting, managing, and growing a business with practical exercises and quizzes.
https://www.scu.edu/mobi/

4: Understanding Generative AI Basics - Introduction to Generative AI: A free course on Coursera by Google Cloud, published in 2023, covering what generative AI is, how it's used, and Google tools for development. Suitable for beginners with a 1-hour duration.
https://www.coursera.org/learn/introduction-to-generative-ai

5: 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/

6: AI for Business Success - AI in Digital Marketing: A free course by Great Learning from 2024 focusing on AI in digital marketing. Lasts about 8 hours with certificates, covering customer insights and strategies, beginner level.
https://www.mygreatlearning.com/academy/learn-for-free/courses/ai-in-digital-marketing

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