

# 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](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**

- Learn to use at least one AI tool (ChatGPT, Gemini, or Claude) with basic prompts
- Understand how AI can help overcome language barriers in business planning
- Be able to generate simple business content like descriptions and ideas

- Recognize the limitations of AI tools and when human expertise is needed

## **Market Analysis and Customer Understanding**

- Identify key customer segments for a café business in Finland
- Understand basic methods for researching local competition
- Learn to create simple customer personas for your target audience
- Recognize cultural differences between Brazilian and Finnish consumer behaviors

## **Creating and Testing Business Ideas**

- Develop a clear concept for your Brazilian-Finnish fusion café
- Learn methods to test business ideas with minimal resources
- Understand the basics of the lean startup methodology
- Be able to refine your business idea based on feedback

## **Making a Business Plan**

- Understand the essential components of a basic business plan
- Learn to create realistic financial projections for a small café
- Develop a clear vision and mission statement for your business
- Identify the resources needed to start your fusion café

## **Running a Business**

- Understand basic operational requirements for a food business in Finland
- Learn about permits and regulations for food establishments
- Identify key roles and responsibilities in running a small café
- Understand inventory management basics for food service

## **Branding and Marketing**

- Create a simple brand identity for your fusion café concept
- Learn basic social media marketing strategies for local businesses
- Understand how to highlight unique cultural elements as marketing advantages
- Develop a basic marketing message that appeals to Finnish customers

## **Sales and Customer Service**

- Learn effective customer service approaches for the Finnish market
- Develop a simple sales pitch for your café concept

- Understand pricing strategies for food and beverage items
- Learn basic techniques for handling customer feedback and complaints

## **Future-Thinking**

- Identify emerging trends in the Finnish food and beverage industry
- Understand how to adapt your business to seasonal changes
- Learn to anticipate challenges that might affect your business
- Develop flexibility in your business concept to adapt to market changes

## **3. Your study plan**

### **Getting Started with AI Tools**

1. Create free accounts on ChatGPT and Google's Gemini
2. Complete the first 3 modules of "Generative AI for Beginners" on GitHub
3. Practice asking AI about entrepreneurship basics and food business questions
4. Use AI to translate business terms between Portuguese, English, and Finnish
5. Create a document of 10 useful AI prompts specifically for your café business planning

### **Understanding Your Market**

1. Research 3-5 cafés in your local area, noting their offerings and prices
2. Use AI to help analyze what makes Finnish café culture unique
3. Create 2-3 customer personas for your potential café customers
4. Ask Finnish friends or colleagues about their café preferences
5. Use AI to help identify gaps in the local market your fusion concept could fill

### **Developing Your Business Concept**

1. Write a one-page description of your Brazilian-Finnish fusion café concept
2. List 10 unique menu items that combine elements from both cultures
3. Create a simple sketch or description of your ideal café atmosphere
4. Identify 3-5 key differentiators that make your concept unique
5. Use AI to help refine your concept based on Finnish market realities

### **Creating Your Mini Business Plan**

1. Download HubSpot's free Business Plan Template
2. Complete the vision, mission, and business description sections

3. Create a simple startup budget for your café
4. Research basic costs for café equipment, rent, and supplies in Finland
5. Use AI to help draft sections where you're unsure about content or terminology

## **Understanding Business Operations**

1. Research basic Finnish regulations for food businesses
2. Create a list of permits and licenses you would need
3. Develop a simple organizational chart for your café
4. Create a basic inventory management system for key ingredients
5. Use AI to help identify operational challenges specific to food businesses

## **Developing Your Brand and Marketing**

1. Create a name and tagline for your fusion café
2. Design a simple logo concept (using AI tools if needed)
3. Identify 3 social media platforms best suited for your business
4. Create 5 sample social media posts that highlight your unique offerings
5. Develop a basic one-page marketing plan with key messages and channels

## **Sales and Customer Service Planning**

1. Create a sample menu with pricing for your key items
2. Write a 30-second pitch introducing your café concept
3. Develop 3 loyalty program ideas to encourage repeat customers
4. Create scripts for handling common customer service scenarios
5. Use AI to help translate customer service phrases into Finnish

## **Future-Proofing Your Business**

1. Research current food and beverage trends in Finland
2. Identify seasonal challenges and opportunities for your café
3. Create a list of potential future menu expansions
4. Develop contingency plans for common business challenges
5. Use AI to help identify emerging technologies relevant to small cafés

## **4. Extra assignments**

### **Generative AI Skills**

**AI-Powered Menu Creator** Create a fusion menu that combines Brazilian and Finnish flavors using AI. Use ChatGPT or another AI tool to generate 5-7 unique dish ideas, then refine the suggestions to ensure they're realistic and appealing. Document the prompts you used (try including specific ingredients or cooking methods in your prompts) and how you improved the AI's initial suggestions.

**Language Bridge Builder** Use AI to help overcome language barriers in your business planning. Create a list of 20 essential café and business terms in Portuguese, English, and Finnish. Use an AI tool to translate them, then verify a few with native speakers if possible. Document which AI tool you used, your prompt structure, and how accurate you found the translations.

## Market Analysis and Customer Understanding

**Café Culture Comparison** Use AI to help you compare café cultures in Brazil and Finland. Ask an AI tool to outline key differences in customer expectations, popular drinks, typical food offerings, and atmosphere. Then, create a simple Venn diagram showing similarities and differences. Document which AI tool you used, your specific prompts, and how you verified or expanded on the information provided.

**Customer Persona Generator** Create three detailed customer personas for your fusion café using AI assistance. For each persona, include age, occupation, preferences, and why they would visit your café. Use AI to help you understand typical Finnish customer behaviors. Share your prompts and how you refined the AI suggestions to make them realistic for the Finnish market.

## Creating and Testing Business Ideas

**Concept Validation Questionnaire** Use AI to help create a 10-question survey to test your fusion café concept. The questions should help you understand if locals would be interested in Brazilian-Finnish fusion food. Document the AI tool you used, your prompts for generating effective survey questions, and how you refined them to be culturally appropriate for Finnish respondents.

**Minimum Viable Product Designer** Design a "pop-up café" concept as a way to test your business idea with minimal investment. Use AI to help you identify the essential elements needed (menu items, equipment, marketing). Create a simple one-page plan for a weekend pop-up event. Share which AI tool you used, your prompts, and how you adapted the suggestions to fit your resources.

## Making a Business Plan

**Financial Forecast Helper** Use AI to help create a basic 6-month financial projection for your café. Ask the AI to help you identify typical startup costs, monthly expenses, and potential revenue streams. Create a simple spreadsheet based on this information. Document which AI tool you used, your prompts for getting realistic numbers, and how you adjusted the AI suggestions based on local research.

**Risk Assessment Advisor** Use AI to help identify potential risks and challenges for your fusion café business. Create a simple risk assessment table with columns for risk type, probability, impact, and mitigation strategy. Document your AI prompts and how you refined the suggestions to make them relevant to your specific business idea and location.

## Running a Business

**Supplier Network Mapper** Use AI to help identify potential suppliers for your fusion café in Finland. Create a list of ingredients you'll need, especially any Brazilian specialty items, and use AI to suggest ways to source them in Finland. Create a simple supplier map or list. Document which AI tool you used, your prompts, and how you verified or expanded on the information provided.

**Daily Operations Simulator** Use AI to help you create a "day in the life" simulation of running your café. Ask the AI to help you create an hour-by-hour schedule of tasks from opening to closing. Then create a simple checklist of daily operations. Share your prompts and how you refined the AI suggestions to make them realistic for a small café operation.

## Branding and Marketing

**Cultural Storytelling Marketer** Use AI to help craft a compelling story about your Brazilian-Finnish fusion café concept. Create a 250-word "About Us" section for your future website that highlights your personal journey and the cultural significance of your concept. Document which AI tool you used, your prompts for generating authentic cultural content, and how you personalized the output.

**Social Media Content Calendar** Use AI to help create a two-week social media content calendar for your café. Include post ideas, best times to post, and hashtag suggestions. Create a simple table or calendar view of your plan. Share your prompts and how you refined the AI suggestions to make them engaging and authentic to your brand concept.

## Sales and Customer Service

**Multilingual Service Phrase Book** Use AI to create a service phrasebook with common customer interactions in Finnish, English, and Portuguese. Include greetings, taking orders, handling complaints, and thanking customers. Create a simple reference guide with at least 15 phrases. Document which AI tool you used, your prompts, and how you verified the translations were accurate and appropriate.

**Upselling Strategy Designer** Use AI to help develop ethical upselling strategies for your café. Create a list of 5-7 techniques to increase average purchase value while enhancing customer experience (like suggesting a Brazilian sweet with a Finnish coffee). Document your prompts and how you refined the AI suggestions to align with your business values.

## Future-Thinking

**Trend Adaptation Planner** Use AI to research current food trends in Finland and how they might evolve over the next 2-3 years. Create a simple adaptation plan showing how your fusion café could incorporate these trends. Document which AI tool you used, your specific prompts for trend research, and how you evaluated which trends would be most relevant to your business.

**Seasonal Menu Innovator** Use AI to help create a seasonal rotation plan for your café menu. Ask the AI to suggest how to adapt your core Brazilian-Finnish fusion concept across Finland's four distinct seasons, incorporating seasonal ingredients. Create a simple seasonal menu calendar. Share your prompts and how you refined the AI suggestions to ensure authenticity and practicality.

## 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 – 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: Running a Business – Learn with Start Up Loans: A collection of free short courses covering essential topics in running a small business, including digital skills and bookkeeping.

<https://www.open.edu/openlearn/startuploans>



5: 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>

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.