

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 the basic principles and capabilities of generative AI tools
- Learn how to craft effective prompts for fashion and e-commerce applications

- Identify which AI tools are most suitable for different aspects of your handmade accessories business
- Develop skills to evaluate and refine AI-generated content for your target audience

Making a Business Plan

- Identify the essential components of an e-commerce business plan
- Learn how to conduct market research for handmade fashion accessories using AI tools
- Understand how to create financial projections for an online store
- Develop skills to adapt your business plan for both Estonian and international markets

Running a Business

- Understand the legal requirements for running an e-commerce business in Estonia
- Learn the fundamentals of inventory management for handmade products
- Develop basic knowledge of digital marketing strategies for fashion accessories
- Understand customer service best practices for online businesses

3. Your study plan

Generative AI Skills

1. Complete the first 3 modules of "Generative AI for Beginners" on GitHub
2. Create a free account on ChatGPT and complete the built-in tutorial
3. Practice creating 5 different prompts related to fashion trends and accessories
4. Try using AI to generate product descriptions for 3 of your handmade items
5. Experiment with image generation tools to create marketing visuals for your accessories
6. Compare outputs from different AI tools and note their strengths and weaknesses

Making a Business Plan

1. Download HubSpot's Business Plan Template and review all sections
2. Use AI to research the market size for handmade accessories in Estonia and neighboring countries
3. Create a customer persona for your ideal buyer using AI assistance
4. Draft your business vision and mission statements with AI feedback
5. Outline your product offerings and pricing strategy
6. Create a simple financial projection including startup costs and expected revenue

Running a Business

1. Research Estonian e-commerce regulations and tax requirements using online resources
2. Study two case studies of successful small online fashion businesses
3. Create a list of necessary operational processes for your online store
4. Research e-commerce platforms suitable for selling handmade accessories
5. Develop a basic inventory tracking system for your products
6. Create a customer service policy for your online store

4. Extra assignments

Generative AI Skills

Fashion Trend Analyzer: Use ChatGPT to analyze current fashion accessory trends. First, prompt the AI to identify 5 trending styles in handmade jewelry for the upcoming season. Then, ask it to suggest materials and design elements that would appeal to your target market in Estonia and internationally. Document the prompts you used and how you refined them to get the most useful information.

Product Description Generator: Select 3 of your handmade accessories and use an AI tool like Claude or Gemini to create compelling product descriptions. Start with a basic prompt describing the item, then refine your prompt to include emotional appeals and unique selling points. Compare how different AI tools handle the same request and which produces the most authentic-sounding descriptions for your brand.

Making a Business Plan

Competitor Analysis Dashboard: Use AI to help you create a competitor analysis for 3-5 similar handmade accessory businesses. Ask the AI to suggest what information to gather, then use it to help analyze their strengths and weaknesses. Create a simple visual dashboard comparing your planned business to these competitors. Document how you prompted the AI to provide strategic insights rather than just basic information.

Financial Scenario Planner: Use ChatGPT to help you create three different financial scenarios for your business (conservative, realistic, and optimistic). Start by prompting the AI to suggest typical startup costs for an online handmade accessories business. Then ask it to help you calculate potential revenue based on different price points and sales volumes. Document how you guided the AI to create realistic projections specific to the Estonian market.

Running a Business

E-commerce Platform Selector: Use AI to help you evaluate which e-commerce platform would be best for your handmade accessories business. Create a detailed prompt that includes your specific needs (inventory management, international shipping, payment processing, etc.). Ask the AI to compare at least 3 platforms (like Shopify, Etsy, and a local Estonian option). Document how you refined your prompt to get practical, actionable advice.

Social Media Content Calendar: Use generative AI to help you create a one-month content calendar for Instagram and TikTok to promote your handmade accessories. First, prompt the AI to suggest content themes and post types that work well for fashion accessories. Then, ask it to help you develop specific post ideas that highlight your unique selling points. Document which AI tool you used and how you structured your prompts to generate creative yet practical content ideas.

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.