

Welcome to **START SMART!**

Watch the introduction video!

UpBeat 2025
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UPSKILLING ENTREPRENEURS WITH AI

Join our
AI enhanced
entrepreneur
programme
to learn the
business skills
of tomorrow!



START SMART.
BE THE NEXT GEN.



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the European Union

Central Baltic Programme



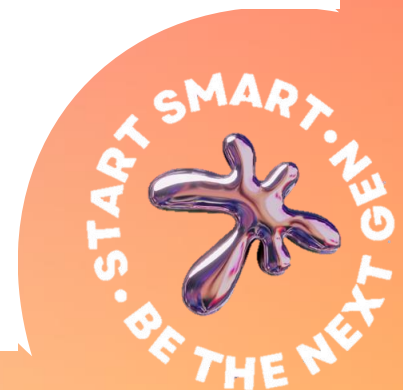
☀️ Training is FREE for participants! ☀️





Agenda

- Welcome!
- Introductions
- Learning course
- Tools



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UPBEAT



Upskilling Immigrants for Business Planning and Entrepreneurship using AI Technologies

UPBEAT Project offers **AI-assisted training programs** for young newcomers (ages 15-29) aspiring to start businesses in Finland or Estonia.

Expected Outcomes: The project aims to enhance entrepreneurial skills and improve participants' competitiveness in the labor market.

Partners: Haaga-Helia, Startup Refugees and Estonian Refugee Council

Project duration: August 2024 –January 2026

Funding: co-financed by the European Union through the **Interreg Central Baltic Programme** (Budget: 213.300 €)

centralbaltic.eu/project/upbeat/



Startup Refugees, Finland / Estonian Refugee Council



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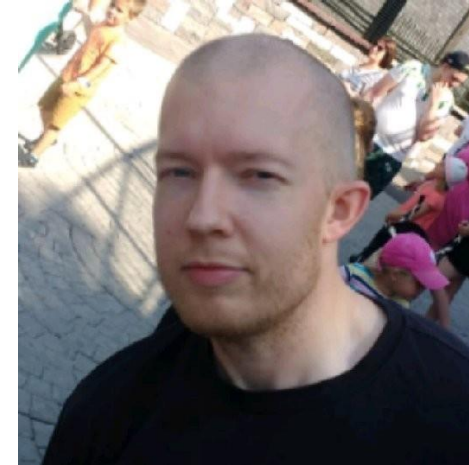
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Learning course information package



Start Smart learning programme

Understanding AI basics

- AI fundamentals
- Ecosystems and tools
- Prompting techniques
- Ethics and legal issues
- Next pre-assignment

AI for Business Planning

- Market and customer understanding
- Defining the business idea
- Iterating the business plan
- Next pre-assignment

Business Prompting Workshop

- AI tools for business
- AI for industry specific information
- AI enabled business coaching
- Next pre-assignment

AI for Business Success

- Marketing, sales and customer service
- Cross-border business and networking (Q&A)
- Future-proofing business
- Preparing for hackathon



Module 1: Understanding AI basics

Contents

- AI fundamentals
- Ecosystems and tools
- Also our own tools
- Prompt design
- Ethics and legal issues

Assignments

- Use and compare different GenAIs
- Generate information and create content

Objectives

1. Understand the fundamental technologies and ecosystems of AI and their relevance to business.
2. Identify various AI tools for different tasks in entrepreneurship.
3. Learn the basics of prompt design and multimodal prompting to interact effectively with AI systems.
4. Recognize the ethical and legal issues surrounding AI use in business



Module 2: AI for Business Planning

Contents

- Business idea finetuning
- Market and competitor analysis
- Customer understanding
- Business Plan

Assignments

- Pestel analysis of the market
- Customer personas and journeys
- Refining the Business Plan

Objectives

1. Using AI tools to clarify and define the initial business idea.
2. Using AI tools for competitor and market analysis to identify opportunities and challenges.
3. Creating customer personas and map customer journeys with AI to improve decision-making.
4. Analyzing customer insights using AI-powered methods.
5. Using the Custom GPT to build the first version on the business plan.



Module 3: Business Prompting Workshop

Contents

- AI for different business tasks
- AI enabled business coaching

Assignments

- Comparing output from smart guide and LLMs for business tasks
- Making business materials with AI, for example a pitch deck
- Making your own Custom GPT

Objectives

1. Understand how AI supports compliance with legal and tax issues.
2. Assess the validity and reliability of different AI tools.
3. Utilize different content creation tools for business tasks.
4. Apply structured prompts for business impact, industry related information and self-development.



Module 4: AI for Business Success

Contents

- Marketing, sales and customer service
- Cross-border networking with our Estonian partners
- Future-proofing business

Assignments

- Making a marketing/sales campaign
- Using the Future proof mentor Custom GPT and exploring student materials for different industries
- Completing feedback and registration forms

Objectives

1. Use AI tools for strategic brand planning, marketing campaigns and marketing content.
2. Use AI-powered tools (e.g., chatbots) for customer service and engagement.
3. Utilize AI for networking and establishing international partnerships.
4. Apply future-thinking techniques using AI to anticipate trends, weak signals and develop future business scenarios.



Tools and technology



It's all about AI and your business

- After this course you've upskilled – not just as an entrepreneur – but as an AI enhanced entrepreneur.
- Each business task and planning phase is tackled with GenAI. We'll use free tools, paid tools and custom-made AI tools.
- The main skill you'll learn is how to prompt your way into business success.
- Using GenAI tools enables you to have a fully customised learning plan and address issues concerning specifically your interest areas, industry and markets.



Set of AI Tools

1. Custom-made tools

- Learning Assistant
- Smart Guide
- Business Assistant (Custom GPTs)

2. General AI tools

- Chat GPT
- Copilot
- Gemini

3. Task specific tools

- NotebookLM
- Adobe Firefly

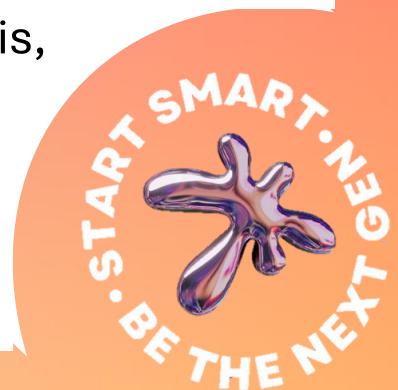
4. Other AI Business tools

- Links to be explored



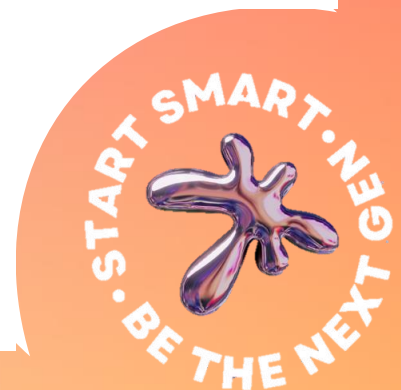
Create your personal Learning Assistant

- **Learning Assistant will** give you personalised learning recommendations to prepare for the learning modules.
- Make your own Learning Assistant with the generative AI tool of your choice (Chat GPT, Copilot, Gemini, Claude etc.) either as a Custom GPT or a chat prompt.
- Include this document as an attachment and use the following prompt:
- “You are a personalised learning assistant for an AI-assisted business course. Your first task is to collect a short personal profile from the learner. Ask them their AI skill level (beginner / intermediate / advanced), their business idea, their learning goals, their background (work or studies), their interests in business and their preferred learning style. After receiving this, summarise the profile clearly and use it to personalise all future explanations, examples, and tasks. Your goal is to help the learner understand and use AI to develop their business in a practical, personalised way.”



Use the Smart Guide for reliability

- Smart guide is a customized conversational assistant equipped to offer intuitive access to training guides, business acumen, educational assets, and market information.
- The system generates answers to learners' questions based on the predefined curated data using reliable sources (e.g. on taxation, legal, industry-specific issues) and trusted guidelines.
- Here is the link: <https://smart-guide.2.rahtiapp.fi/>



Use business assistants for AI sparring

1. **Custom GPTs** help you on a specific topic, like making a business plan or future-proofing your business.
 - Use the **Business Plan Coach**:
<https://chatgpt.com/g/g-67cab12bea3c8191b64f1b052c2fdaff-business-plan-coach>
 - Use the **Future Proof Mentor**:
<https://chatgpt.com/g/g-67ceea0cbadc8191b56e375cbf64f487-future-proof-mentor>
2. **Prompt library** has a wide selection of power prompts you can utilise on a variety of business tasks.
 - You'll find the link to the prompt wiki here:
<https://airtable.com/appJbDEWoPiiKYkWe/shrE3V1DdE3WFie9j>





Enjoy the ride!



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