

# Smart learning plan (training)

Dear Miguel,

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

## 1. Learning objectives

### Module 1: Understanding AI basics

- Develop foundational knowledge of AI tools that can help overcome language and cultural barriers when establishing a Brazilian-Finnish fusion café
- Learn how to use AI to research Finnish food regulations and business requirements for immigrants

### Module 2: AI for Business Planning

- Use AI tools to validate your fusion café concept by analyzing the Finnish café market and identifying gaps for Brazilian-influenced offerings
- Create detailed customer personas for Finnish customers interested in international cuisine to understand their preferences and behaviors

### Module 3: Business Prompting Workshop

- Develop skills to create bilingual (Finnish-English) marketing materials for your café using AI tools
- Learn to use AI for translating and adapting traditional Brazilian recipes to Finnish tastes and available ingredients

### Module 4: AI for Business Success

- Design an AI-assisted marketing strategy that highlights the unique cultural aspects of your Brazilian-Finnish fusion café
- Create a sustainable business model that considers the seasonal nature of Finnish café culture

## 2. Your tailored learning plan

### For Module 1: Understanding AI basics

1. Start with simple AI tools like Google Translate to overcome immediate language barriers
2. Practice using ChatGPT to ask questions about Finnish business regulations for food establishments

3. Experiment with image generation tools to visualize your café concept and menu items
4. Create a list of ethical considerations when using AI to represent Brazilian culture in Finland
5. Compare different AI tools to determine which are most helpful for non-native Finnish speakers

## **For Module 2: AI for Business Planning**

1. Use AI to conduct a PESTEL analysis focused specifically on immigrant-owned food businesses in Finland
2. Research successful international cafés in Finland and identify their business strategies
3. Create 3-4 detailed customer personas representing different segments of potential customers
4. Map the customer journey from discovery to loyalty for your fusion café
5. Draft the first version of your business plan with special attention to your unique cultural proposition

## **For Module 3: Business Prompting Workshop**

1. Learn to write effective prompts that generate accurate information about Finnish food regulations
2. Practice creating bilingual content for menus, signage, and marketing materials
3. Develop a system prompt for a custom GPT that understands both Finnish café culture and Brazilian cuisine
4. Create a simple pitch deck that effectively communicates your fusion café concept to potential Finnish partners
5. Build a knowledge base of Brazilian-Finnish fusion recipes and concepts for your custom GPT

## **For Module 4: AI for Business Success**

1. Design a seasonal marketing calendar that aligns with Finnish holidays and events
2. Create social media templates that highlight the story of your immigrant entrepreneurship journey
3. Develop a simple AI chatbot that can answer basic questions about your café in multiple languages
4. Use AI to identify potential local suppliers and partners for your café
5. Create a 1-year business scenario plan that accounts for seasonal variations in the Finnish café business

## **3. Extra Assignments**

### **Assignment for Module 1**

**Brazilian Café Concept Generator** Use at least two different AI image generation tools to create visual concepts for your Brazilian-Finnish fusion café. Generate 3-5 images showing: \* The café

interior design \* Sample fusion menu items \* Logo concepts

Compare the results from different tools and write a brief reflection on which tool produced the most useful results for your needs. Include the prompts you used and explain how you refined them to get better results.

## Assignment for Module 2

**Finnish Café Market Detective** Use AI tools to research the café market in your specific Finnish location. Create a report that includes: \* Analysis of 3-5 competitors in your area \* Identification of a gap in the market your Brazilian fusion concept could fill \* A price comparison of similar cafés \* Potential challenges specific to immigrant entrepreneurs

Document which AI tools you used, the prompts you created, and how you verified the information provided by AI.

## Assignment for Module 3

**Bilingual Menu Creator** Create a sample menu for your fusion café that features Brazilian classics adapted to Finnish tastes. Your menu should: \* Include both Finnish and English descriptions \* Feature 5-7 signature items with cultural background stories \* Have appealing food descriptions that highlight the fusion aspect \* Include appropriate pricing based on your market research

Document the AI tools and prompts you used to create the menu, translate items, and develop the cultural stories.

## Assignment for Module 4

**Seasonal Marketing Campaign** Design a marketing campaign for the launch of your café that considers Finnish seasonal preferences. Create: \* A social media announcement plan for your grand opening \* A seasonal promotion that combines Brazilian traditions with a Finnish holiday \* A loyalty program concept that appeals to Finnish customers

Explain which AI tools you used, the prompts you created, and how you adapted the AI suggestions to fit your specific cultural fusion concept.

## 4. Tips

**Leverage your barista experience:** Your current job is valuable market research! Pay attention to customer preferences, pricing, and operational details at your café job - this is real-world data you can feed into AI tools for better analysis.

**Start a learning journal in multiple languages:** Practice documenting your AI learning journey in both English and Finnish. This will improve your technical vocabulary while reinforcing your learning.

**Connect with both communities:** Use AI translation tools to help you network with both the Brazilian community in Finland and local Finnish business groups. These connections will be invaluable for your fusion concept.

**Begin small:** Consider starting with a pop-up café or food stall before investing in a full café. Use AI to help you calculate costs and risks for different entry strategies.

**Embrace your unique perspective:** Your background as a Brazilian in Finland is your competitive advantage. Use AI tools to help you articulate this unique value proposition in your business materials.

**Be patient with the learning curve:** Learning both entrepreneurship and AI simultaneously while adapting to a new country is challenging. Set small, achievable goals and celebrate your progress.

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