

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

- Identify and evaluate AI tools specifically applicable to IT service businesses, focusing on solutions that can enhance cybersecurity, cloud services, and custom software development offerings for small businesses in Estonia.

Module 2: AI for Business Planning

- Develop a comprehensive business plan for your tech service firm using AI tools to analyze the Estonian small business market, identify IT service gaps, and create detailed customer personas for potential clients needing cybersecurity and cloud solutions.

Module 3: Business Prompting Workshop

- Master structured prompting techniques to generate industry-specific content for your IT service business, including technical documentation, service descriptions, and compliance information relevant to Estonian regulations.

Module 4: AI for Business Success

- Design AI-powered marketing strategies and customer service solutions specifically for promoting your tech services to small Estonian businesses, with emphasis on demonstrating the value of cybersecurity and cloud solutions to non-technical business owners.

2. Your tailored learning plan

For Module 1: Understanding AI basics

Explore AI tools for IT service providers

- Test 3-5 different AI tools specifically useful for cybersecurity analysis, cloud service configuration, and software development
- Compare their outputs for technical accuracy and relevance to IT services
- Document which tools work best for different aspects of your planned business

Develop IT-specific prompting skills

- Practice creating prompts that generate technical content about cybersecurity threats relevant to small businesses
- Experiment with prompts that explain complex IT concepts in simple terms for non-technical clients
- Create a library of effective prompts for your future business use

Evaluate ethical considerations

- Research AI ethics specifically related to handling client data in IT services
- Identify potential legal issues around using AI with sensitive business information in Estonia
- Create guidelines for responsible AI use in your future tech service firm

For Module 2: AI for Business Planning

Market analysis for IT services

- Use AI tools to conduct a PESTEL analysis specifically for the Estonian small business IT services market
- Research competition in the cybersecurity and cloud services space for small businesses
- Identify underserved niches where your technical expertise would be most valuable

Create detailed customer personas

- Develop 3-4 detailed personas of small business owners/managers in Estonia who need IT support
- Map their technical pain points, budget constraints, and decision-making processes
- Use AI to generate typical customer journeys from awareness of IT needs to service implementation

Draft your business plan

- Use the Custom GPT to outline a business plan specifically for your tech service firm
- Include sections on service offerings, pricing models, and technical requirements
- Incorporate Estonian market specifics and regulations for IT service providers

For Module 3: Business Prompting Workshop

Legal and compliance research

- Use AI to research Estonian and EU regulations affecting IT service providers

- Generate compliance checklists for cybersecurity and data protection services
- Create templates for client agreements and service contracts

Develop business materials

- Create a pitch deck for your tech service firm targeting small business investors
- Design service descriptions that translate technical capabilities into business benefits
- Develop case studies showing how similar businesses benefited from IT services

Build a specialized Custom GPT

- Create a Custom GPT focused on IT service business development
- Include knowledge about Estonian business environment and IT market
- Design it to help with technical documentation and proposal generation

For Module 4: AI for Business Success

Create marketing strategies

- Develop content marketing plans focused on educating small businesses about cybersecurity
- Design email campaigns explaining cloud services benefits in non-technical language
- Create social media strategies to build credibility in the Estonian tech community

Implement customer service solutions

- Design AI-powered chatbot scripts for handling common IT support questions
- Create templates for proactive service notifications and security alerts
- Develop systems for gathering and implementing client feedback

Future-proof your business model

- Research emerging IT trends that will affect small businesses in Estonia
- Use AI to identify potential new service offerings beyond your initial focus
- Develop scenarios for scaling your business as client needs evolve

3. Extra Assignments

Assignment for Module 1

IT Solution Advisor Bot Create a simple AI assistant that helps small business owners identify their most pressing IT security needs. Use at least two different generative AI tools to develop a series of diagnostic questions and recommendations. Compare the outputs and refine your approach.

Document which prompts were most effective at generating accurate technical advice in simple language that non-technical business owners would understand.

Assignment for Module 2

Competitor Analysis Dashboard Use AI tools to research 5-7 companies offering IT services to small businesses in Estonia. Generate a competitive analysis showing their service offerings, pricing models, and market positioning. Create visual comparisons that highlight gaps in the market where your specialized services could succeed. Document your research process, including which AI tools and prompts yielded the most accurate market information.

Assignment for Module 3

Cybersecurity Explainer Package Develop a set of materials explaining common cybersecurity threats to small businesses using AI content generation tools. Create: 1) A one-page executive summary, 2) A detailed white paper, and 3) A simple infographic—all explaining the same security concepts but tailored to different audiences. Document how you prompted the AI to adapt technical information for different knowledge levels and which tools worked best for each format.

Assignment for Module 4

Automated Client Onboarding System Design an AI-powered client onboarding process for your tech service firm. Create templates for gathering client information, assessing their IT needs, and generating customized service recommendations. Include automated follow-up messages and educational content about your services. Document how you used AI to create a system that feels personalized while saving you time in client acquisition.

4. Tips

Leverage your technical expertise as a translator: Your background in software development gives you a unique advantage—you can bridge the gap between complex IT concepts and business language. Practice using AI to "translate" technical features into business benefits that small business owners will understand and value.

Build a dual-language resource library: Since you're targeting Estonian businesses but are still developing your Estonian language skills, use AI tools to help create bilingual resources. This approach respects local business culture while allowing you to communicate confidently.

Start with a minimum viable service offering: Rather than trying to launch with a full suite of IT services, use your AI-enhanced market research to identify one high-demand service (perhaps basic cybersecurity assessment) that you can perfect first, then expand from there.

Document your own AI learning journey: As you learn to use AI tools, keep detailed notes about what works and what doesn't. This documentation will become a valuable asset for your business, as you'll be able to show clients how you systematically approach problem-solving.

Connect with the Estonian startup ecosystem: Estonia has a vibrant tech startup community. Use AI tools to identify networking events, grants, and support programs specifically for tech entrepreneurs. Your unique perspective as a Ukrainian professional bringing IT expertise to Estonia could be particularly valuable.

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