

Welcome to Understanding AI basics

Watch the introduction video!



UPSKILLING ENTREPRENEURS WITH AI

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

START SMART.
BE THE NEXT GEN.



Interreg

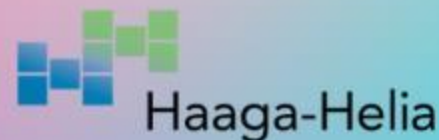


Co-funded by
the European Union

Central Baltic Programme



☀️ Training is FREE for participants! ☀️



Start Smart learning programme

Understanding AI basics

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

AI for Business Planning

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

Business Prompting Workshop

- AI tools for business
- AI for industry specific information
- AI enabled business coaching
- Pre-assignment

AI for Business Success

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





Agenda for module 1

- AI fundamentals
- Ecosystems and tools
- Prompting techniques
- Ethics and legal issues



Learning objectives

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





**Have your GenAI tools
at hand, we'll practice
using them!**

AI fundamentals



WHAT IS ARTIFICIAL INTELLIGENCE?

Machine Learning

Using sample data to train computer programs to recognize patterns based on algorithms.



Neural Networks

Computer systems designed to imitate the neurons in a brain.



Natural Language Processing

The ability to understand speech, as well as understand and analyze documents.

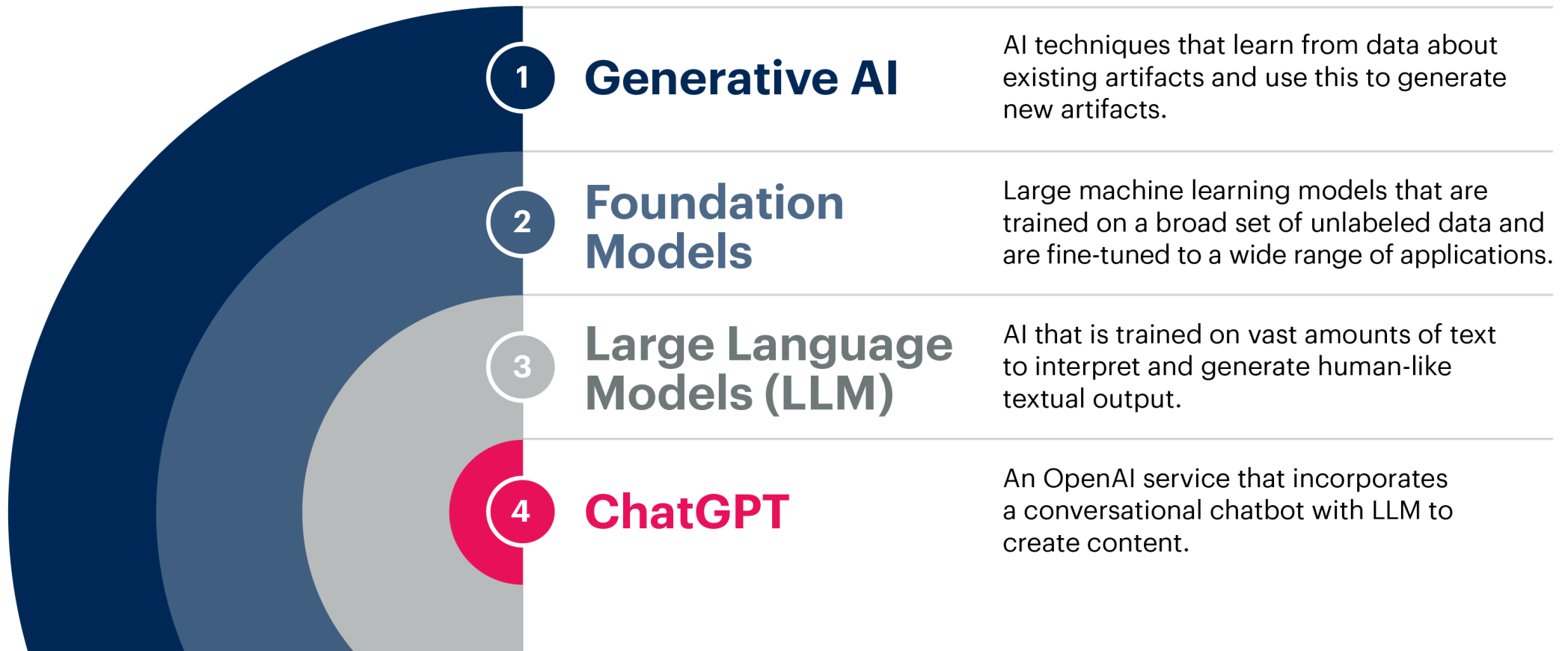


Robotics

Machines that can assist people without actual human involvement.



What Is Generative AI?

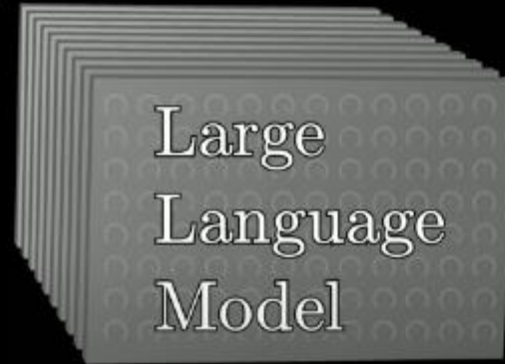


Let's watch a video

What follows is a conversation between a user and a helpful, very knowledgeable AI assistant.

User: Give me some ideas for what to do when visiting Santiago.

AI Assistant: Sure, there are plenty _____



hypothetical AI assistant would say in response, and that's what's presented to the user.

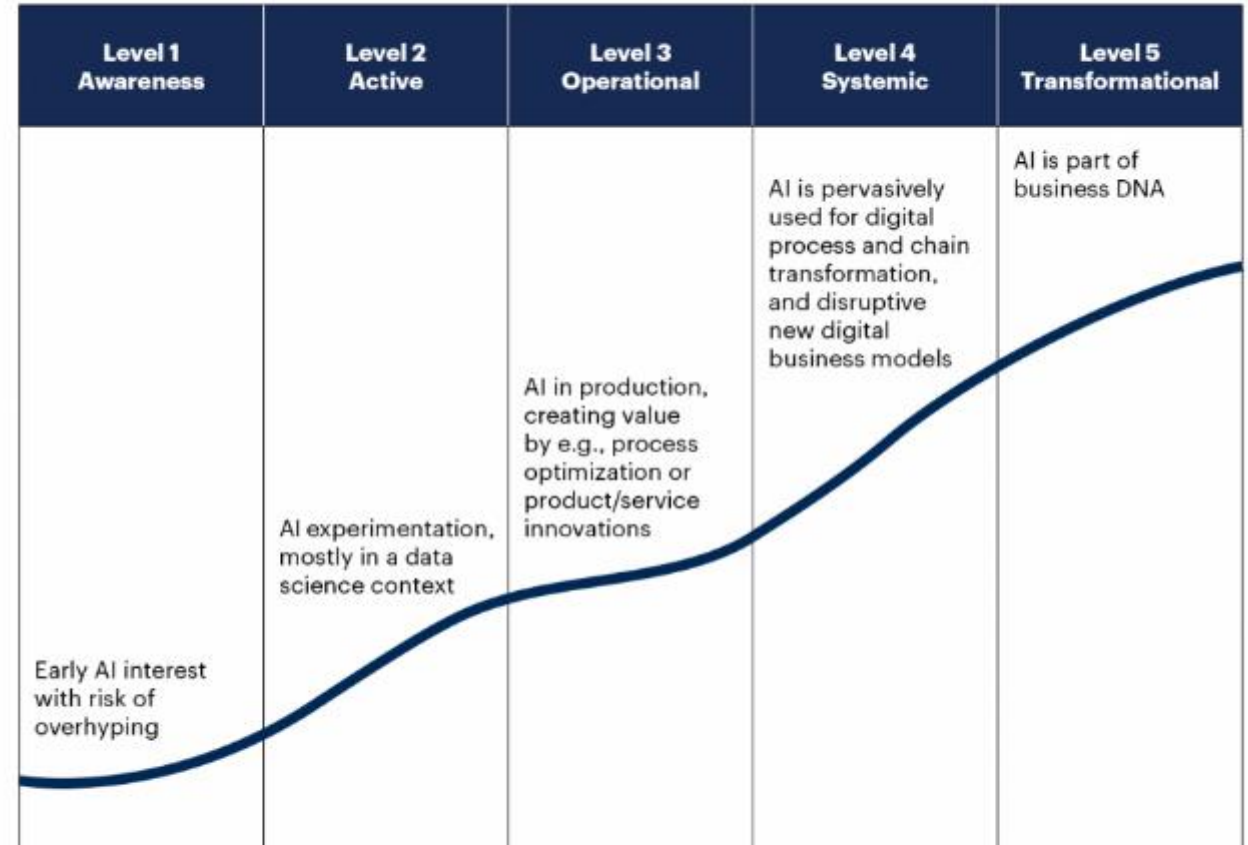
https://www.youtube.com/watch?v=LPZh9BOjkQs&t=12s&ab_channel=3Blue1Brown



AI maturity assessment

- 1. Awareness:** Conversations about AI are happening, but not in a strategic way, and no pilot projects or experiments.
- 2. Active:** AI is appearing in proofs of concept and possibly pilot projects. Meetings about AI focus on knowledge sharing and the beginnings of standardization conversations.
- 3. Operational:** At least one AI project has moved to production and best practices, and experts and technology are accessible to the enterprise. AI has a dedicated budget.
- 4. Systematic:** All new digital projects at least consider AI, and new products and services have embedded AI. AI-powered applications interact productively within the organization and across the business ecosystem.

AI Maturity Model

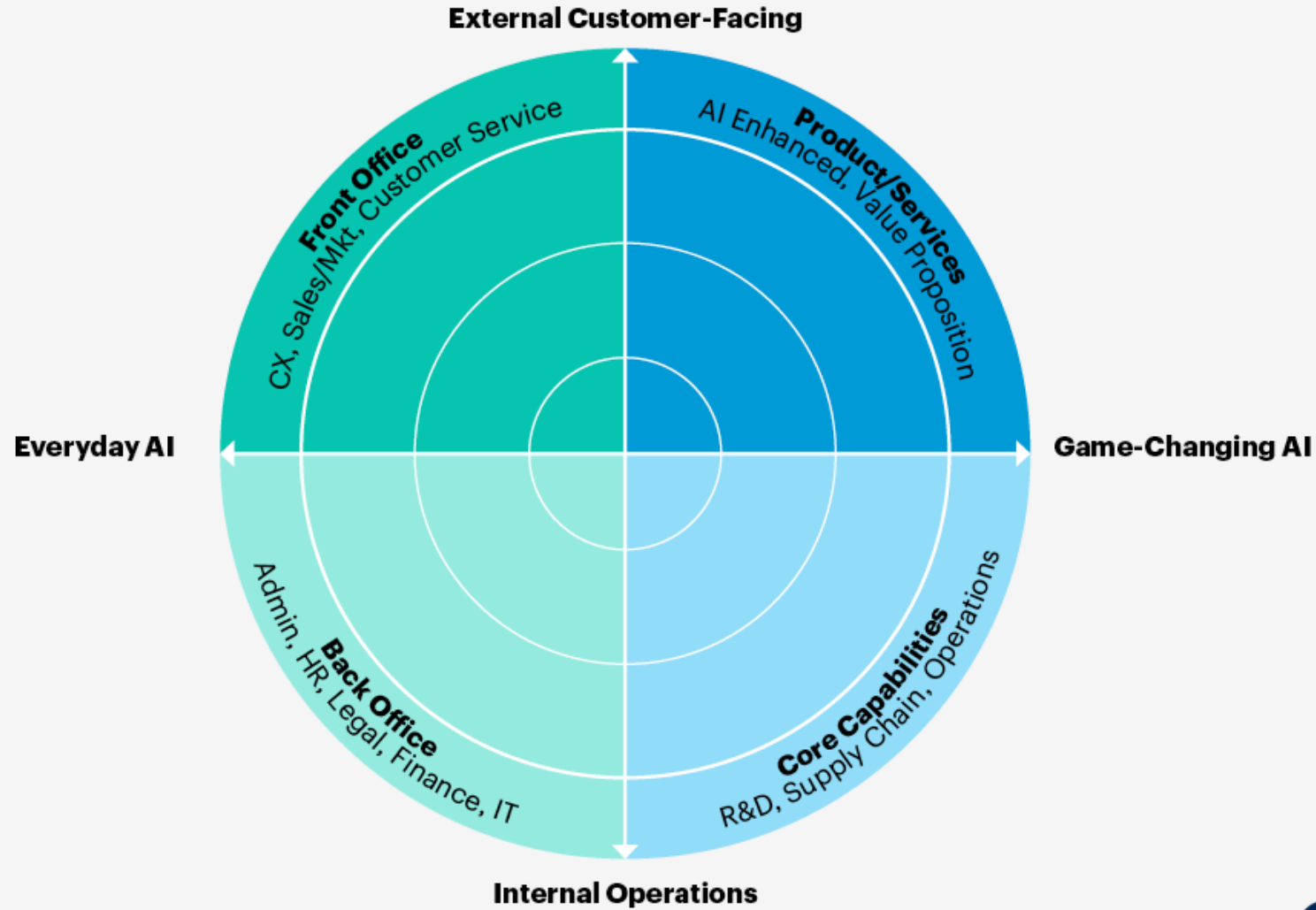


gartner.com/SmarterWithGartner

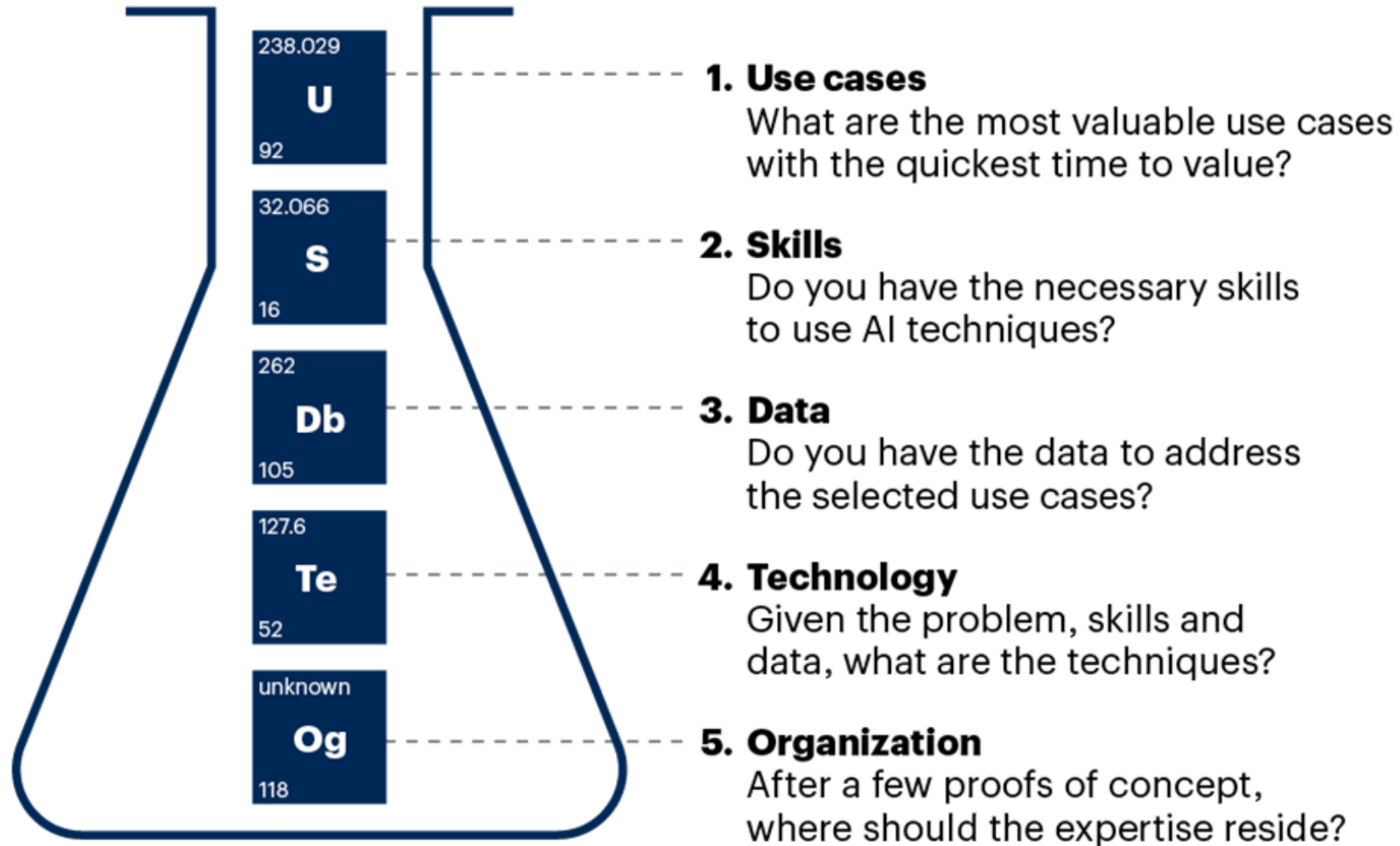
Source: Gartner
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Gartner

The AI Opportunity Radar



The Right Formula for the Introduction of AI Techniques

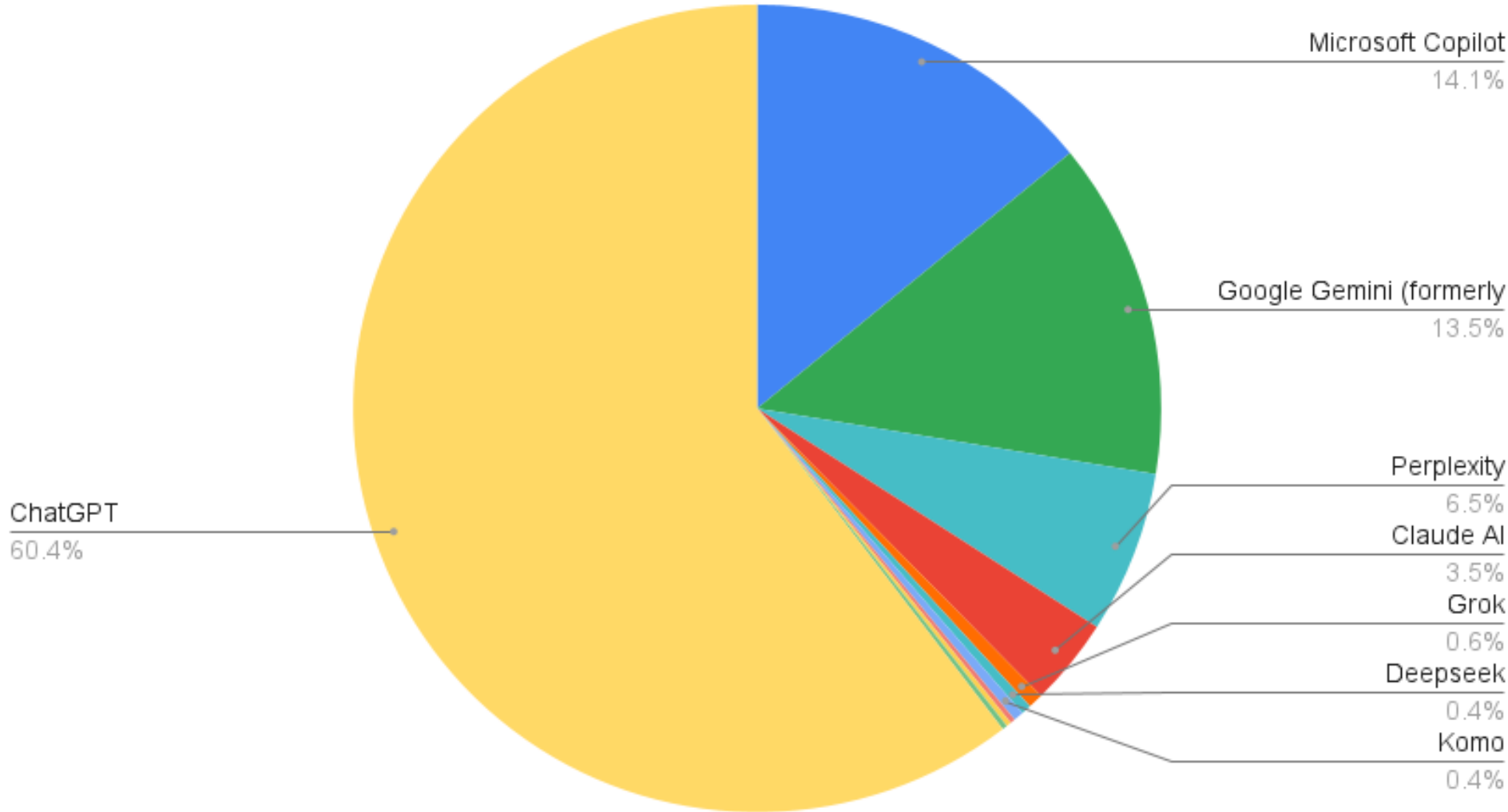


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AI ecosystems and tools

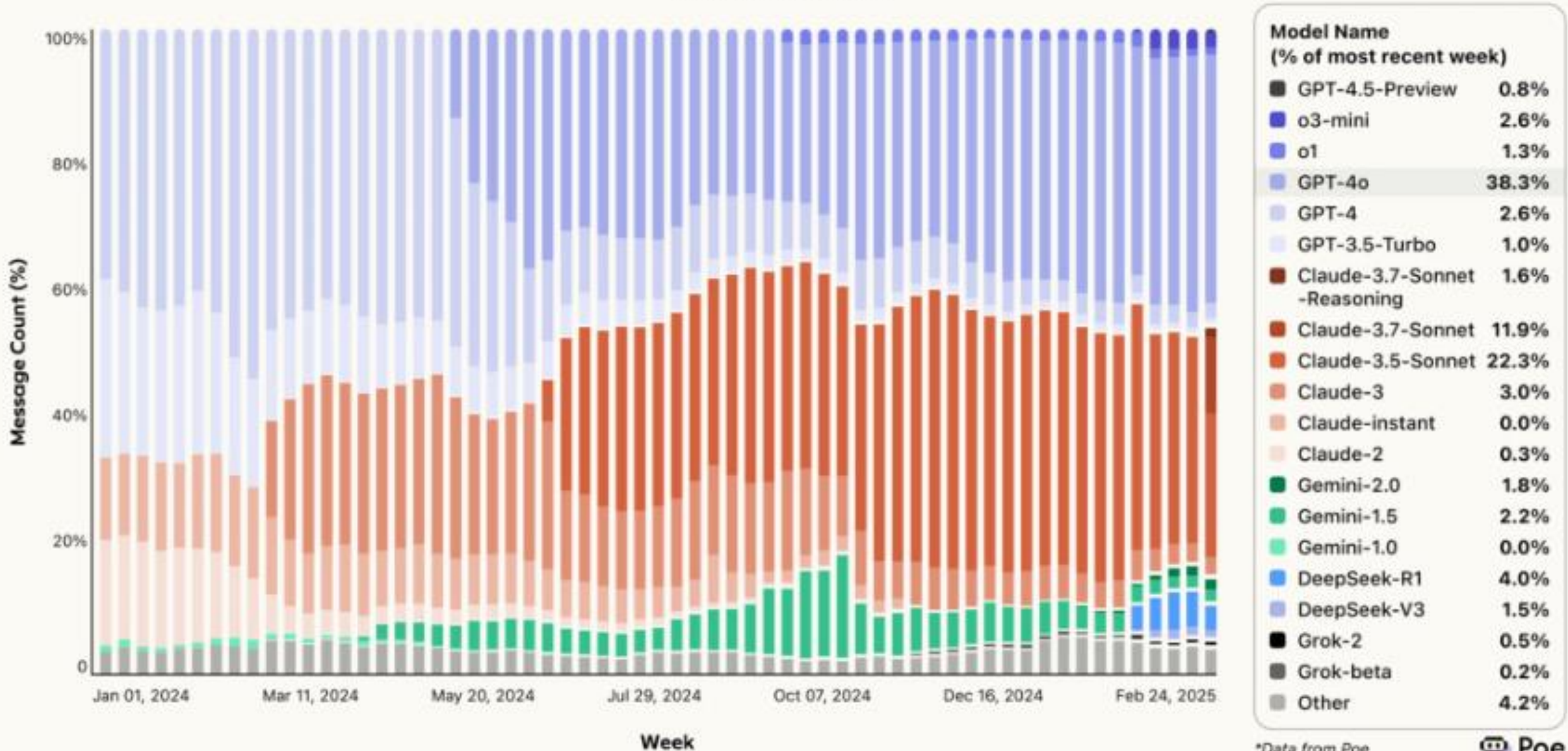


Generative AI Chatbots by Market Share

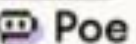


Messages sent to AI models over time

(Text, Subscribers)



*Data from Poe



Paid or free subscription? Chat GPT example

Free

Explore how AI can help with everyday tasks

- ✓ Access to GPT-4o mini
- ✓ Real-time data from the web with search
- ✓ Limited access to GPT-4o and o3-mini
- ✓ Limited access to file uploads, data analysis, image generation, and voice mode
- ✓ Code edits with the ChatGPT desktop app for macOS
- ✓ Use custom GPTs

Have an existing plan? See [billing help](#)

\$0 / month

Get Free

Plus

Level up productivity and creativity with expanded access

- ✓ Everything in Free
- ✓ Extended limits on messaging, file uploads, data analysis, and image generation
- ✓ Standard and advanced voice mode with video and screen sharing
- ✓ Access to deep research and multiple reasoning models (o3-mini, o3-mini-high, and o1)
- ✓ Access to a research preview of GPT-4.5, our largest model yet
- ✓ Create and use projects, tasks, and custom GPTs
- ✓ Limited access to Sora video generation
- ✓ Opportunities to test new features

\$20 / month

Get Plus Limits apply >

Team

Supercharge your team's work with a secure, collaborative workspace

- ✓ Everything in Plus, including deep research, file uploads, data analysis, canvas, projects, tasks, and search
- ✓ Personalize ChatGPT's responses with internal knowledge from your organization's Google Drive. More connectors coming soon.
- ✓ Higher message limits than Plus for GPT-4o
- ✓ Access to multiple reasoning models (o3-mini, o3-mini-high, and o1)
- ✓ Secure and collaborative workspace with admin console and unified billing
- ✓ Team data excluded from training by default. [Learn more](#)
- ✓ Create and share custom GPTs with your workspace

\$25 per user / month billed annually

\$30 per user / month billed monthly

Get Team



Which AI chatbot is better?

- **Choosing the best AI chatbot depends on your specific needs and the ecosystem you are invested in.**
- **Microsoft Copilot** is ideal for developers and office workers who rely on Microsoft products. Its integration with Office 365 and GitHub makes it a powerful productivity tool.
- **ChatGPT-5** stands out for its versatility and advanced NLP capabilities. It is suitable for a wide range of applications, from customer service to personal assistance.
- **Google Gemini** excels in productivity and automation, especially for users within the Google ecosystem. Its seamless integration with Google services enhances daily workflows and task management.



Let's try!

Open Chat GPT, Copilot and Gemini
(or access through Poe.com).
Try any prompt in all three tools.
What differences do you notice?



AI prompting techniques



Gemini for Google Workspace

Prompting guide 101

A quick-start handbook
for effective prompts

<https://services.google.com/fh/files/misc/gemini-for-google-workspace-prompting-guide-101.pdf>



The four main areas to consider when writing an effective prompt are:

- Persona
- Task
- Context
- Format

Here is an example of a prompt using all four areas that could work well in Gmail and Google Docs:

You are a program manager in [industry]. Draft an executive summary email to [persona] based on [details about relevant program docs]. Limit to bullet points.

You don't need to use all four in every prompt, but using a few will help! Always remember to include a verb or command as part of your task; this is the most important component of a prompt.



Prompt iteration example

NEW Use case: Plan agendas (offsite, meetings, and more)

You're planning a three-day offsite meeting. To build an agenda, you brainstorm with Gemini Advanced.

You type:

I am an executive administrator to a team director. Our newly formed team now consists of content marketers, digital marketers, and product marketers. We are gathering for the first time at a three-day offsite in Washington, DC. Plan activities for each day that include team bonding activities and time for deeper strategic work. Create a sample agenda for me. (Gemini Advanced) ✦

- Persona
- Task
- Context
- Format

Suggest three different icebreaker activities that encourage people to learn about their teammates' preferred working styles, strengths, and goals. Make sure the icebreaker ideas are engaging and can be completed by a group of 25 people in 30 minutes or less. (Gemini Advanced) ✦


Organize this agenda in a table format. Include one of your suggested icebreakers for each day. (Gemini Advanced) ✦




Prompt iteration example

Use case: Draft customer communications

You're a customer service representative, and you're responsible for responding directly to customer inquiries and concerns. You just received an email from a customer who received damaged goods. You open a new Google Doc and click on **Help me write** to prompt Gemini in Docs. Type the following:

Help me craft an empathetic email response. I am a customer service representative, and I need to create a response to a customer complaint. The customer ordered a pair of headphones that arrived damaged. They've already contacted us via email and provided pictures of the damage. I've offered a replacement, but they're requesting an expedited shipping option that isn't typically included with their order. Include a paragraph that acknowledges their frustration and three bullet points with potential resolutions. (Gemini in Docs) 

- Persona
- Task
- Context
- Format

Suggest 10 alternative options in place of expedited shipping to resolve the customer's frustration about receiving the damaged package. (Gemini in Docs) 



Prompt iteration example

Use case: Develop a visual identity

You own your own consulting business and are often hired to function as a brand manager for your clients. You help businesses in a variety of industries. Your customer is getting ready to launch a coffee shop and video game cafe, and you need to kick-start the creative process by developing a visual identity. You want to ideate and provide early thoughts to the rest of the team. You decide to chat with Gemini Advanced. You type:

Generate ideas for a creative and eye-catching logo for my new business, a coffee shop combined with a video game cafe. Generate a logo considering the following:

Dual Concept: The logo needs to clearly signal both the coffee and gaming aspects of the business without being too cluttered.

Target Audience: Appeal to a wide range of gamers (casual and enthusiast), as well as coffee lovers seeking a unique hangout spot.

Style Options: I'm open to these approaches — let's get a few examples in each of these three styles to compare: Modern and Playful: Bold colors, fun graphics, maybe a pixel art aesthetic. Retro-Cool: Think classic arcade style — chunky lettering, neon color inspiration. Sleek and Minimalist: Clean lines, geometric shapes, a more subtle nod to both themes. (Gemini Advanced) ✦

• Persona • Task • Context • Format


Write a tagline and 10 potential names for the business to go with these logos. (Gemini Advanced) ✦



Prompt iteration example

Use case: Conduct customer research


You're an account executive, and you've just been assigned to a new customer. You need a research assistant. You will need to get to know key contacts at the account to begin building trust between your teams, but first, you want to send an introductory email, so you open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Write an email to [name], the new [title] at [company]. Congratulate them on their new role. Introduce me as their contact point at [company name]. Invite them to lunch next week and check if they prefer Monday or Tuesday. (Gemini in Gmail) 

- Persona
- Task
- Context
- Format

I am an account executive in charge of a new account, [customer name]. I need to do initial research. What is the market strategy of [customer]? (Gemini Advanced) ✦

[YouTube URL] Summarize this interview and tell me more about [executive name]. What does [executive] care about? (Gemini Advanced) ✦

Create an email draft for [customer] explaining why [your company] is the perfect partner for them to achieve their market goals. (Gemini in Docs) 



Prompting tips

1. Use natural language. Write as if you're speaking to another person. Express complete thoughts in full sentences.

2. Be specific and iterate. Tell Gemini what you need it to do (summarize, write, change the tone, create). Provide as much context as possible.

3. Be concise and avoid complexity. State your request in brief — but specific — language. Avoid jargon.

4. Make it a conversation. Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. Use follow-up

prompts and an iterative process of review and refinement to yield better results.

5. Use your documents. Personalize Gemini's output with information from your own files.

6. Make Gemini your prompt editor. When using Gemini, start your prompts with: "Make this a power prompt: [original prompt text here]." Gemini will make suggestions on how to improve your prompt. Ensure it says what you need, and then paste it back into Gemini to get an output.



SMART goals into action points

1. Think of a goal you want to achieve for your business, for example related to sales or marketing.
2. Open your choice of LLM tool (Chat GPT, Copilot, Gemini)
3. By using the prompting technique, ask the LLM to improve your goal into a SMART goal.
4. Prompt the LLM to break the goal down into action points.
5. Prompt the LLM to write a plan with milestones and timetable for each action point.

- Persona
- Task
- Context
- Format



What else can you do with GenAI tools?

- **Build a virtual drum kit (Chat GPT5):**

<https://chatgpt.com/canvas/shared/68a46c3f80748191b5f901154b167e05>

- Prompt: Create a single-page app in a single HTML file with the following requirements: - Name: Virtual Drum Kit - Goal: Play a drum kit using keyboard or clicks. - Features: Multiple drum sounds, record and playback mode. - The UI should be music-studio themed, polished, modern.

- **Make a picture book (Gemini):**

<https://g.co/gemini/share/0fa477e0adc3>

- Choose from Gems: Picture Book, then prompt: Make a picture book of a female 25-year-old Ukrainian immigrant entrepreneur wanting to start a business in Finland in creative fields.



AI ethics and legal issues



AI literacy matters!

What is AI Literacy?

- AI literacy refers to the ability to understand, use, evaluate, and communicate about artificial intelligence technologies in a responsible and informed way.

Why does it matter?

- Helps individuals navigate a world increasingly influenced by AI.
- Enables informed decisions about using AI tools in daily life, work, and education.
- Prepares citizens to critically evaluate AI's social, ethical, and economic impacts.
- Empowers participation in discussions around data privacy, bias, and automation.

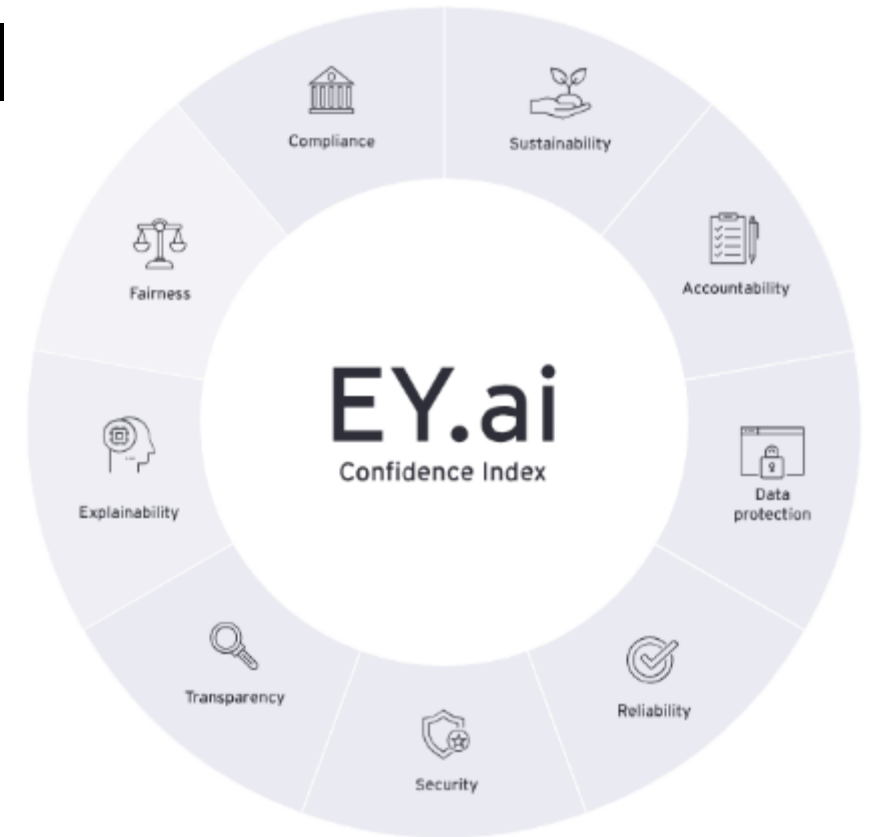


<https://digitalpromise.org/initiative/artificial-intelligence-in-education/ai-literacy/>



Principles of responsible AI

- **Compliance:** The design, implementation and use of AI systems and their outputs comply with relevant laws, regulations and professional standards.
- **Sustainability:** Considerations of the impacts of technology are embedded throughout the AI lifecycle to promote physical, social, economic and planetary well-being.
- **Accountability:** There is unambiguous ownership over AI systems, their impacts and resulting outputs across the AI lifecycle.
- **Data Protection:** Use of data in AI systems is consistent with permitted rights, maintains confidentiality of business and personal information and reflects ethical norms.
- **Reliability:** AI systems are aligned with stakeholder expectations and continually perform at a desired level of precision and consistency.

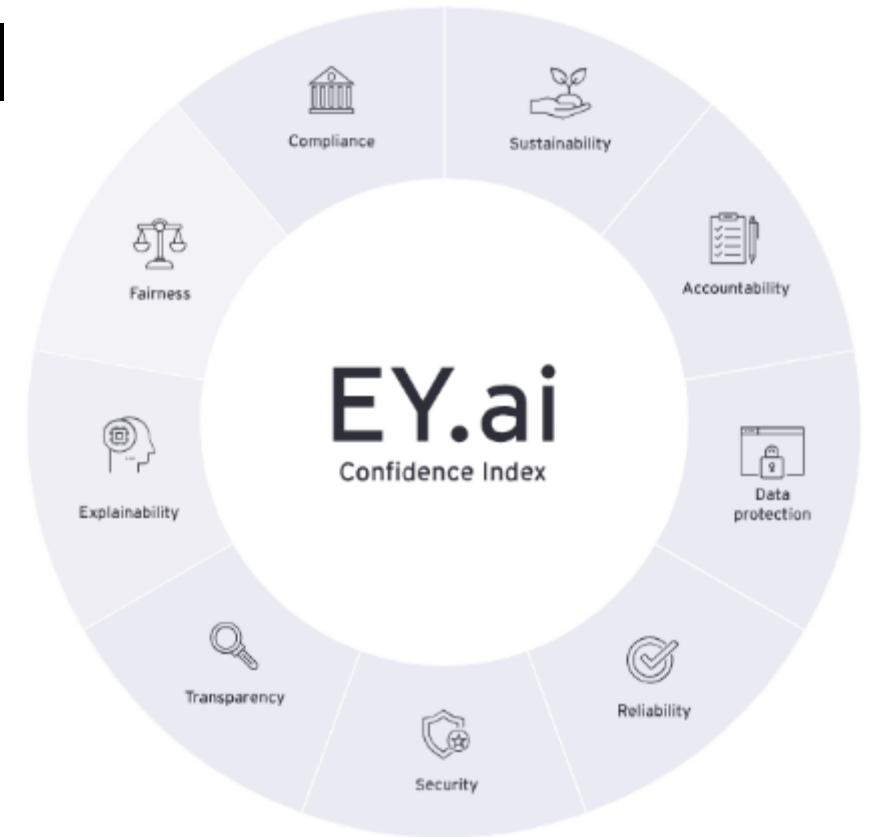


https://www.ey.com/en_gl/services/ai/platform/confidence-index



Principles of responsible AI

- **Security:** AI systems, their input and output data are secured from unauthorized access, and resilient against corruption and adversarial attack.
- **Transparency:** Appropriate levels of disclosure regarding the purpose, design and impact of AI systems is provided so that stakeholders, including end users, can understand, evaluate and correctly employ AI systems and their outputs.
- **Explainability:** Appropriate levels of explanation are enabled so that the decision criteria and output of AI systems can be reasonably understood, challenged and validated by human operators.
- **Fairness:** The needs of all impacted stakeholders are assessed with respect to the design and use of AI systems and their outputs to promote a positive and inclusive societal impact.



https://www.ey.com/en_gl/services/ai/platform/confidence-index

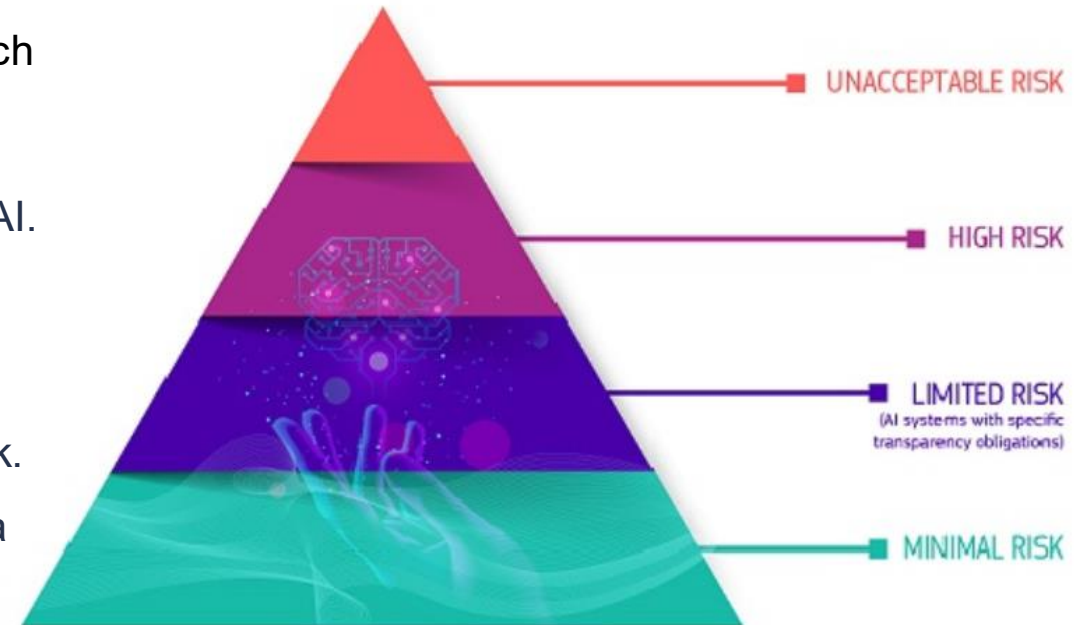


EU AI act

A Risk-based Approach

The AI Act defines 4 levels of risk for AI systems:

- The AI Act is the first-ever legal framework on AI, which addresses the risks of AI.
- The AI Act sets out a set of risk-based rules for AI developers and deployers regarding specific uses of AI.
- All AI systems considered a clear threat to the safety, livelihoods and rights of people are banned.
- AI use cases that can pose serious risks to health, safety or fundamental rights are classified as high-risk.
- Transparency risk refers to the risks associated with a need for transparency around the use of AI.
- The AI Act does not introduce rules for AI that is deemed minimal or no risk.
- The AI Act entered into force on 1 August 2024, and will be fully applicable two years later on 2 August 2026.



<https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>



Authorities protecting fundamental rights under EU Artificial Intelligence Act

- Under the AI Act, the Member States must publish a list of the authorities protecting fundamental rights.
- The Finnish authorities protecting fundamental rights under the AI Act:
 - [Data Protection Ombudsman](#)
 - [Non-Discrimination Ombudsman](#)
 - [Ombudsman for Equality](#)
 - [National Discrimination and Equality](#)
- [Tribunal of Finland Chancellor of Justice](#)
- [Parliamentary Ombudsman](#)
- [Occupational safety and health authorities \(Regional State Administrative Agencies\)](#)
- [Consumer Ombudsman](#)



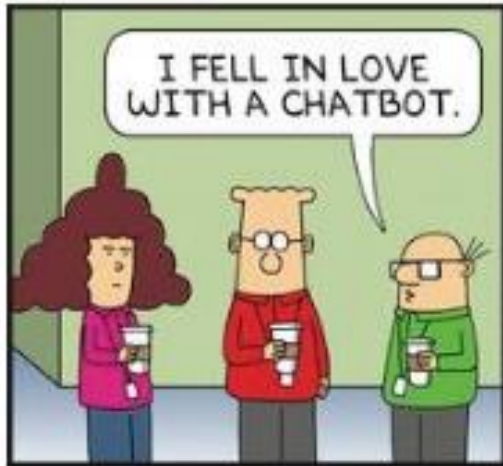
Let's practice!

Ask a GenAI tool what the European AI act means for your business? Also ask what steps you need to take to comply with the AI act in your business and industry.



DILBERT

BY SCOTT ADAMS



Twitter: @scottadamsays

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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/

