

# Smart learning plan (training)

Dear Ivan,

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

## 1. Learning objectives

### Module 1: Understanding AI basics

- Evaluate and select appropriate AI tools that can enhance IT service delivery for small businesses, particularly in cybersecurity, cloud services, and custom software development.
- Develop effective prompt engineering skills to extract technical specifications and requirements from clients with limited IT knowledge.

### Module 2: AI for Business Planning

- Create a comprehensive market analysis of the Estonian small business IT services sector using AI tools to identify underserved niches and competitive advantages.
- Develop AI-assisted customer personas and journey maps for small businesses requiring IT solutions, with focus on cybersecurity and cloud migration needs.

### Module 3: Business Prompting Workshop

- Design industry-specific prompts that generate accurate technical documentation and proposals for IT services tailored to small business clients.
- Create a custom GPT specialized in translating complex IT concepts into simple explanations for non-technical small business owners.

### Module 4: AI for Business Success

- Develop an AI-powered marketing strategy that effectively communicates technical IT services to small business owners without technical backgrounds.
- Create an AI-assisted business continuity plan that leverages future-thinking to anticipate emerging IT needs and cybersecurity threats for small businesses.

## 2. Your tailored learning plan

### For Module 1: Understanding AI basics

1. Compare at least 3 different AI tools (e.g., ChatGPT, Claude, Bard) by asking each to explain cloud migration strategies for small businesses
2. Practice creating prompts that extract technical requirements from vague client descriptions
3. Experiment with multimodal prompting by uploading screenshots of IT systems and asking AI to identify security vulnerabilities
4. Research and document ethical considerations specific to using AI in IT service delivery (data privacy, security, transparency)
5. Create a simple framework for evaluating which IT tasks in your future business should be AI-assisted vs. human-performed

## **For Module 2: AI for Business Planning**

1. Use AI to conduct a PESTEL analysis of Estonia's IT service sector for small businesses
2. Generate detailed customer personas for different types of small businesses (retail, professional services, manufacturing) and their IT needs
3. Map the customer journey for a small business transitioning from no formal IT support to managed services
4. Analyze common pain points in IT service delivery using AI-generated insights from public reviews and forums
5. Draft the technical services section of your business plan using the Custom GPT, focusing on your cybersecurity and cloud offerings

## **For Module 3: Business Prompting Workshop**

1. Create a library of specialized prompts for generating different types of IT documentation (proposals, technical specifications, user guides)
2. Develop a system for validating AI-generated technical information against industry standards and best practices
3. Design a pitch deck that effectively communicates your technical services to non-technical business owners
4. Build a custom GPT with knowledge of Estonian business regulations and IT compliance requirements
5. Test your custom GPT against standard models to compare accuracy on IT service-specific questions

## **For Module 4: AI for Business Success**

1. Develop AI-generated content templates for different marketing channels (email, social media, website) that explain technical services in accessible language
2. Create an AI chatbot prototype that could handle initial client inquiries about IT services

3. Use AI tools to identify potential business partners in the Estonian tech ecosystem
4. Develop future scenarios for how small business IT needs might evolve in the next 3-5 years
5. Finalize your business plan with special attention to scaling strategies and service expansion opportunities

### 3. Extra Assignments

#### Assignment for Module 1

**IT Solution Matcher** Create an AI-powered tool that matches small business problems with appropriate IT solutions. Use at least two different AI models to generate recommendations for three common small business scenarios (e.g., data loss concerns, remote work transition, e-commerce setup). Compare the outputs, refine your prompts, and create a simple decision tree that could guide your future consultation process. Document the tools and prompts you used, and explain which AI provided the most practical recommendations.

#### Assignment for Module 2

**Competitive Edge Analyzer** Use AI to analyze 5-10 competitors in the Estonian IT services market. Create detailed prompts that extract information about their service offerings, pricing models, and customer reviews from their websites and social media. Then, use AI to identify at least three underserved niches or service gaps you could potentially fill with your business. Create a visual representation of your findings and include the prompts you used to extract and analyze this information.

#### Assignment for Module 3

**Technical Translator GPT** Develop a custom GPT specifically designed to translate complex IT terminology and concepts into simple, accessible language for non-technical small business owners. Include in its knowledge base common cybersecurity threats, cloud migration benefits, and software development processes. Test your GPT by having it explain 5 complex IT concepts, then refine its system prompt based on the results. Document your prompt engineering process and how you evaluated the effectiveness of the explanations.

#### Assignment for Module 4

**Predictive IT Needs Campaign** Create an AI-generated marketing campaign that educates small businesses about emerging IT threats or opportunities they may not be aware of yet. Use AI tools to identify trending cybersecurity concerns or technological shifts, then develop content that positions your future business as a forward-thinking solution provider. Include at least three different content pieces (social media post, email template, blog article) and explain which AI tools and prompts you

used to develop this predictive campaign.

## 4. Tips

**Leverage your technical expertise as a foundation:** Your background in software development gives you a significant advantage in understanding the technical aspects of AI tools. Use this knowledge to critically evaluate AI outputs rather than accepting them at face value, especially when generating technical content for your IT services business.

**Bridge the technical-business language gap:** Practice translating technical concepts into business benefits at every opportunity. This skill will be crucial both for your marketing materials and client interactions as you build your IT service firm.

**Build a dual-purpose portfolio during this course:** Create AI-generated outputs that can serve both as learning exercises and as actual materials for your future business (service descriptions, client education resources, marketing templates).

**Connect with Estonia's digital ecosystem:** Estonia's advanced digital infrastructure offers unique opportunities for IT service businesses. Use AI tools to research specific Estonian digital initiatives and regulations that might affect your target clients.

**Consider language localization in your business strategy:** Your language skills are valuable. Explore how AI tools can help you develop multilingual content (Estonian, English, Ukrainian, Russian) to serve diverse small businesses in Estonia and potentially expand to neighboring markets.

**Start small but think scalable:** Focus initial AI experiments on solving specific problems for a narrow client segment (e.g., cybersecurity for retail businesses), then use what you learn to develop scalable processes that can be applied across different client types.

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