

Smart learning plan (onboarding)

Dear Oksana,

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 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.

3 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

- Understand the basic concepts and capabilities of generative AI tools
- Learn how to craft effective prompts for different business needs
- Apply AI tools to generate content for your handmade accessories business

- Identify ways AI can help with market research and trend analysis in the fashion industry

Making a Business Plan

- Identify the key components of a successful e-commerce business plan
- Develop skills to articulate your business vision, mission, and unique value proposition
- Learn how to conduct market analysis for handmade fashion accessories
- Create realistic financial projections for your online store
- Understand Estonian business regulations relevant to e-commerce

Running a Business

- Identify essential operational processes for an online handmade accessories business
- Learn inventory management and pricing strategies for handcrafted items
- Understand e-commerce platform options and digital storefront management
- Develop skills for time management and balancing business with other responsibilities
- Learn about customer service best practices for online businesses

3. Your study plan

Generative AI skills

STEP 1: Understand the basics - Complete Module 1 of "Generative AI for Beginners" on GitHub - Watch the first two lessons of Google's "Introduction to Generative AI" course - Take notes on key AI concepts and terminology

STEP 2: Set up your AI assistant - Create a free account on ChatGPT (OpenAI) - Explore the interface and basic functionalities - Practice simple prompts like "Explain what generative AI is" to get comfortable

STEP 3: Learn prompt engineering - Complete Module 3 of "Generative AI for Beginners" focused on prompts - Practice writing clear, specific prompts following the guidelines - Experiment with different prompt structures to see how they affect results

STEP 4: Apply AI to fashion business - Ask your AI assistant about fashion trends in handmade accessories - Generate product descriptions for 3-5 of your handmade items - Use AI to brainstorm unique selling points for your accessories

STEP 5: Explore advanced applications - Learn how to use AI for market research by asking about target demographics - Generate social media content ideas for your accessories - Practice using AI to help solve specific business challenges you anticipate

Making a Business Plan

STEP 1: Understand business plan fundamentals - Download HubSpot's Business Plan Template - Review each section and make notes on what information you'll need - Watch 2-3 LinkedIn Learning tutorials on business plan creation

STEP 2: Define your business concept - Draft your business vision and mission statements - Define your unique value proposition for handmade accessories - Outline your short-term and long-term business goals

STEP 3: Research your market - Use AI tools to research the handmade accessories market in Estonia - Identify your target customer segments and create customer personas - Analyze 3-5 potential competitors in your space

STEP 4: Outline operations and marketing - Document your production process for handmade accessories - Research e-commerce platforms (Shopify, Etsy, etc.) and select one - Create a basic marketing strategy leveraging your social media skills

STEP 5: Develop financial projections - Calculate startup costs for your online store - Estimate pricing and profit margins for your accessories - Create a simple 12-month sales forecast and expense budget

STEP 6: Compile your draft plan - Organize all sections into the business plan template - Use AI to help refine and polish your writing - Review for gaps and areas that need more development

Running a Business

STEP 1: Learn business fundamentals - Visit SBA.gov and read their "Business Guide" section - Take notes on the core business functions you'll need to manage - Find 2-3 case studies of successful small e-commerce businesses

STEP 2: Understand e-commerce operations - Research inventory management practices for handmade products - Learn about shipping options and costs within Estonia and internationally - Explore digital tools for tracking orders and managing customer information

STEP 3: Study financial management - Learn basic bookkeeping principles for small businesses - Research Estonian tax requirements for small e-commerce businesses - Explore payment processing options for online stores

STEP 4: Develop customer service skills - Research best practices for online customer service - Create templates for common customer communications - Learn how to handle returns and customer issues effectively

STEP 5: Plan for growth and sustainability - Learn about scaling handmade product businesses - Research options for eventually outsourcing certain tasks - Identify key performance indicators to track business health

4. Assignments

Generative AI skills

Assignment 1: Fashion Trend Analysis Create a detailed prompt for an AI tool asking it to analyze current trends in handmade accessories in the European market. Use the results to create a one-page report on how these trends might influence your product designs. Include screenshots of your prompts and the AI's responses.

Assignment 2: AI-Assisted Product Launch Choose one of your handmade accessories and use AI to help you prepare for its launch. Use AI tools to generate: - 3 product name options - A compelling product description - 5 social media post ideas - 3 hashtag strategies for Instagram/TikTok Compare the AI suggestions with your own ideas and create a final version that combines the best elements of both.

Making a Business Plan

Assignment 1: Mini Business Plan Create a condensed 2-page business plan for your handmade accessories store focusing on: - Business concept and unique value proposition - Target market analysis with one detailed customer persona - Marketing strategy highlighting your social media approach - Simplified financial projections (startup costs, pricing strategy, and 3-month sales forecast) Use the HubSpot template as a guide but adapt it to make it relevant for your specific business.

Assignment 2: Competitor Analysis Game Identify three competitors in the handmade accessories market (can be local Estonian businesses or international e-commerce stores). Create a fun "scorecard" comparing them on factors like: - Product quality and uniqueness - Price points - Website/platform user experience - Social media presence - Customer reviews Then, write a reflection on how your business will differentiate itself and what you can learn from these competitors.

Running a Business

Assignment 1: Operations Flowchart Create a visual flowchart showing the entire process of your business from creating a product to fulfilling an order. Include: - Materials sourcing - Production steps - Photography and listing - Order processing - Packaging and shipping - Follow-up and customer service For each step, note any tools, resources, or assistance you'll need.

Assignment 2: First 30 Days Simulation Imagine you've just launched your online store. Create a detailed day-by-day plan for your first 30 days in business, including: - Daily tasks and priorities - Marketing activities - Time management between your café job and business - Metrics you'll track to measure success - Potential challenges and your solutions Make this fun by including small celebrations for milestones and self-care activities to prevent burnout.

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: Market Analysis & Customer Understanding – Market Research and Competitive Analysis: An up-to-date guide on conducting market research and competitive analysis for your business.

<https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis>

3: 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>

4: 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>

5: 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>

6: 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>

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