

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

- Understand the basic concepts and capabilities of generative AI tools
- Learn how to write effective prompts to get useful business information
- Apply AI tools to conduct market research for your ethnic food business idea
- Use AI to generate content for business planning and marketing materials
- Evaluate and compare outputs from different AI tools for business applications

Running a Business

- Identify the key operational components of a food delivery/retail business
- Understand basic financial management for small businesses
- Learn about inventory management and supply chain basics for food businesses

- Develop knowledge of customer service best practices for ethnic food businesses
- Understand the regulatory requirements for food businesses in Finland

3. Your study plan

Generative AI Skills

STEP 1: Understand the Basics - Complete Lessons 1-3 from "Generative AI for Beginners" GitHub repository - Take notes on key AI concepts and terminology - Watch at least 2 introductory videos on how AI can help entrepreneurs

STEP 2: Explore AI Tools - Create free accounts on ChatGPT and Google Gemini - Complete the "Introduction to Generative AI" course on Google Cloud Skills Boost - Practice basic prompts like "Explain what [tool name] can do for entrepreneurs" - Document differences between the tools you've tried

STEP 3: Learn Effective Prompting - Study Lesson 6 (Prompt Engineering) from the "Generative AI for Beginners" course - Practice writing 5-10 different prompts about food businesses - Experiment with prompt variations to see how they affect results - Create a personal "prompt library" document with effective prompts

STEP 4: Apply AI to Market Research - Use AI tools to research the ethnic food market in Finland - Ask AI to help identify potential competitors in your area - Generate questions for customer surveys about ethnic food preferences - Use AI to analyze potential challenges for immigrant entrepreneurs

STEP 5: Content Creation with AI - Practice using AI to write product descriptions for ethnic food items - Generate a sample business mission statement with AI assistance - Create a basic marketing message for your potential business - Compare outputs from different AI tools for the same content request

Running a Business

STEP 1: Business Fundamentals - Visit SBA.gov and read their "Business Guide" section - Use AI to summarize key points about business structures and registration - Research Finnish business registration requirements for food businesses - Create a list of questions about business operations you need to answer

STEP 2: Financial Management Basics - Study the "Finance" section on SBA.gov - Use AI to explain basic financial terms and concepts for small businesses - Research startup costs for food delivery businesses in Finland - Practice creating a simple monthly budget for a small food business

STEP 3: Operations and Supply Chain - Research food safety regulations in Finland - Use AI to help identify potential suppliers for ethnic food ingredients - Study inventory management basics for perishable food items - Create a basic operational workflow for a food delivery service

STEP 4: Customer Service and Marketing - Research customer service best practices for food businesses - Use AI to generate ideas for promoting ethnic food to Finnish customers - Study how to handle customer complaints and feedback - Create a basic customer journey map for your business idea

STEP 5: Business Planning Integration - Use AI to help outline a basic business plan for your food business idea - Research successful ethnic food businesses in Finland or similar markets - Identify key performance indicators for your potential business - Create a list of potential challenges and solutions for your business idea

4. Extra assignments

Generative AI Skills

Assignment 1: Ethnic Food Market Analysis Create a comprehensive market analysis for your ethnic food business idea using AI tools. Use at least two different AI platforms (e.g., ChatGPT and Gemini) to:

- Identify potential customer segments in Finland
- Analyze competitors offering similar services
- Generate insights about pricing strategies
- Suggest unique selling propositions

Document the different prompts you used, which AI tool gave the most useful responses, and what you learned about effective prompting through this exercise.

Assignment 2: AI-Powered Business Name Generator Use generative AI to brainstorm potential business names for your ethnic food business. Follow these steps:

1. Create a detailed prompt describing your business concept, target audience, and the feeling you want your brand to evoke
2. Generate at least 20 potential business names using AI
3. Ask the AI to evaluate the top 5 names based on memorability, cultural relevance, and marketing potential
4. Use AI to check if the domain names are likely available

Document your prompt engineering process, how you refined your prompts to get better results, and which AI tool provided the most creative and useful suggestions.

Running a Business

Assignment 1: AI-Assisted Business Model Canvas Use generative AI to help you create a Business Model Canvas for your ethnic food business. Follow these steps:

1. Ask AI to explain each component of the Business Model Canvas
2. For each section, use AI to generate specific questions relevant to a food delivery business
3. Answer these questions based on your business idea
4. Use

AI to help you identify potential gaps or weaknesses in your business model

Document which AI tool you used, the prompts that were most effective, and how the AI helped you think more comprehensively about your business model.

Assignment 2: Financial Forecast Helper Create a basic 6-month financial forecast for your business startup using AI assistance: 1. Use AI to help you identify all potential startup costs for a food delivery business 2. Ask AI to help you estimate monthly operating expenses 3. Use AI to suggest realistic revenue projections based on similar businesses 4. Create a simple cash flow projection with AI guidance

Document the prompts you used to get specific financial information, how you verified the AI's suggestions, and what you learned about financial planning through this exercise.

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: 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>

5: AI Basics - Elements of AI: Offered as a free online course by the University of Helsinki and Reaktor, "Elements of AI" is designed for anyone wanting to understand the basics of AI.

<https://www.elementsofai.com/>

6: 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/>

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