

Smart learning plan (onboarding)

Dear Anil,

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 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.

2. Learning objectives

Generative AI Skills

1. Understand the fundamentals of generative AI and how it can be applied to business planning
2. Develop proficiency in using at least one generative AI tool (ChatGPT, Copilot, Gemini, or Claude)
3. Learn to craft effective prompts for business-related tasks, especially for food delivery/retail business planning
4. Apply generative AI to analyze the ethnic food market in Finland and identify opportunities

Running a Business

1. Understand the key operational components of a small food delivery or retail business
2. Learn essential financial management practices for startups with limited resources

3. Identify legal and regulatory requirements for food businesses in Finland
4. Develop strategies for efficient business operations with a focus on immigrant communities

3. Your study plan

Generative AI Skills

STEP 1: Build foundational knowledge - Complete the first 3 lessons from "Generative AI for Beginners" on GitHub - Watch the introduction videos from Google's "Introduction to Generative AI" course - Take notes on key AI concepts and terminology

STEP 2: Choose and explore an AI tool - Sign up for a free account on ChatGPT (recommended for beginners) - Complete the built-in tutorial to understand the interface - Experiment with 5-10 simple prompts to get comfortable with the tool

STEP 3: Learn effective prompt engineering - Study lessons 6-7 from "Generative AI for Beginners" focusing on prompt design - Practice creating structured prompts with clear instructions - Create a personal "prompt template" document for business-related queries

STEP 4: Apply AI to business research - Use your chosen AI tool to research the food delivery market in Finland - Practice asking follow-up questions to get more detailed information - Learn to evaluate and verify AI-generated information through cross-checking

STEP 5: Integrate AI into business planning - Use AI to help draft sections of a basic business plan - Practice using AI for competitive analysis of similar businesses - Experiment with AI for creating customer personas for your target market

Running a Business

STEP 1: Understand business fundamentals - Visit SBA.gov and read their "Business Guide" section - Focus on the "Launch Your Business" and "Manage Your Business" sections - Take notes on key business functions and how they apply to food businesses

STEP 2: Study food business operations - Research 3-5 case studies of successful small food businesses - Identify common operational processes (inventory, staffing, customer service) - Create a list of essential operational components for your business idea

STEP 3: Learn financial basics - Study the "Finance Your Business" section on SBA.gov - Focus on startup costs, pricing strategies, and cash flow management - Create a basic financial template for your business idea

STEP 4: Understand legal requirements - Research Finnish regulations for food businesses (use AI to help translate if needed) - Identify permits, licenses, and health regulations required - Create a

checklist of legal requirements for your business

STEP 5: Develop operational strategies - Study efficient operational models for small food businesses - Research technology tools that can streamline operations - Create a basic operational plan for your business idea

4. Assignments

Generative AI Skills

Assignment 1: AI Market Research Assistant Create a detailed market analysis for your ethnic food business idea using an AI tool. Ask the AI to help you: - Identify 3-5 key demographics in your target immigrant communities - Analyze 3 potential competitors in your area - Generate 5 unique selling propositions for your business Compile the results into a 1-page summary and reflect on how accurate and useful the AI-generated information was.

Assignment 2: Menu and Marketing Creator Use an AI tool to help design aspects of your food business: - Generate 10 potential menu items that blend authentic ethnic cuisine with Finnish tastes - Create 3 marketing taglines that highlight your unique value proposition - Develop a customer journey map from discovery to repeat purchase Compare what you would have created without AI assistance and reflect on how the AI enhanced your creative process.

Running a Business

Assignment 1: Business Operations Simulation Create a "Day in the Life" simulation of running your food business: - Map out all operational tasks from opening to closing - Identify potential operational challenges and solutions - Create a staffing plan with roles and responsibilities - Develop a basic inventory management system Use AI to help you identify any gaps in your operational plan and suggest improvements.

Assignment 2: Financial Health Check Develop a basic financial plan for your first three months of business: - Create a startup cost estimate including all necessary equipment and permits - Develop a pricing strategy for 5-10 key menu items - Project monthly revenue based on realistic customer numbers - Estimate monthly expenses including rent, utilities, ingredients, and staff Use AI to help analyze your financial plan and identify potential risks or opportunities for optimization.

5. Additional online materials

1: Making a Business Plan – Write Your Business Plan: A step-by-step guide on writing an effective business plan, including both traditional and lean startup approaches.

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

2: 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>

3: 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>

4: Understanding Generative AI Basics - Generative AI for Everyone: Basics and Applications for All: A free Coursera course from DeepLearning.AI, released in 2024, instructed by Andrew Ng, providing an overview of generative AI concepts and applications for beginners. Duration is about 10 hours.

<https://www.coursera.org/learn/generative-ai-for-everyone>

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 Planning - AI for Business: Generation & Prediction: A free Coursera course from 2023 covering AI applications in business, including generation and prediction techniques. Lasts 3 hours with 16 videos, suitable for beginners.

<https://www.coursera.org/learn/ai-for-business-generation-and-prediction>

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