

Smart learning plan (training)

Dear Ivan,

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

1. Learning objectives

Module 1: Understanding AI basics

- Identify and evaluate specific AI tools that can enhance your tech service offerings for small businesses, particularly in cybersecurity, cloud services, and custom software development.
- Develop effective prompt engineering skills to leverage AI for automating routine IT tasks that small businesses commonly struggle with.
- Understand the ethical and legal considerations of implementing AI solutions in IT services, especially regarding data privacy and security for Estonian small businesses.

Module 2: AI for Business Planning

- Use AI tools to refine your tech service business concept and identify the most viable IT service packages for small businesses in the Estonian market.
- Conduct AI-assisted competitor analysis of the local IT service landscape to identify gaps and opportunities for your cybersecurity and cloud service offerings.
- Create detailed customer personas for different types of small businesses in Estonia that need IT support, mapping their technology pain points and decision-making processes.

Module 3: Business Prompting Workshop

- Develop industry-specific prompts that generate accurate and valuable information about IT service compliance, cybersecurity regulations, and cloud service requirements in Estonia.
- Create a compelling pitch deck for your tech service firm that clearly communicates your value proposition to small business owners who may have limited technical knowledge.
- Design a custom GPT that can serve as a knowledge base for common IT issues faced by small businesses, potentially as a future service offering.

Module 4: AI for Business Success

- Develop an AI-enhanced marketing strategy that effectively communicates complex IT services to non-technical small business owners.
- Create a framework for using AI-powered chatbots to provide first-level IT support for your future clients.

- Build a sustainable business model that incorporates AI to scale your tech services while maintaining quality and personalization.

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start by exploring AI tools specifically designed for IT service providers (e.g., AI-powered security monitoring, automated cloud management, code generation tools).
2. Compare at least 3 different generative AI platforms to identify which ones are most effective for IT documentation, troubleshooting guides, and technical explanations.
3. Practice writing prompts that extract technical information and translate it into simple explanations for non-technical clients.
4. Research Estonian and EU regulations regarding AI use in business, particularly focusing on data protection requirements for IT service providers.
5. Create a matrix of AI tools matched to specific IT services you plan to offer, noting their strengths, limitations, and ethical considerations.

For Module 2: AI for Business Planning

1. Use AI tools to analyze the current IT service market in Estonia, focusing on services for small businesses.
2. Generate a list of potential service packages at different price points, then use AI to evaluate their viability.
3. Identify 5-10 potential competitors and use AI to analyze their service offerings, pricing models, and market positioning.
4. Create detailed profiles of at least 3 different types of small business clients (e.g., retail, professional services, manufacturing) and their specific IT needs.
5. Draft the first version of your business plan with AI assistance, focusing on your competitive advantage in the Estonian small business IT market.
6. Use AI to identify potential challenges in scaling IT services and develop mitigation strategies.

For Module 3: Business Prompting Workshop

1. Develop a library of specialized prompts for gathering information about IT compliance requirements for different industries.
2. Practice creating technical content that explains complex IT concepts in simple terms for business owners.
3. Design a pitch deck that clearly communicates your technical expertise and business value without overwhelming non-technical audiences.

4. Create a custom GPT with knowledge about common IT issues, cybersecurity best practices, and cloud service options for small businesses.
5. Test your custom GPT with potential client scenarios and refine its responses based on feedback.

For Module 4: AI for Business Success

1. Develop a content marketing strategy that positions you as an IT thought leader for small businesses in Estonia.
2. Create templates for AI-generated content that addresses common IT concerns of small business owners.
3. Design a simple chatbot that could handle basic IT support inquiries and triage more complex issues.
4. Use AI to develop a sales funnel specific to IT services, from initial awareness to ongoing service relationships.
5. Create a framework for using AI to monitor technology trends and identify new service opportunities.
6. Finalize your business plan with a clear roadmap for launching and scaling your tech service firm.

3. Extra Assignments

Assignment for Module 1: IT Service Analyzer

Create an AI-powered tool that analyzes a small business's website and generates a basic IT security and performance report. Document the process of:

- * Which AI tools you used to scan for common security vulnerabilities
- * How you designed prompts to translate technical findings into business recommendations
- * How you would present this automated analysis as a lead generation tool for your services

Assignment for Module 2: Competitor Intelligence Dashboard

Use AI to create a competitive intelligence dashboard for your tech service business. Your assignment should:

- * Show how you used AI to gather data on at least 5 competitors in the Estonian market
- * Include prompts you developed to analyze their service offerings, pricing, and client testimonials
- * Demonstrate how this intelligence informed your own business positioning
- * Include a SWOT analysis generated with AI assistance

Assignment for Module 3: Small Business IT Consultant GPT

Design a custom GPT that serves as a virtual IT consultant for small businesses. Your submission should include:

- * The system prompt you created to define its expertise and personality
- * The knowledge base you provided (or how you structured its knowledge)
- * Three example conversations

showing how it handles different IT inquiries * An explanation of how this GPT could be monetized as part of your business

Assignment for Module 4: Automated IT Onboarding Experience

Create an AI-powered onboarding experience for new small business clients. Your assignment should showcase:

- * How you used AI to generate a customized IT assessment questionnaire
- * The prompts you designed to create personalized service recommendations
- * A sample welcome package with AI-generated content explaining your services
- * How this automated process improves client experience while saving you time

4. Tips

Leverage your technical expertise: Your background in software development gives you a significant advantage in understanding AI capabilities. Focus on bridging the gap between your technical knowledge and business applications rather than getting caught up in the technical details of AI.

Start small, think big: While you have ambitious goals for your tech service firm, consider beginning with a focused offering that addresses a specific pain point for small businesses. Use AI to identify which services have the highest demand and lowest competition.

Build bilingual capabilities: Your language skills are valuable in the Estonian market. Consider developing AI prompts in both English and Estonian to create localized content and services that will appeal to local businesses.

Create educational content: Use AI to help you develop educational resources about cybersecurity and cloud services for small businesses. This positions you as an expert and creates trust with potential clients who may not understand the technical aspects of what you offer.

Network strategically: Use AI tools to identify networking opportunities in Estonia's tech community and prepare talking points for these events. Your background as a newcomer with fresh perspectives can be framed as an advantage.

Balance automation with personal touch: While AI can help you scale your business, remember that small business clients often value personal relationships. Design your business model to use AI for efficiency while maintaining the human connection that builds client loyalty.

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