# Smart learning plan (training)

Dear Ivan,

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

## 1. Learning objectives

- **Develop AI-enhanced market analysis skills** to identify gaps in IT services for small businesses in Estonia, leveraging your technical background to understand market needs
- **Master AI tools for IT service business planning** that will help you design and refine your cybersecurity, cloud services, and custom software development offerings
- **Create effective AI prompting strategies** specific to tech service businesses that will enhance your ability to gather industry-specific information and automate business processes
- **Implement AI-driven marketing and sales approaches** tailored to small business clients to help you build a sustainable tech service firm with growth potential

## 2. Learning plan

### Phase 1: Building AI Foundations for Tech Services

- Assess your current AI knowledge and identify specific tools relevant to IT service businesses
- Learn prompt engineering basics with focus on technical service inquiries and IT problem-solving
- Explore ethical considerations of AI in cybersecurity and data management contexts
- Practice using AI tools to analyze technical documentation and extract business-relevant insights

### Phase 2: Market Analysis for IT Services

- Use AI tools to research small business IT needs in Estonia, focusing on cybersecurity and cloud services
- Analyze competitor offerings and identify service gaps using AI-powered market research
- Create customer personas for small businesses that need external IT support
- Develop an interactive canvas to visualize your findings and potential service offerings

### Phase 3: Business Model Development

- Use AI to generate and refine business ideas within your tech service focus
- Develop pricing models for different IT service packages using AI analysis
- Create AI-assisted workflows for service delivery and client onboarding
- Design a business plan template optimized for tech service businesses

**Phase 4: Growth and Scaling Strategies**

- Learn AI-powered marketing approaches for technical services
- Develop automated customer relationship management systems for ongoing IT support
- Create networking strategies to build connections in Estonia's tech community
- Design future-proofing strategies for your business as AI and tech landscapes evolve

# 3. Assignments

**AI Market Detective**: Use AI tools to identify the top 3 unmet IT needs of small businesses in Estonia. Create a one-page report with your findings and how your services could address these gaps.

**Service Package Generator**: Prompt an AI to help you design 3 different service packages (basic, standard, premium) for your tech service firm, complete with features and pricing strategies. Refine the output to match the Estonian market.

**Cybersecurity Consultant Simulation**: Create a series of AI prompts that would help you quickly assess a small business's cybersecurity vulnerabilities. Test your prompts with a hypothetical business case and refine them for clarity and effectiveness.

**AI Marketing Campaign Builder**: Design a simple marketing campaign for your tech service firm using AI tools to generate content ideas, social media posts, and email templates targeted at small business owners who need IT support.

# 4. Your mini-project

**AI-Enhanced Tech Service Business Launch Plan**

Create a comprehensive business launch plan for your tech service firm using AI tools at each stage:

- Use AI for market research to identify your ideal small business clients in Estonia
- Develop a service catalog with detailed descriptions of your cybersecurity, cloud, and custom software offerings
- Create a simple website outline with AI-generated content tailored to small business IT needs
- Design a client acquisition strategy with automated follow-up processes
- Build a 6-month roadmap for business growth with key milestones and metrics

The final output will be a presentation-ready business plan that you can use to launch your tech service firm and potentially attract funding or partnerships.

# 5. Tips

**Leverage your technical strength**: Your programming background gives you an advantage in understanding AI capabilities. Focus on translating this technical knowledge into business applications.

**Bridge the knowledge gap**: While learning about business concepts, always connect them back to your IT expertise. This will make business planning more concrete and relevant.

**Start small, think big**: Begin with offering one specialized IT service to small businesses before expanding your portfolio. This allows you to perfect your processes and build a reputation.

**Connect with the Estonian tech community**: Join local tech meetups and entrepreneurship groups to build your network. Estonia's digital-friendly environment offers many opportunities for tech entrepreneurs.

**Document your learning journey**: Keep notes on AI prompts that work well for business planning. These will become valuable assets as you build your business.

**Balance technical and business language**: Practice explaining complex IT solutions in business terms that demonstrate value to small business owners who may not be technically savvy.

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