

Smart learning plan (training)

Dear Sophia,

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

1. Learning objectives

Module 1: Understanding AI basics

- Evaluate advanced AI technologies specifically applicable to business analytics for European SMEs, focusing on GDPR-compliant data processing and analysis tools
- Develop a framework for assessing which AI tools would provide the most value to your target customers while maintaining compliance with European regulations

Module 2: AI for Business Planning

- Adapt your business analytics platform concept to address the specific needs and pain points of Finnish and European SMEs undergoing digital transformation
- Create a regulatory compliance strategy for your AI-powered analytics platform that addresses European data protection requirements while maintaining competitive advantage

Module 3: Business Prompting Workshop

- Design industry-specific prompt frameworks that can extract actionable business intelligence for different European SME sectors
- Develop a methodology for creating custom AI tools that can integrate with existing European business systems while providing meaningful analytics insights

Module 4: AI for Business Success

- Create a go-to-market strategy for your AI analytics platform that leverages European sustainability priorities and addresses regional market differences
- Design an AI-powered customer engagement approach that balances automation with the human-centered business values prevalent in Nordic business culture

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Compare 3-5 enterprise-grade AI analytics tools currently used in European markets, evaluating their strengths and compliance features
2. Create a matrix of AI capabilities that would be most valuable for different SME segments in Finland and broader Europe
3. Develop advanced prompting techniques specifically for extracting business intelligence and analytics insights
4. Research and document the key ethical and legal considerations specific to AI-powered analytics in Europe, with special attention to GDPR implications

For Module 2: AI for Business Planning

1. Use AI tools to conduct a detailed analysis of the Finnish and European SME analytics market, identifying underserved segments
2. Create detailed customer personas for different European SME types, focusing on their analytics needs and digital transformation challenges
3. Map the customer journey for European SMEs adopting new analytics tools, identifying key friction points and opportunities
4. Develop a first draft of your business plan that specifically addresses European market entry strategy and compliance requirements

For Module 3: Business Prompting Workshop

1. Develop industry-specific prompt libraries for extracting relevant business intelligence for different European business sectors
2. Create a framework for validating AI-generated business insights against European market realities
3. Design a custom GPT specifically optimized for business analytics in European contexts
4. Develop a methodology for integrating AI-generated insights with traditional business intelligence approaches for SMEs

For Module 4: AI for Business Success

1. Create AI-powered marketing materials that highlight the unique value proposition of your platform for European SMEs
2. Design a customer engagement strategy that balances AI automation with human touchpoints valued in Nordic business culture
3. Use AI tools to identify potential strategic partners and early adopters within the Finnish business ecosystem
4. Develop future scenarios for how European SME analytics needs might evolve, with a focus on sustainability metrics and reporting requirements

3. Extra Assignments

Assignment for Module 1

European AI Compliance Analyzer

Create a prototype of an AI-powered compliance checker that can analyze a business analytics workflow and identify potential GDPR or AI Act compliance issues. Document which AI tools you used, your prompt engineering approach, and how you validated the accuracy of the compliance recommendations.

Assignment for Module 2

Finnish SME Digital Transformation Readiness Assessment

Develop an AI-powered assessment tool that helps Finnish SMEs evaluate their readiness for implementing advanced analytics. The tool should provide tailored recommendations based on company size, industry, and current digital maturity. Document your process for training the AI to understand the specific needs of Finnish businesses.

Assignment for Module 3

Industry-Specific Analytics Prompt Library

Create a specialized prompt library for extracting business insights from unstructured data for a specific European industry sector (e.g., sustainable manufacturing, clean tech, or digital services). Include at least 10 advanced prompts that generate actionable business intelligence, and demonstrate how these prompts could be integrated into your analytics platform.

Assignment for Module 4

AI-Powered Nordic Market Entry Simulator

Develop a scenario planning tool that uses AI to simulate different market entry strategies for your analytics platform across Nordic countries. The tool should account for regional differences, competitive landscape, and regulatory considerations. Document how you designed the AI system to incorporate these variables and how the outputs could inform your business strategy.

4. Tips

Leverage your cross-cultural experience: Your background bridging North American and European markets is a unique strength. Use AI tools to help identify the subtle cultural and business practice differences that might impact your platform's adoption.

Build a regulatory advantage: Rather than seeing GDPR and European regulations as obstacles, position your deep understanding of compliance as a competitive advantage in your

platform design and marketing.

Connect with local innovation hubs: Finland has a vibrant startup ecosystem. Consider using AI tools to identify the most relevant networking events, incubators, and potential partners specifically aligned with B2B SaaS and analytics.

Test your assumptions: Despite your advanced experience, the Finnish market may differ from your expectations. Use AI to help design small, quick experiments to validate your key business hypotheses before full development.

Balance AI and human expertise: While building an AI-powered platform, remember that Nordic business culture highly values human relationships and trust. Design your go-to-market strategy to showcase how your AI enhances rather than replaces human decision-making.

Sustainability as differentiation: Your background in sustainable business aligns perfectly with Nordic values. Consider how your analytics platform could specifically help SMEs measure and improve their sustainability metrics as a key differentiator.

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