

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 what generative AI is and how it can help immigrant entrepreneurs overcome language and knowledge barriers

- Learn to use at least one AI tool (ChatGPT) to assist with business planning and language translation
- Develop basic prompt writing skills to get useful information about Finnish business regulations

Market Analysis and Customer Understanding

- Identify potential customers for a Brazilian-Finnish fusion café in your local area
- Learn how to conduct simple market research using free online tools
- Understand basic Finnish consumer preferences in the café/restaurant industry

Creating and Testing Business Ideas

- Develop a specific concept for your Brazilian-Finnish fusion café
- Learn methods to test business ideas with minimal resources
- Understand how to iterate on your concept based on feedback

Making a Business Plan

- Understand the essential components of a business plan for a small café
- Learn how to create financial projections for a food service business
- Develop a clear vision and mission statement for your fusion café concept

Running a Business

- Understand basic Finnish business regulations for food service establishments
- Learn fundamental operational processes for a small café
- Identify key resources needed to start a small food business in Finland

Branding and Marketing

- Develop a unique brand identity that highlights Brazilian-Finnish fusion
- Learn cost-effective marketing strategies for new immigrant entrepreneurs
- Understand how to use social media to promote a small café business

Sales and Customer Service

- Develop customer service skills that bridge cultural differences
- Learn to create a simple menu and pricing strategy for your café
- Understand how to build customer loyalty in the Finnish market

Future-Thinking

- Identify emerging trends in the Finnish food and beverage industry
- Learn how to adapt your business to seasonal changes and market shifts
- Understand how to incorporate sustainability into your business model

3. Your study plan

Generative AI Skills

STEP 1: Create a free account on OpenAI's ChatGPT (<https://chat.openai.com/>)

STEP 2: Complete the first 3 modules of "Generative AI for Beginners" on GitHub

STEP 3: Practice using ChatGPT with these basic prompts: - "Explain the basics of running a café in Finland" - "What are popular coffee drinks in Finland?" - "Translate these Brazilian food terms to Finnish: [list 5 items]"

STEP 4: Learn to refine your prompts by asking follow-up questions

STEP 5: Try using ChatGPT to help with simple translations between Portuguese, English, and Finnish

STEP 6: Complete the "Introduction to Generative AI" course on Google Cloud Skills Boost

Market Analysis and Customer Understanding

STEP 1: Watch 3 beginner YouTube tutorials on market analysis (search "market analysis for beginners")

STEP 2: Use ChatGPT to create a list of questions to research about Finnish café customers

STEP 3: Visit 3 local cafés and observe their customers, offerings, and prices

STEP 4: Create a simple spreadsheet comparing these cafés (products, prices, atmosphere, customers)

STEP 5: Research if there are any Brazilian or Latin American food offerings in your area

STEP 6: Interview 5 people (could be classmates from your Finnish language course) about their café preferences

STEP 7: Summarize your findings in a one-page document

Creating and Testing Business Ideas

STEP 1: Read 3 articles about the Lean Startup method (use ChatGPT to find appropriate beginner resources)

STEP 2: Brainstorm 10 possible Brazilian-Finnish fusion food or drink items

STEP 3: Create a simple concept statement for your café idea

STEP 4: Draw a rough sketch of what your café might look like

STEP 5: Share your concept with 5 people and collect their feedback

STEP 6: Refine your concept based on feedback

STEP 7: Research what permits or requirements would be needed for your specific business idea in

Making a Business Plan

STEP 1: Download HubSpot's free Business Plan Template

STEP 2: Watch 2-3 tutorials on creating business plans on YouTube

STEP 3: Fill out the vision, mission, and business description sections of the template

STEP 4: Research startup costs for a small café in Finland

STEP 5: Create a simple spreadsheet with projected expenses and revenue

STEP 6: Define your target market and unique selling proposition

STEP 7: Complete a draft mini-business plan for your café concept

Running a Business

STEP 1: Research basic Finnish business structures (use ChatGPT to explain them in simple terms)

STEP 2: Find and read 2 case studies about small cafés or restaurants (use ChatGPT to help find these)

STEP 3: Make a list of all operational processes needed for a café (ordering, inventory, staffing, etc.)

STEP 4: Research food safety regulations in Finland

STEP 5: Create a simple daily operations checklist for a café

STEP 6: Research what business insurance would be needed

STEP 7: Make a list of potential suppliers for your café

Branding and Marketing

STEP 1: Register for a free Google Ads or Facebook Blueprint course

STEP 2: Create a mood board for your café's visual identity (colors, style, atmosphere)

STEP 3: Brainstorm 10 possible names for your café

STEP 4: Create a simple logo using a free tool like Canva

STEP 5: Set up a business Instagram account for your concept

STEP 6: Research how other cafés in your area market themselves

STEP 7: Create a simple marketing plan with 5 low-cost marketing activities

Sales and Customer Service

STEP 1: Complete HubSpot Academy's free course on customer service fundamentals

STEP 2: Create a draft menu with 10 items (food and drinks) with descriptions and prices

STEP 3: Practice a 30-second pitch about your café concept

STEP 4: Research typical Finnish customer service expectations

STEP 5: Create a customer journey map from entering your café to leaving

STEP 6: Develop 3 loyalty program ideas for returning customers

STEP 7: Practice handling common customer scenarios (complaints, special requests, etc.)

Future-Thinking

STEP 1: Read the latest Future Today Institute's Tech Trends Report sections on food and beverage

STEP 2: Research sustainable practices in the Finnish café industry

STEP 3: Identify 3 emerging food trends in Finland

STEP 4: Create a list of potential challenges your business might face in the next 3 years

STEP 5: Develop ideas for seasonal menu variations

STEP 6: Research how climate change might affect coffee and ingredient sourcing

STEP 7: Create a simple 3-year vision for how your café might evolve

4. Assignments

Generative AI Skills

AI Translation Helper: Use ChatGPT to create a bilingual menu with 5 Brazilian dishes described in both English and Finnish. Include cultural notes about each dish that would help Finnish customers understand its significance.

AI Business Research: Use ChatGPT to research and compile a list of 10 key Finnish business terms and regulations that would apply to opening a café. Ask the AI to explain each one in simple terms and save this as a reference document.

Market Analysis and Customer Understanding

Café Comparison Chart: Visit three local cafés and create a detailed comparison chart noting prices, menu offerings, customer demographics, busy times, and unique features. Use this to identify a potential gap in the market that your Brazilian-Finnish concept could fill.

Customer Persona Creation: Create two detailed customer personas for your potential café. One should represent a Finnish customer and one an international customer. Include demographics, preferences, spending habits, and what would attract them to your café.

Creating and Testing Business Ideas

Fusion Recipe Development: Create and test one signature Brazilian-Finnish fusion recipe that could be a highlight of your café menu. Document the ingredients, preparation process, cost breakdown, and collect feedback from at least 3 taste testers.

Minimum Viable Product Plan: Design a "pop-up café" concept that you could implement with minimal resources to test your business idea. Detail what you would need, where you could host it, what you would serve, and how you would collect customer feedback.

Making a Business Plan

Visual Business Model Canvas: Create a visual business model canvas for your café using a free tool like Canva. Include key partners, activities, resources, value proposition, customer relationships, channels, customer segments, cost structure, and revenue streams.

Startup Budget Calculator: Build a detailed spreadsheet calculating your startup costs and first three months of operation. Research real costs in Finland for rent, equipment, supplies, permits, and staffing. Include best-case and worst-case revenue scenarios.

Running a Business

Daily Operations Manual: Create a simple operations manual for your café that includes opening procedures, closing procedures, cleaning checklists, and how to handle common situations. This should be something you could hand to a new employee.

Supplier Research Directory: Compile a directory of potential suppliers for your café, including those who could provide Brazilian ingredients or specialty items. Include contact information, minimum orders, delivery schedules, and pricing information.

Branding and Marketing

Brand Identity Package: Create a complete brand identity for your café including name, logo, color scheme, and 3 sample social media posts. Use free tools like Canva. Write a one-paragraph brand story that explains the Brazilian-Finnish fusion concept.

Guerrilla Marketing Campaign: Design a low-budget marketing campaign to launch your café. Include 5 creative, low-cost marketing tactics specifically designed to introduce Finnish customers to Brazilian flavors and culture. Provide a timeline and budget for each tactic.

Sales and Customer Service

Menu Design Project: Create a complete menu for your café, including descriptions, prices, and attractive presentation. Include symbols for dietary restrictions and brief cultural notes about Brazilian items. Design it to be easily understood by Finnish customers.

Customer Service Scenario Responses: Write scripts for handling 5 challenging customer service scenarios that might occur in your café, such as: a customer who doesn't speak English or Finnish, a complaint about unfamiliar flavors, questions about Brazilian culture, requests for modifications to traditional recipes, and handling a full café with limited staff.

Future-Thinking

Seasonal Menu Evolution: Create four seasonal mini-menus (winter, spring, summer, fall) that show how your café would adapt to Finnish seasonal changes while maintaining Brazilian influences. Include which ingredients would be locally sourced in each season.

Three-Year Vision Board: Create a visual representation of where you see your business in three years. Include potential expansion ideas, additional products or services, community involvement, and how you might adapt to changing food trends. Add specific metrics for success you hope to achieve.

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 – Small Business: The Business Plan: A free online course that walks you through creating a comprehensive business plan covering mission, market research, and funding options.

<https://alison.com/course/small-business-the-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 - Introduction to Generative AI: A free course on Coursera by Google Cloud, published in 2023, covering what generative AI is, how it's used, and Google tools for development. Suitable for beginners with a 1-hour duration.

<https://www.coursera.org/learn/introduction-to-generative-ai>

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