

Smart learning plan (onboarding)

Dear Ivan,

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 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.

2 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.

3 Branding and Marketing

To be able to start successfully marketing your business, products and services, you'll need some basic knowledge and training on marketing essentials. Learning Resources: Coursera's "Marketing in a Digital World" or free Google Ads and Facebook Blueprint courses are great starting points. Practice Tip: Develop a simple ad for a hypothetical product and run it on a small budget to understand basics in digital advertising. You can use generative AI to assist you.

2. Learning objectives

Making a Business Plan

- Identify the key components of a tech service business plan and how they interconnect
- Learn how to articulate your IT service value proposition for small businesses
- Understand how to create realistic financial projections for a service-based tech company
- Develop skills to use AI tools to enhance and streamline the business planning process

Running a Business

- Understand the operational requirements specific to a tech service firm
- Learn the basics of resource allocation, pricing strategies, and service delivery models
- Identify key performance indicators (KPIs) for monitoring the health of an IT service business
- Recognize legal and compliance considerations for tech businesses in Estonia

Branding and Marketing

- Understand how to position IT services to appeal to small business owners
- Learn to create a consistent brand identity for a B2B tech service company
- Develop skills to create targeted marketing messages for different customer segments
- Identify cost-effective digital marketing channels for reaching small business clients

3. Your study plan

Making a Business Plan

1. Download and review HubSpot's Business Plan Template, focusing on sections most relevant to tech services
2. Complete 2-3 LinkedIn Learning tutorials on business plan creation for service-based businesses
3. Research 3-5 successful IT service companies similar to your vision and analyze their business models
4. Create an outline of your business plan focusing on your unique value proposition for small businesses
5. Use ChatGPT to help you brainstorm potential revenue streams for your tech service business
6. Draft the executive summary and company description sections of your business plan
7. Create a simple financial projection spreadsheet with startup costs, monthly expenses, and revenue forecasts
8. Review your draft with AI tools to identify gaps and areas for improvement

Running a Business

1. Visit SBA.gov and read their guides on service business operations and IT business management
2. Research the legal requirements for starting a tech business in Estonia (registration, taxes, data protection)
3. Create a list of essential operational processes for your IT service business (service delivery, support, billing)
4. Identify the key resources you'll need (software, hardware, personnel) and estimate associated costs

5. Research pricing models for similar IT services and develop a preliminary pricing strategy
6. Use ChatGPT to help you identify potential operational challenges and solutions for a tech service firm
7. Create a basic customer onboarding process flowchart for your services
8. Develop a simple risk management plan identifying potential business risks and mitigation strategies

Branding and Marketing

1. Enroll in Coursera's "Marketing in a Digital World" or Google Digital Garage's free marketing courses
2. Research how successful IT service companies market themselves to small businesses
3. Create a mood board for your brand's visual identity (colors, fonts, imagery)
4. Draft your brand's core messaging: mission statement, tagline, and key selling points
5. Identify 3-5 marketing channels most likely to reach small business owners in your target market
6. Use Canva and AI tools to create a simple logo and basic brand elements
7. Develop a customer persona for your ideal small business client
8. Create a basic content calendar outlining potential blog topics or social media posts that would appeal to your target audience

4. Extra assignments

Making a Business Plan

AI-Powered Competitor Analysis Create a detailed analysis of 3 competitors in the IT services space using AI tools. Use ChatGPT to help you identify key questions to research, then use those questions to gather information. Create a comparison table of their services, pricing models, and unique selling points. Document which AI tools you used and what prompts were most effective in extracting useful competitive insights.

Financial Scenario Generator Use an AI tool like ChatGPT to help you create three different financial scenarios for your business: conservative, realistic, and optimistic. Ask the AI to help you identify appropriate variables to adjust in each scenario (client acquisition rate, service pricing, operational costs). Document your process, including the specific prompts you used to get the AI to generate meaningful financial projections tailored to a tech service business.

Running a Business

AI Operations Assistant Design a hypothetical AI-powered operations system for your tech service business. Use ChatGPT to help you identify 5-7 business processes that could be

automated or enhanced with AI (customer support, service monitoring, invoicing, etc.). Create a diagram showing how these processes would work together. Document which prompts you used to get the AI to suggest realistic automation opportunities specific to IT service businesses.

Risk Management Simulator Use AI tools to simulate potential business crises and develop response plans. Ask ChatGPT to generate 3-5 realistic crisis scenarios for a tech service business (data breach, service outage, key employee departure, etc.). Then use the AI to help you develop appropriate response protocols for each scenario. Document your interaction with the AI, including how you refined your prompts to get practical, actionable advice.

Branding and Marketing

AI-Generated Marketing Copy Test Create marketing copy for the same IT service using different AI tools (ChatGPT, Copy.ai, etc.) and compare the results. Develop a specific service offering (e.g., "Cloud Migration Package for Small Retailers") and ask each AI to generate headlines, email subject lines, and short ad copy. Analyze which outputs would be most effective for your target audience and why. Document the prompts you used with each tool and how you refined them to get better results.

Customer Journey Mapping Use AI to help you map the customer journey for a small business seeking IT services. Ask ChatGPT to help you identify all touchpoints from awareness to post-purchase support. Then use the AI to suggest content types and messaging appropriate for each stage. Create a visual customer journey map based on this information. Document how you prompted the AI to understand the specific needs and concerns of small businesses looking for IT support.

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: Branding & Marketing – Inbound Marketing Certification: A free course with certification covering the fundamentals of inbound marketing, including content, SEO, social media, and email marketing.

<https://academy.hubspot.com/courses/inbound-marketing>

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: An MBO Partners blog post from March 2024 listing five practical ways small businesses can use generative AI, such as automating tasks and creating content, to boost productivity.

<https://www.mbopartners.com/blog/how-grow-small-business/5-ways-to-use-generative-ai-for-your-small-b>

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