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

- Understand the basic principles and capabilities of generative AI tools
- Learn how to craft effective prompts to get useful results for business planning
- Identify which AI tools are best suited for different entrepreneurial tasks

- Apply AI tools to overcome language barriers in business communication

Market Analysis and Customer Understanding

- Identify key components of market analysis for the food and beverage industry in Finland
- Understand how to research customer preferences and behaviors in a new cultural context
- Learn methods for analyzing competitors in the Finnish café market
- Apply basic market segmentation techniques to identify potential customers

Creating and Testing Business Ideas

- Develop a framework for evaluating the viability of your Brazilian-Finnish fusion café concept
- Learn how to create a minimum viable product (MVP) for food business concepts
- Understand methods for gathering and implementing customer feedback
- Identify low-cost ways to test business ideas with limited resources

Making a Business Plan

- Understand the essential components of a business plan for a small café
- Learn how to create realistic financial projections for a food service startup
- Identify key regulatory requirements for food businesses in Finland
- Develop skills to articulate your unique value proposition clearly

Running a Business

- Understand basic operational requirements for a small café business
- Learn fundamental inventory management for food service businesses
- Identify essential legal and regulatory compliance needs for food businesses in Finland
- Develop basic understanding of staff management in the hospitality industry

Branding and Marketing

- Create a unique brand identity that combines Brazilian and Finnish elements
- Learn cost-effective marketing strategies for small food businesses
- Understand how to use social media effectively for café promotion
- Develop skills to communicate your unique cultural offering to Finnish customers

Sales and Customer Service

- Learn effective customer service approaches in the Finnish cultural context
- Develop strategies to overcome language barriers in customer interactions

- Understand pricing strategies for specialty food and beverage items
- Learn techniques for encouraging repeat business and customer loyalty

Future-Thinking

- Identify emerging trends in the food and beverage industry
- Understand how to adapt your business to seasonal changes in Finland
- Learn methods for identifying potential risks and opportunities
- Develop skills to create adaptable business strategies

3. Your study plan

Generative AI Skills

STEP 1: Introduction to AI Tools - Complete Module 1 from "Generative AI for Beginners" (focus on chapters 1-3) - Watch the first two lessons of "Introduction to Generative AI" on Google Cloud Skills Boost - Create free accounts on ChatGPT and Google Gemini

STEP 2: Learning Basic Prompting - Complete Module 2 from "Generative AI for Beginners" (focus on effective prompting) - Practice creating 5 different prompts related to business planning - Document which prompts worked well and which didn't

STEP 3: AI for Language Assistance - Experiment with using AI to help translate business terms from Portuguese to Finnish - Practice using AI to simplify complex business concepts into easier English - Create a list of useful prompts for language assistance

STEP 4: AI for Business Research - Use AI tools to research café businesses in Finland - Practice asking AI to compare business practices in Brazil vs. Finland - Create a document of insights gained through AI research

Market Analysis and Customer Understanding

STEP 1: Understanding the Finnish Market - Watch 3 YouTube tutorials on basic market analysis - Use AI to research the café market in Finland (size, trends, popular chains) - Create notes on key differences between Brazilian and Finnish food preferences

STEP 2: Customer Research Methods - Study materials on consumer behavior basics - Use AI to help create a simple customer survey about café preferences - Identify 3-5 places where potential customers for your café concept might be found

STEP 3: Competitor Analysis - Visit 2-3 local cafés and observe their offerings, prices, and customers - Use AI to help create a competitor analysis template - Complete the template for each

café you visited

STEP 4: Market Segmentation - Research different customer segments in the Finnish café market - Identify which segments might be most interested in Brazilian-Finnish fusion - Create basic profiles of your 2-3 most promising customer segments

Creating and Testing Business Ideas

STEP 1: Business Idea Fundamentals - Read articles on the Lean Startup method - Use AI to help brainstorm 5-10 variations of your fusion café concept - Evaluate each idea based on your market research

STEP 2: Minimum Viable Product - Define what a minimum viable product would look like for your café (perhaps a pop-up or food stall) - Use AI to help create a simple one-page business concept - Identify the key assumptions your business idea makes that need testing

STEP 3: Feedback Collection - Create a simple presentation of your concept (with AI assistance) - Share your concept with 5-10 people (colleagues, friends, language course classmates) - Document all feedback systematically

STEP 4: Idea Refinement - Use the feedback to refine your business concept - Identify the most unique and valuable aspects of your idea - Create a revised concept that addresses concerns from feedback

Making a Business Plan

STEP 1: Business Plan Basics - Download HubSpot's free Business Plan Template - Watch 2-3 tutorials on creating business plans on LinkedIn Learning - Use AI to explain any complex business terms you don't understand

STEP 2: Vision and Value Proposition - Draft your business vision statement (with AI assistance if needed) - Create a clear value proposition for your fusion café - Define 3-5 core values for your business

STEP 3: Market and Operations Planning - Use your market research to complete the market analysis section - Outline basic operational requirements (location, equipment, supplies) - Research and document permits needed for food businesses in Finland

STEP 4: Financial Projections - Research typical startup costs for small cafés - Create a basic sales forecast based on reasonable assumptions - Develop a simple break-even analysis with AI assistance

Running a Business

STEP 1: Operational Fundamentals - Study SBA.gov resources on small business operations - Research specific operational requirements for cafés in Finland - Create a basic operational checklist for a café business

STEP 2: Inventory and Supply Management - Learn basics of food inventory management - Research potential suppliers for both Brazilian and Finnish ingredients - Create a simple inventory tracking system

STEP 3: Legal and Regulatory Requirements - Research food safety regulations in Finland - Identify all permits and licenses needed for a café business - Use AI to help create a compliance checklist

STEP 4: Staff and Management - Research employment laws in Finland - Create basic job descriptions for café positions - Develop a simple staff training outline

Branding and Marketing

STEP 1: Brand Development - Complete the free modules of Facebook Blueprint or Google Digital Garage - Create a mood board for your café brand (combining Brazilian and Finnish elements) - Draft a brand story that highlights your unique cultural background

STEP 2: Digital Marketing Basics - Learn the fundamentals of social media marketing for small businesses - Create sample social media profiles for your café concept - Develop a content calendar with 10 post ideas

STEP 3: Visual Identity - Use free design tools (like Canva) to create a simple logo - Develop a basic color scheme and typography for your brand - Create sample menu designs that reflect your brand

STEP 4: Marketing Strategy - Identify 3-5 low-cost marketing channels for your café - Create a simple marketing plan with timeline and budget - Develop a strategy for opening promotions

Sales and Customer Service

STEP 1: Customer Service Fundamentals - Complete HubSpot Academy's free customer service course - Research Finnish customer service expectations - Create a list of potential language barriers and solutions

STEP 2: Sales Techniques - Learn basics of suggestive selling for cafés - Develop a script for describing your unique menu items - Practice your pitch with friends or colleagues

STEP 3: Pricing Strategy - Research pricing at various cafés in your target area - Develop a pricing strategy for your menu items - Create a simple sales forecast based on your pricing

STEP 4: Customer Loyalty - Research customer loyalty programs for small cafés - Develop ideas for building repeat business - Create a plan for gathering and implementing customer feedback

Future-Thinking

STEP 1: Industry Trends - Read the latest Future Today Institute's Tech Trends Report (food section) - Research current trends in both Finnish and Brazilian café scenes - Identify 3-5 trends that could impact your business

STEP 2: Seasonal Planning - Research how Finnish seasons affect café businesses - Develop ideas for seasonal menu adaptations - Create a calendar of potential seasonal promotions

STEP 3: Risk Assessment - Identify potential risks to your business concept - Develop contingency plans for major risks - Use AI to help brainstorm potential market changes

STEP 4: Adaptability Planning - Research how other cafés have adapted to changes - Develop a framework for evaluating and implementing changes - Create a simple 3-year vision with potential pivot points

4. Extra assignments

Generative AI Skills

Assignment 1: Cultural Translation Assistant Create a "cheat sheet" of Finnish café and food terms with their Portuguese equivalents using an AI tool. Document which AI tool you used, what prompts you tried, and how you refined them to get accurate translations. Then test the translations with a Finnish speaker to see how accurate they are.

Assignment 2: Menu Idea Generator Use an AI tool to generate 10 creative fusion food or drink ideas combining Brazilian and Finnish ingredients. Document your prompt iterations, how you specified the cultural elements, and how you guided the AI to create realistic menu items. Select your top 3 ideas and use AI to help develop complete recipes.

Market Analysis and Customer Understanding

Assignment 1: AI-Powered Competitor Research Use an AI tool to help you analyze 3 successful cafés in your target neighborhood. Document how you prompted the AI to help identify their strengths, weaknesses, pricing strategies, and customer appeal. Create a visual comparison chart based on the analysis.

Assignment 2: Customer Persona Development Use AI to help create 3 detailed customer personas for your fusion café. Document how you prompted the AI to understand Finnish demographics, lifestyle patterns, and food preferences. For each persona, include age, occupation,

interests, pain points, and what would attract them to your café.

Creating and Testing Business Ideas

Assignment 1: Concept Validation Questionnaire Use AI to help create a 10-question survey to validate your café concept. Document how you prompted the AI to create culturally appropriate questions that will give you useful feedback. Then use AI to help analyze the responses from at least 5 people who complete your survey.

Assignment 2: Pop-up Café Simulation Use AI to help plan a hypothetical one-day pop-up version of your café. Document how you prompted the AI to help with menu planning, pricing, equipment needs, and marketing. Create a complete plan including budget, timeline, and expected outcomes.

Making a Business Plan

Assignment 1: Executive Summary Creator Use AI to help craft a compelling one-page executive summary of your café business plan. Document your prompting strategy, including how you provided information about your concept and how you refined the AI's output to match your voice and vision.

Assignment 2: Financial Projection Assistant Use AI to help create realistic financial projections for your first year of business. Document how you prompted the AI with assumptions about prices, customer volume, costs, and seasonal variations. Create a monthly cash flow projection and identify your break-even point.

Running a Business

Assignment 1: Operational Procedure Manual Use AI to help create a basic operational procedure manual for opening and closing your café. Document how you prompted the AI to include all necessary tasks, safety procedures, and quality checks. Create a final checklist that could be used by staff.

Assignment 2: Supplier Research Assistant Use AI to help identify potential suppliers for both Brazilian specialty ingredients and local Finnish products. Document how you prompted the AI to find realistic options, pricing information, and delivery terms. Create a supplier comparison chart with pros and cons of each option.

Branding and Marketing

Assignment 1: Brand Story Developer Use AI to help craft a compelling brand story that connects your Brazilian heritage with your new Finnish home. Document how you prompted the AI with personal details and cultural elements, and how you refined the output to create an authentic narrative that would resonate with customers.

Assignment 2: Social Media Campaign Creator Use AI to help design a 2-week social media campaign for your café launch. Document how you prompted the AI to create culturally relevant content ideas, hashtags, and posting schedules. Create 5 sample posts with images (you can use AI image generators or free stock photos).

Sales and Customer Service

Assignment 1: Multilingual Service Script Use AI to help create customer service scripts in English, Finnish, and Portuguese for common café interactions. Document how you prompted the AI to ensure cultural appropriateness and natural phrasing. Include scripts for greeting customers, explaining menu items, and handling complaints.

Assignment 2: Upselling Strategy Developer Use AI to help create ethical upselling strategies for your café. Document how you prompted the AI to suggest techniques that enhance customer experience rather than just increasing sales. Create a training guide with examples of how to suggest complementary items or upgrades.

Future-Thinking

Assignment 1: Trend Impact Analysis Use AI to help identify 5 emerging trends in the café industry and analyze how they might impact your business. Document how you prompted the AI to find relevant trends and assess their potential effects. Create a visual matrix showing each trend's likelihood and potential impact.

Assignment 2: Scenario Planning Exercise Use AI to help develop three possible future scenarios for your café (best case, worst case, and most likely case) at the 3-year mark. Document how you prompted the AI to consider economic, cultural, and industry factors. For each scenario, create a brief adaptation strategy.

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: AI Basics - Elements of AI: Offered as a free online course by the University of Helsinki and Reaktor, "Elements of AI" is designed for anyone wanting to understand the basics of AI. https://www.elementsofai.com/

6: 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

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