

# Smart learning plan (training)

Dear Miguel,

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

## 1. Learning objectives

**Master basic AI tools to overcome language barriers** - Learn to use AI translation and language tools to help you navigate Finnish business regulations and communicate effectively with potential customers and suppliers for your fusion café.

**Develop market analysis skills for the Finnish food industry** - Learn how to use AI to research the Finnish café market, identify gaps for Brazilian-Finnish fusion concepts, and understand local customer preferences and behaviors.

**Create a viable business concept for your Brazilian-Finnish fusion café** - Use AI tools to develop, test, and refine your business idea, including menu concepts, pricing strategies, and unique selling propositions.

**Build a digital marketing foundation for a multicultural business** - Learn how to use AI to create engaging content that bridges Brazilian and Finnish cultures, and develop strategies to attract both locals and international customers to your café.

## 2. Learning plan

### Phase 1: Building Your AI Foundation

- Start with basic AI tools like Google Translate and simple ChatGPT prompts to overcome language barriers
- Practice using AI to translate Finnish business regulations and requirements for food establishments
- Learn to use image generation tools to visualize your café concept and menu items
- Create a personal glossary of AI and business terms in both English and Portuguese

### Phase 2: Understanding the Finnish Market

- Use AI tools to research successful cafés in Finland, focusing on your local area
- Analyze customer reviews of existing cafés to identify unmet needs
- Create customer personas for your target audience using AI assistance

- Research Finnish food preferences and how they might pair with Brazilian flavors
- Identify seasonal trends and opportunities in the Finnish café market

### **Phase 3: Developing Your Business Concept**

- Use AI to brainstorm fusion menu items combining Brazilian and Finnish ingredients
- Create a business canvas for your café concept with AI guidance
- Develop a basic financial model including startup costs and pricing strategy
- Design a simple brand identity that communicates your fusion concept
- Create a mock menu and test it with AI feedback

### **Phase 4: Marketing and Customer Engagement**

- Learn to use AI to create multilingual content for social media
- Develop a simple marketing plan targeting both Finnish locals and international residents
- Create sample social media posts showcasing your unique fusion offerings
- Design a customer feedback system that works across language barriers
- Plan a launch strategy that leverages your unique cultural background

## **3. Assignments**

**AI Translation Challenge:** Use AI tools to translate a traditional Brazilian recipe into Finnish, then adapt it using locally available Finnish ingredients. Create a visual presentation of this fusion dish using AI image generation.

**Market Gap Finder:** Use AI to analyze 10 café reviews in your target neighborhood, identifying what customers love and what they feel is missing. Create a one-page report highlighting the opportunity for your Brazilian-Finnish fusion concept.

**Menu Prototype:** Create a sample menu for your fusion café using AI tools to help with design, translation, and creative food descriptions. Include at least 5 items that blend Brazilian and Finnish flavors.

**Cultural Bridge Builder:** Use AI to help you create 3 social media posts that explain Brazilian coffee culture to Finnish customers, highlighting how your café will create a unique experience that honors both traditions.

## **4. Your mini-project**

**"Café Fusion Concept Builder"**

This mini-project will help you develop a comprehensive concept for your Brazilian-Finnish fusion café:

Use AI tools to create a detailed business concept document including:

- Your café's unique value proposition
- Target customer segments
- Sample menu with pricing
- Basic startup budget
- Location criteria

Create a visual brand package with AI assistance:

- Name and logo concepts
- Interior design mood board
- Sample menu design
- Social media profile templates

Develop a simple market entry strategy:

- Identify potential locations
- Plan a soft launch approach
- Create a basic marketing calendar
- Design a customer feedback system

Prepare a 5-minute pitch presentation about your concept that you could present to potential partners or supporters.

## 5. Tips

**Leverage your dual cultural perspective:** Your Brazilian background is a unique advantage in the Finnish market. Use AI to help you articulate what makes your fusion concept special and authentic.

**Start small and build confidence:** Begin with simple AI tools and gradually expand your skills. Remember that even small steps forward are progress.

**Use visual tools to overcome language barriers:** When working with AI, use images and diagrams to communicate your ideas when language is challenging.

**Connect with both communities:** Use your training to build bridges between Brazilian expatriates and Finnish locals. Your café can become a cultural meeting point.

**Practice AI prompts in your native language:** You can often get better results by writing complex prompts in Portuguese and then translating the outputs to English or Finnish.

**Apply what you learn at your current barista job:** Test small concepts and observe customer reactions in your current workplace before launching your own business.

**Keep a learning journal:** Document your journey, challenges, and breakthroughs. This will be valuable when you're ready to launch your business.

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