Smart learning plan (onboarding)

Dear Sara,

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 how AI tools can assist in beauty salon business planning and operations
- Learn to write effective prompts to get useful business information from AI tools
- Be able to use AI to generate content for your beauty salon's marketing materials

- Identify which AI tools are most suitable for different aspects of your business

Making a Business Plan

- Identify all essential components of a business plan for a beauty salon in Finland
- Learn how to conduct market research for your salon using AI assistance
- Develop financial projections specific to beauty salon operations
- Create a compelling executive summary that highlights your unique value proposition

Running a Business

- Understand Finnish regulations and requirements for beauty salon businesses
- Learn basic financial management for small service businesses
- Identify operational processes specific to beauty salons
- Develop strategies for balancing business operations with family responsibilities

3. Your study plan

Generative AI Skills

1. Create free accounts on ChatGPT and Google's Gemini to compare different AI tools
2. Complete the first 3 lessons of "Generative AI for Beginners" focusing on fundamentals
3. Practice writing 5 different prompts about beauty salon businesses and compare responses
4. Learn about prompt engineering techniques (be specific, provide context, ask for formats)
5. Use AI to research beauty salon trends in Finland, noting which prompts work best
6. Practice generating a simple marketing description for your potential salon
7. Experiment with AI image generation to create a logo concept for your salon

Making a Business Plan

1. Download HubSpot's Business Plan Template and review all sections
2. Use AI to research beauty salon business models in Finland
3. Create a draft vision statement and business goals for your salon
4. Use AI to help identify your target market segments (local Finns and immigrant communities)
5. Research competitors in Espoo with AI assistance
6. Draft your service offerings and pricing structure
7. Create basic financial projections including startup costs, monthly expenses, and revenue estimates
8. Compile all sections into a draft mini-business plan for your beauty salon

Running a Business

1. Research Finnish regulations for beauty salons using AI tools
2. Identify permits and licenses needed for beauty businesses in Finland
3. Learn about tax obligations for small business owners in Finland
4. Research business insurance requirements for beauty salons
5. Create a basic operational plan (hours, appointment scheduling, services workflow)
6. Develop a simple financial tracking system for income and expenses
7. Research childcare options that would align with your business schedule
8. Create a risk management plan for common beauty salon challenges

4. Extra assignments

Generative AI Skills

Beauty Salon Service Description Generator

- Task: Use an AI tool to help you create detailed descriptions for 5 different beauty services you plan to offer.
- Process: First, list your services (e.g., haircuts, coloring, facials). Then, ask the AI to help you write compelling descriptions that highlight benefits and unique aspects of each service.
- Tools: ChatGPT or Gemini
- Sample prompt: "I'm opening a beauty salon in Espoo, Finland that will serve both Finnish and immigrant clients. Please help me write an appealing 100-word description for a [specific service] that highlights its benefits and what makes it special."

Multilingual Welcome Message

- Task: Create a welcoming message for your salon website in Finnish, English, and Arabic.
- Process: Draft a brief welcome message in English, then use AI to help translate and culturally adapt it for each language group.
- Tools: ChatGPT or Google Translate with Gemini for refinement
- Sample prompt: "I've written this welcome message for my beauty salon website: [your message]. Please translate it into Finnish and ensure it sounds natural and welcoming. Then suggest any cultural adaptations that might make it more appealing to Finnish customers."

Making a Business Plan

Competitor Analysis Dashboard

- Task: Create a simple competitor analysis of 3-5 beauty salons in Espoo.

- Process: Use AI to help you identify what information to collect, then research competitors online and organize findings into a comparison table.
- Tools: ChatGPT for guidance, then Microsoft Excel or Google Sheets for the dashboard
- Sample prompt: "I need to analyze beauty salon competitors in Espoo, Finland. What key information should I collect about each business? Please also create a template table I can use to compare them side by side."

Financial Projection Scenario Builder

- Task: Create three different financial scenarios (conservative, realistic, optimistic) for your first year of business.
- Process: Use AI to help identify typical costs and revenue streams for a beauty salon, then create projections for each scenario.
- Tools: ChatGPT for guidance, then Microsoft Excel or Google Sheets for calculations
- Sample prompt: "I'm creating financial projections for my new beauty salon in Espoo. Please help me identify all typical startup costs, monthly expenses, and revenue streams. Then suggest numbers for conservative, realistic, and optimistic scenarios based on typical Finnish market conditions."

Running a Business

Beauty Salon Operations Manual Outline

- Task: Create an outline for a basic operations manual for your future beauty salon.
- Process: Use AI to help you identify all the procedures and policies you'll need to document.
- Tools: ChatGPT or Gemini
- Sample prompt: "I'm opening a small beauty salon in Finland with 2-3 staff members. Please help me create a detailed outline for an operations manual that covers all essential procedures, policies, and daily operations. Include sections specific to beauty salons like hygiene protocols and appointment management."

Work-Life Balance Strategy

- Task: Develop a strategy for balancing your business operations with childcare responsibilities.
- Process: Use AI to brainstorm different scheduling options, childcare solutions, and business models that could work for your situation.
- Tools: ChatGPT or Gemini
- Sample prompt: "I'm a mother planning to open a beauty salon in Espoo, Finland. I need to balance running the business with caring for my child. Please help me brainstorm different business operation models, scheduling approaches, and childcare solutions that could work together. Consider Finnish childcare options and typical beauty salon operating hours."

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: Making a Business Plan – Small Business: The Business Plan: A free online course that walks you through creating a comprehensive business plan covering mission, market research, and funding options.
https://alison.com/course/small-business-the-business-plan

3: 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/

4: Prompt Design - Prompt Engineering Guide: This is a comprehensive guide that covers the basics of prompt engineering, offering insights into techniques for designing effective prompts for large language models.
https://www.promptingguide.ai/

5: 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/

6: 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

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