

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 how AI tools can assist in fashion trend analysis and e-commerce operations
- Learn to create effective prompts for generating product descriptions and marketing content for handmade accessories

- Develop skills to use AI for market research specific to the Estonian and European fashion accessories market
- Master using AI tools to optimize your online store's content and customer engagement

Making a Business Plan

- Create a comprehensive business plan for your handmade accessories e-commerce store
- Develop financial projections and pricing strategies suitable for handmade fashion items
- Identify your unique value proposition in the handmade accessories market
- Structure a marketing and sales strategy that leverages social media platforms you're already familiar with

Running a Business

- Understand e-commerce operations specific to selling handmade fashion accessories
- Learn Estonian business regulations and tax requirements for online businesses
- Develop inventory management and production scaling strategies for handmade products
- Create customer service protocols and policies for your online store

3. Your study plan

Generative AI Skills

1. Complete the first 3 modules of "Generative AI for Beginners" on GitHub
2. Sign up for a free ChatGPT account and complete the built-in tutorial
3. Practice creating 5 different prompts related to fashion trends and accessories
4. Use AI to research current fashion accessory trends and compile the results
5. Learn how to use AI to generate product descriptions for 3 of your handmade items
6. Experiment with AI image generation to create marketing visuals for your accessories
7. Practice using AI to identify potential target markets for your products
8. Learn how to evaluate and refine AI outputs to match your brand voice

Making a Business Plan

1. Download HubSpot's Business Plan Template and review all sections
2. Research 3 successful handmade accessory businesses and analyze their business models
3. Define your business vision, mission, and core values for your accessories brand
4. Use AI to help identify your target customer demographics and create detailed personas
5. Develop a pricing strategy that accounts for materials, labor, and market positioning
6. Create a basic financial projection including startup costs and revenue forecasts

7. Outline your production capacity and scaling strategy
8. Draft a marketing plan focusing on social media platforms you're already familiar with
9. Research e-commerce platforms (Shopify, Etsy, etc.) and select the best fit for your business

Running a Business

1. Research Estonian business registration requirements for e-commerce businesses
2. Learn about VAT and tax obligations for online businesses in Estonia
3. Create an operations flowchart from product creation to shipping
4. Develop a quality control process for your handmade accessories
5. Research payment processing options available in Estonia and the EU
6. Create a customer service policy including returns and exchanges
7. Learn about inventory management techniques for handmade products
8. Research shipping options and costs for domestic and international delivery
9. Develop a basic risk management plan for your business

4. Extra assignments

Generative AI Skills

Fashion Trend Forecaster Create a trend forecast report for handmade accessories for the upcoming season. Use ChatGPT or another AI tool to analyze current fashion trends, then refine the output to focus specifically on handmade jewelry and scarves. Document the prompts you used, how you refined them, and include screenshots of the conversation with the AI. Try prompts like: "Analyze current fashion trends for handmade accessories in Europe" and "Predict upcoming color trends for fashion accessories in 2023/2024."

Multilingual Product Description Generator Select one of your handmade accessories and use AI to create compelling product descriptions in all languages you know (Ukrainian, Russian, English) and help with Estonian. First, create a detailed prompt describing your product's features, materials, and unique selling points. Then ask the AI to generate marketing copy for different platforms (Instagram, Etsy, TikTok). Document how you refined your prompts to get better results and how the tone differs across platforms.

Making a Business Plan

Competitor Analysis Dashboard Use AI to help you create a detailed competitor analysis of 3-5 businesses selling similar handmade accessories online. Use ChatGPT to generate a list of questions to research about each competitor, then use those questions to guide your analysis. Create a visual comparison chart showing strengths, weaknesses, pricing strategies, and unique

selling points. Document which AI tools you used and what prompts helped you get the most useful information.

Financial Scenario Planner Use AI to help you create three different financial scenarios for your business: conservative, realistic, and optimistic. Start by asking an AI tool to help you identify all potential costs for starting your handmade accessories business. Then, create revenue projections based on different pricing strategies and sales volumes. Document the conversation with the AI tool, including how you refined your prompts to get more accurate and relevant financial advice for your specific business.

Running a Business

E-commerce Platform Selector Use AI to help you evaluate different e-commerce platforms for selling your handmade accessories. Create a detailed prompt describing your business needs, technical skills, budget constraints, and goals. Ask the AI to compare platforms like Etsy, Shopify, WooCommerce, and local Estonian options. Document your conversation with the AI, including follow-up questions about payment processing, shipping integration, and multilingual support. Create a decision matrix based on the AI's recommendations and your own research.

Supply Chain Simulator Use AI to help you map out your entire supply chain from materials sourcing to customer delivery. Start by asking the AI to help you identify all the steps in creating and selling your handmade accessories. Then, use the AI to brainstorm potential disruptions or challenges at each step and develop contingency plans. Create a visual flowchart of your supply chain and document which AI tools and prompts you used to develop this comprehensive view of your business operations.

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: 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>

3: Understanding Generative AI Basics - Generative AI for Beginners: A free course by Great Learning with a certificate, covering AI fundamentals, machine learning, neural networks, deep learning, and generative AI applications. Lasts about 8 hours, suitable for beginners.

<https://www.mygreatlearning.com/academy/learn-for-free/courses/generative-ai-for-beginners>

4: 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/>

5: AI for Business Success - AI in Digital Marketing: A free course by Great Learning from 2024 focusing on AI in digital marketing. Lasts about 8 hours with certificates, covering customer insights and strategies, beginner level.

<https://www.mygreatlearning.com/academy/learn-for-free/courses/ai-in-digital-marketing>

6: AI for Business Success - AI Applications in Marketing: Core Concepts and Data-Driven Strategies: A free Coursera course by University of Virginia from 2023 covering AI in marketing. Includes 10 hours of content with 38 videos, beginner level.

<https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing>

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