Smart learning plan (onboarding)

Dear Sophia,

Based on your survey responses, you already have a at least basic understanding of the core topics. This plan provides additional goals, exercises, and resources to help you improve further.

1. Advanced learning goals

Given your extensive entrepreneurial background and current focus on developing an AI-powered business analytics platform for European SMEs, your learning goals will focus on:

European AI Regulatory Framework Mastery: Develop comprehensive understanding of EU AI regulations, GDPR implications, and compliance requirements specific to AI-powered analytics platforms in the European market.

Localized AI Solution Design: Refine your ability to adapt AI analytics solutions to address the specific needs, cultural contexts, and digital maturity levels of Finnish and European SMEs, with particular emphasis on sustainability metrics and privacy-preserving analytics.

AI-Enhanced Market Positioning: Strengthen your capacity to use advanced AI tools to identify unique market opportunities, competitive advantages, and partnership potentials within the Finnish and broader European business ecosystem.

2. Your tailored study plan

European AI Regulatory Framework Mastery

- Research the EU AI Act and its implications for analytics platforms using generative AI tools to summarize key points relevant to your business
- Create a compliance checklist specifically for AI-powered analytics platforms operating in Europe
- Use AI tools to compare Canadian vs. European data protection regulations to identify key differences you'll need to address
- Develop a GDPR-compliant data processing framework for your platform with AI assistance

Localized AI Solution Design

- Use AI to analyze successful European SaaS platforms focusing on their localization strategies
- Create user personas for Finnish and broader European SME clients using AI-enhanced market research

- Develop a feature prioritization framework that addresses European-specific needs (sustainability reporting, multilingual support, etc.)
- Use AI to identify cultural differences in analytics dashboard preferences between North American and European users

AI-Enhanced Market Positioning

- Conduct an AI-assisted competitive analysis of existing analytics platforms in the European market
- Use AI tools to identify potential strategic partners in Finland's tech ecosystem
- Develop an AI-enhanced SWOT analysis for your platform specifically for the Finnish market
- Create a differentiation strategy highlighting your unique value proposition for European SMEs

3. Extra assignments

1. AI-Powered European Compliance Navigator

Create a custom GPT or prompt sequence that helps SaaS companies navigate European compliance requirements. The tool should be able to: - Identify relevant regulations based on specific business features - Generate compliance checklists tailored to AI analytics platforms - Suggest implementation approaches for meeting requirements

Document the prompts you used, how you refined them, and provide examples of the output. Reflect on how this tool could be incorporated into your platform as a value-added feature for clients.

2. Multilingual Analytics Experience Prototype

Use AI tools to design a prototype of how your analytics platform could present insights in multiple European languages while maintaining consistency in data visualization and insights.

Document which AI tools you used (translation APIs, design tools, etc.), your prompt strategies, and how you ensured cultural relevance across different markets. Include screenshots of the prototype and explain how this approach could scale across your platform.

3. Sustainability Metrics AI Analyzer

Develop an AI-assisted framework for incorporating sustainability metrics into business analytics for European SMEs. Use AI tools to: - Identify key sustainability KPIs relevant to different European industries - Create sample visualizations of sustainability data - Generate explanatory content that helps SMEs understand and act on sustainability insights

Document your process, the AI tools used, prompt strategies, and how this feature aligns with European business priorities compared to North American approaches.

4. Finnish Market Entry Simulation

Use AI tools to simulate different market entry strategies for your analytics platform in Finland. Create: - AI-generated personas of potential Finnish early adopters - Pricing strategy analysis based on local market conditions - Partnership opportunity map with existing Finnish tech companies

Document which AI tools you used, your prompt engineering approach, and how the insights differ from what you might have developed for a North American market.

4. 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: 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

3: The 21 Best Generative AI Tools in 2025: Zapier lists 21 of the best generative AI tools in 2025, categorized by function.
https://zapier.com/blog/generative-ai-tools/

4: 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/

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 - Artificial Intelligence: Implications for Business Strategy: An online program by MIT Sloan from 2025 with some free content, covering AI's business impact and future-proofing strategies. Duration varies, beginner-friendly.
https://executive.mit.edu/course/artificial-intelligence/a056g00000URaa3AAD.html

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