

Smart learning plan (onboarding)

Dear Miguel,

Thank you for participating in our Entrepreneurship Training Course! Below is your plan to build the foundational skills you currently rate as beginner.

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.

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