Smart learning plan (training)

Dear Oksana,

This plan is designed to support your learning during the training period.

1. Learning objectives

Module 1: Understanding AI basics

- Identify and learn to use at least 3 AI tools that can help you analyze fashion trends, design accessories, and optimize product descriptions for your handmade jewelry and scarves business.
- Master basic prompt design techniques to generate accurate market information about the Estonian and European fashion accessories market.
- Understand how to use AI ethically when sourcing design inspiration while maintaining the authenticity of your handmade products.

Module 2: AI for Business Planning

- Develop a comprehensive market analysis for your handmade accessories business using AI tools to identify gaps in the Estonian and international markets.
- Create detailed customer personas for your target audience (fashion-conscious consumers interested in handmade accessories) using AI-powered insights.
- Draft the first version of your e-commerce business plan with clear sections on production, pricing, and international shipping strategies.

Module 3: Business Prompting Workshop

- Design a compelling brand identity and pitch deck for your handmade accessories business using AI content creation tools.
- Create a custom GPT specialized in fashion trend analysis and e-commerce optimization for handmade products.
- Learn to validate AI-generated business advice specifically for the fashion accessories market in Estonia and beyond.

Module 4: AI for Business Success

- Develop a comprehensive social media marketing strategy using AI tools to promote your handmade accessories on Instagram and TikTok.
- Create an AI-powered customer service system (like a simple chatbot) to handle common questions about your products, shipping, and returns.

- Use AI forecasting to identify upcoming fashion trends and plan your product line accordingly for the next 6-12 months.

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start by exploring ChatGPT, DALL-E, and Midjourney to understand their different capabilities for your fashion business.
2. Practice creating prompts that generate information about:
   - Current fashion accessory trends in Europe
   - Pricing strategies for handmade jewelry and scarves
   - E-commerce platforms best suited for handmade fashion items
3. Compare the outputs from different AI tools to determine which provides the most useful information for your specific business needs.
4. Learn to identify AI-generated fashion images vs. real ones to understand the current limitations of AI in fashion visualization.
5. Document ethical considerations when using AI for design inspiration vs. copying existing designs.

For Module 2: AI for Business Planning

1. Use AI tools to conduct a PESTEL analysis specifically for the handmade accessories market in Estonia and neighboring countries.
2. Develop 3-5 detailed customer personas representing different segments of your target market:
   - Local Estonian customers
   - International customers
   - Tourists/visitors to Estonia
3. Map the customer journey from discovery to purchase for each persona, identifying potential pain points.
4. Use AI to analyze social media conversations about handmade accessories to gather customer insights.
5. Draft your business plan with AI assistance, focusing on:
   - Production capacity as a solo entrepreneur
   - Pricing strategy that reflects both material costs and your craftsmanship
   - Marketing approach leveraging your social media skills
   - Shipping and logistics solutions for international orders

For Module 3: Business Prompting Workshop

1. Create a mood board for your brand using AI image generation tools, reflecting your Ukrainian heritage and modern Estonian influences.
2. Develop a pitch deck that clearly communicates your unique value proposition as a handmade accessories creator.
3. Compare outputs from different AI tools when asking about legal requirements for e-commerce in Estonia.
4. Create a custom GPT with knowledge about:
   - Fashion trends and forecasting
   - E-commerce best practices for handmade items
   - Marketing strategies for social media platforms you're already familiar with
5. Test your custom GPT with specific questions related to your business challenges.

For Module 4: AI for Business Success

1. Develop a content calendar for Instagram and TikTok using AI to suggest optimal posting times and content types.
2. Create templates for product descriptions that highlight the handmade nature and unique aspects of your accessories.
3. Design a simple customer service chatbot that can answer FAQs about your products, materials, shipping, and returns.
4. Use AI tools to identify emerging fashion trends and plan your product development accordingly.
5. Finalize your business plan with detailed marketing strategies and financial projections based on AI-assisted research.

3. Extra Assignments

Assignment for Module 1: Fashion Trend Analysis

Use at least two different AI tools to research current and upcoming trends in handmade jewelry and scarves. Create a visual report comparing the results, including: * Screenshots of your prompts * The AI-generated responses * Your analysis of which tool provided more accurate and useful information * How you would apply these insights to your product design

Assignment for Module 2: Competitor Analysis Dashboard

Create a competitor analysis of 5 successful handmade accessory businesses (both in Estonia and internationally) using AI tools. Develop a simple dashboard that shows: * Their pricing strategies * Product range * Unique selling propositions * Marketing approaches * Customer engagement tactics

Document which AI tools you used, your prompts, and how you verified the information's accuracy.

Assignment for Module 3: AI-Enhanced Product Storytelling

Select one of your handmade accessories and use AI to create compelling product stories from multiple angles: * The inspiration behind the design * The materials and crafting process * How it can be styled/worn * The emotional connection it creates

Create variations for different platforms (Instagram caption, product description, TikTok script) and explain which AI tools and prompts you used to generate each version.

Assignment for Module 4: AI-Powered Launch Strategy

Design a complete launch strategy for your online store using AI tools to: * Generate a marketing timeline * Create social media announcement templates * Develop a special offer for first-time customers * Plan a content strategy for the first month after launch

Include screenshots of the AI tools you used, your prompts, and explain how you refined the AI outputs to match your brand voice and business goals.

4. Tips

Leverage your bilingual advantage: Use your fluency in multiple languages to create multilingual product descriptions and marketing materials with AI assistance, allowing you to reach both local Estonian customers and the broader international market.

Start small but think big: Begin with a focused collection of your strongest designs rather than trying to offer too many products at once. Use AI to help you identify which of your handmade accessories are likely to be most marketable based on current trends.

Document your creative process: Your handmade items have a story that mass-produced accessories don't. Use AI to help craft compelling narratives about your creative process and Ukrainian heritage, which can become a powerful part of your brand identity.

Balance AI efficiency with authentic craftsmanship: While AI can help with many business aspects, remember that the handmade, personal touch is your competitive advantage. Use AI for business operations and marketing, but keep your creative process authentic.

Network strategically: As a newcomer to Estonia, use AI tools to identify local craft fairs, fashion events, and entrepreneur meetups where you can showcase your products and connect with potential customers and mentors in the local business community.

Embrace your unique perspective: Your experience as a young Ukrainian entrepreneur in Estonia gives you a unique viewpoint. Use AI to help you identify how your cultural background can influence your designs in ways that stand out in the market.

We hope you have a fruitful learning period. If you have any questions, please contact teachers.