

Welcome to AI for Business Planning

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
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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

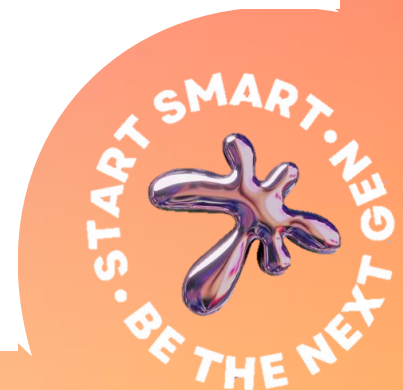
- Marketing, sales and customer service
- Cross-border business and networking (Q&A)
- Future-proofing business





Agenda for module 2

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



Learning objectives

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



With AI

Market and customer understanding



Three tools for market analysis

PESTEL

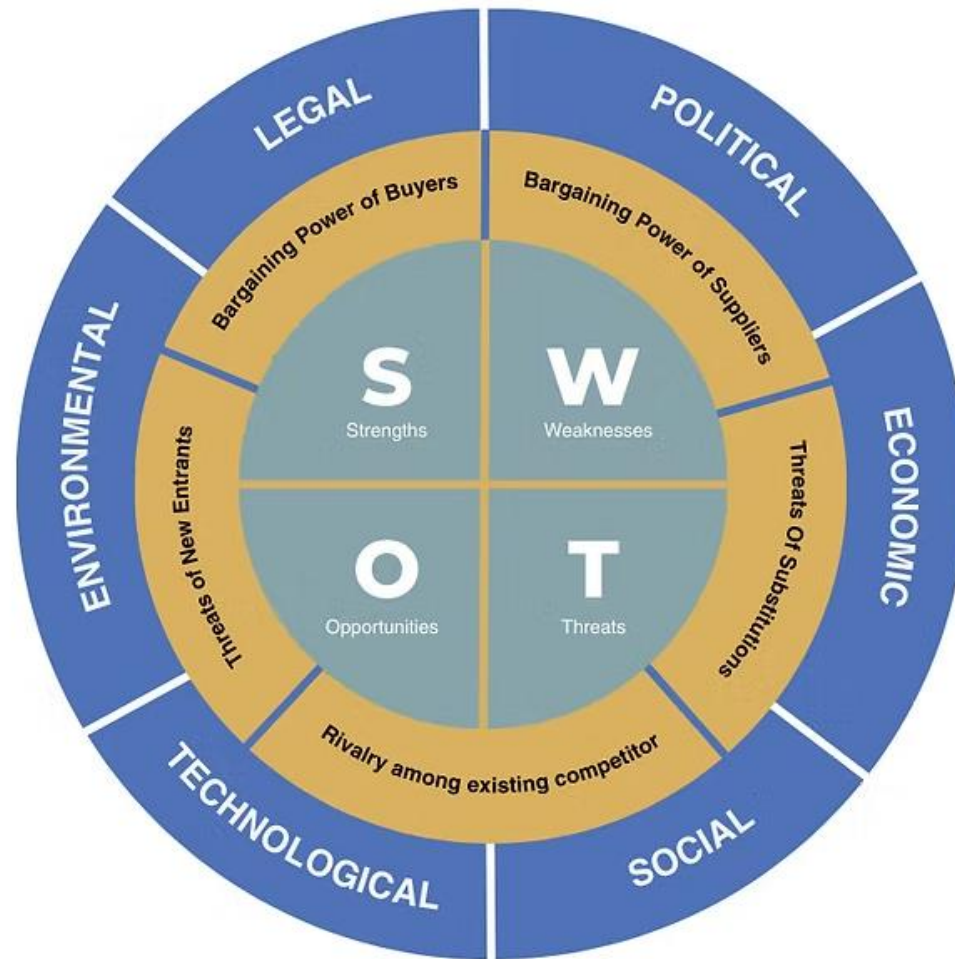
- Examine the external factors that can impact the entire market and industry

Porter's Five Forces

- Analyse the competitive forces within an industry

SWOT

- Identify your strengths and weaknesses while recognising opportunities to expand and threats requiring attention



Let's try!

Let's make the three analysis
with AI tools and then put
them all together.



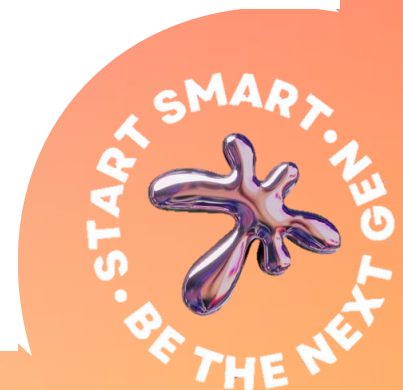
PESTEL analysis with AI tools

Prompt:

You are a seasoned strategic business analyst with expertise in performing business analyses for companies across various industries.

Background: A company or product [specific company/product] is entering the [specific market]. You are tasked with analyzing its strengths and weaknesses to guide decision-making and potential strategic initiatives.

1. Perform PESTEL analysis to my [business] concentrating on the [market]. Ask me any additional information you need to provide the most accurate PESTEL analysis.
2. Make a clear and concise chart summarizing the key findings.
3. [Ask some relevant follow-up questions on the findings].



Porter's five forces with AI tools

Prompt:

1. Perform Porter's five forces analysis to my [business] concentrating on the [market]. Ask me for additional information you need to provide the most accurate analysis.
2. Make a clear and concise chart summarizing the key findings.
3. [Ask some relevant follow-up questions on the findings].



SWOT analysis with AI tools

Prompt:

1. Generate a comprehensive SWOT analysis for [specific company/product], providing five points for each categories.
2. Provide brief explanations for each point. Ask me for additional information you need to provide the most accurate SWOT analysis.
3. Put all the information from the three analysis tools, SWOT, Porter and PESTEL together to form a comprehensive picture of the [market] to launch a successful [business / product]. Provide this information in report format and add tables to illustrate different viewpoints. Add market entry recommendations and relevant information sources at the end.



Buyer persona of ideal customer

Selling Signals

GENERAL BUYER PERSONA TEMPLATE

(Buyer's Name – e.g., Young Professional Paul)

(Include an image of your own, plus a paragraph summarizing the most important information about the buyer. For example, this could be a quick story explaining how the buyer learns about you and why they ultimately choose to purchase from you.)

1 DEMOGRAPHICS

Age _____
Occupation _____
Location (e.g., suburbs of Kansas City) _____
Gender _____
Education _____

2 HOBBIES & INTERESTS

What do they enjoy doing in their free time? _____
How/where do they spend their vacations? _____
What do they want to know more about? _____
What are some of their hobbies? _____
Other notable lifestyle factors _____

3 GOALS

Where do they see themselves in 5 years? _____
What are their professional goals? _____
What are their hobby-related goals? (e.g., bike across France) _____
What are their financial goals? (e.g., buy a home, pay off debt) _____

4 CHALLENGES OR PAIN POINTS

What's stopping them from reaching their goals? _____
What is causing them distress or unhappiness? _____
What problems do they want solved? _____

5 FEARS

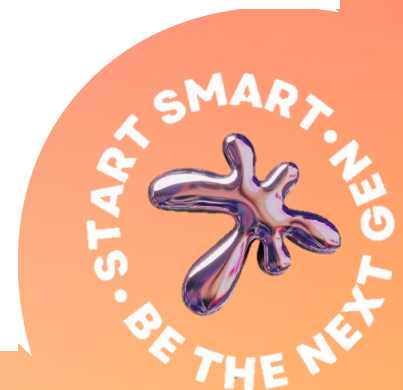
What's their biggest fear? (e.g., going broke, failing as a parent, sharks) _____
Notable fear number 2 _____
Notable fear number 3 _____

6 COMMUNICATION CHANNELS

What social media do they use? _____
How often are they on their phone? _____
Do they prefer email, calls, or texts? _____
Which blogs do they read? _____

There are many customer persona, byer persona or user persona templates for both B2B and B2C markets.

See for expample here:
<https://sellingsignals.com/buyer-persona-template/>



Customer / buyer persona with AI tools

Prompt:

Act as an expert in marketing and user research. Create a highly detailed customer persona for a [product/service type] in the [industry] sector.

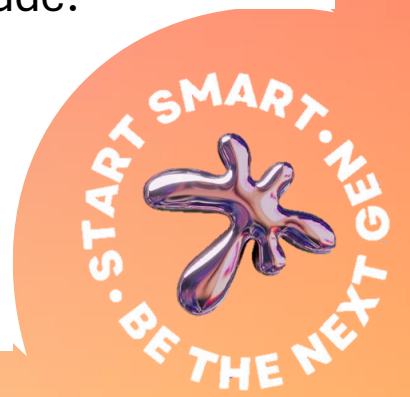
The persona should include:

- Full name and photo suggestion (optional)
- Demographic details (age, gender, education, income level, location)
- Occupation and work-related behavior
- Psychographics (values, attitudes, interests, and lifestyle)
- Goals and motivations

- Pain points and challenges
- Daily routine and technology usage
- Buying behavior and decision-making process
- Preferred communication channels

Tailor the persona for [specific use case, e.g., launching a new fitness app for busy professionals]. Use a natural, narrative style that brings the persona to life like a real person.“

- You can also tweak the prompt to include:
 - B2B vs B2C context
 - Industry-specific challenges



Customer journey using RACE model

Customer persona: 'NAME'	REACH Awareness	ACT Evaluation	CONVERT Decision	ENGAGE Retention
Actions				
Touchpoints				
Thoughts				
Emotions				
Pain Points				
Resolution				

Again, there are many templates for B2B and B2C markets.

We use this one:

<https://www.smartinsights.com/wp-content/uploads/2022/09/Screen-Shot-2022-09-01-at-11.47.22.png>



Customer journey with AI tools

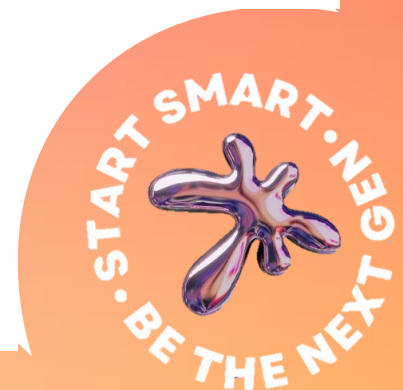
Prompt:

Act as a UX and service design expert. Based on the [customer persona] create a detailed customer journey map using the RACE framework (Reach – Act – Convert – Engage) for their experience with [product/service] in the [industry] sector.

For each RACE stage, include:

- ◆ Customer Goals and Intentions
- ◆ Customer Thoughts and Emotions
- ◆ Actions and Behaviors
- ◆ Key Touchpoints and Channels
- ◆ Pain Points and Barriers
- ◆ Opportunities for Optimization or Engagement

Present the journey in a structured format (such as a table or sectioned list). Focus on practical insights for improving user experience and business outcomes. Tailor it to [specific objective, e.g., increasing trial signups, boosting retention, improving first-time user experience, etc.].



With AI

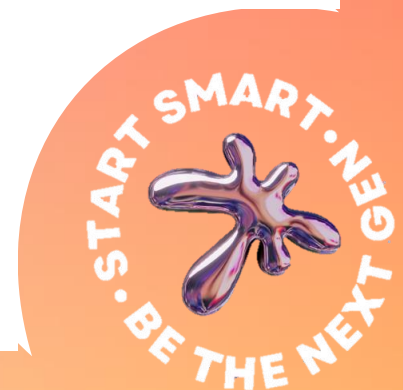
Defining the business idea





Refine your value proposition with AI

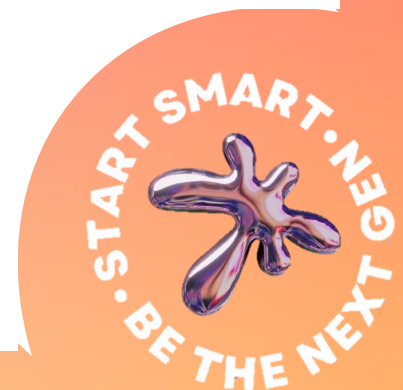
- Goal: Clarify the unique value you're offering to your customers.
- Instructions: Input your business idea and customer persona into ChatGPT. Ask AI to help you refine your value proposition.
- Prompt: “Here’s my business idea: [describe briefly]. My customer is [insert persona info]. Write a clear and compelling value proposition using the Value Proposition Canvas?”
- Bonus: Ask AI to generate a version for a pitch or website.





Find hidden pain points

- Goal: Identify overlooked customer needs based on the journey.
- Instructions: Paste your customer journey into ChatGPT. Ask AI to analyze each step and suggest hidden frustrations or unmet needs.
- Prompt: “This is my customer journey for [product or service]. Analyze the journey and suggest points where the customer might feel confused, frustrated, or unsure?”
- Use result to: Improve your service or product, add useful features, or adapt communication.





Competitor comparison with AI

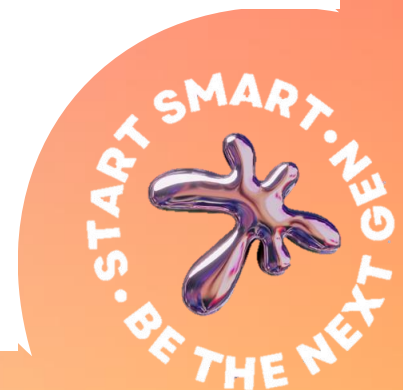
- Goal: See how your idea compares to existing services/products.
- Instructions: Ask AI to list competitors targeting the same customer group or problem. Then, ask how your business could differentiate.
- Prompt: “I’m offering [describe business idea and industry]. What companies are doing something similar in [market area]? How could my idea stand out?”
- Make it into a chart for easy comparison.





Test your idea with roleplay

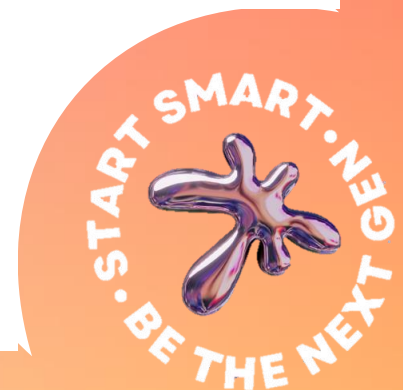
- Goal: Get critical feedback and objections.
- Instructions: Input your business idea and customer persona into ChatGPT. Ask ChatGPT to act like your customer persona. Describe your product and ask how they would respond.
- Prompt: “Act like my ideal customer [customer name]. I’m offering [a detailed part of your business offering]. What questions or concerns would she have?”
- Follow-up: Use objections to improve your messaging or product / service features.





Elevator pitch + visual identity

- Goal: Create a compelling way to present the idea.
- Instructions: Ask AI to generate a 30-second pitch based on your refined idea and persona. Use AI to suggest brand names, tagline, and even colors/logos.
- Prompt: “Summarize my business idea for [describe business idea] a 30-second pitch.
- Suggest 5 names and slogan ideas that reflect [values and unique selling points].
- Suggest a logo for [name].”



With AI

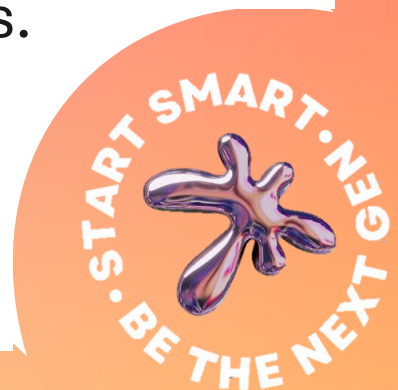
Iterating the business plan



Business plan for the Startup grant

(in Finland)

- New entrepreneurs may apply for a startup grant awarded by the municipality.
- Startup grants are awarded for six months at a time for up to two six-month periods.
- Startup grants are awarded for full-time and continual business activities that have been assessed as profitable by a Finnish enterprise agency.
- You must apply for a startup grant before you establish your business.
- You will need a **business plan** and financial, profitability and sales calculations for the application.



Business Helsinki Business Plan

BACKGROUND INFORMATION

1. BUSINESS IDEA

2. COMPETENCE / SKILLS

3. SWOT-ANALYSIS

4. PRODUCTS AND SERVICES

- Product / Service 1, 2, 3 ...
- Product / service benefit for the customer:
- Competitive advantage:

5. TO WHOM AND WHY?

- Customers
- Customer purchase motives

- Customer purchase criteria

- Customer risks

6. HOW DO I OPERATE?

- Sales and marketing
- Production and logistics
- Distribution network

7. OPERATING ENVIRONMENT

- Competitors
- Competitive situation
- Other third parties and partners
- Potential risks

8. VISION

- Long term vision
- Future prospects

9. OTHER THINGS TO CONSIDER

- Permits and notices
- Insurance and contracts
- Intellectual property rights
- Support network

10. MY BUSINESS

- Description of business idea and execution details

<https://www.yrityshelsinki.fi/en/start-a-business>



Custom GPT: Business Assistant



We have built a custom GPT to help you with the Business Plan.

Let's learn to use it together and then you can continue refining the plan.

Access via this link:

<https://chatgpt.com/g/g-67cab12bea3c8191b64f1b052c2fdaff-business-plan-coach>



A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL I CAN
PRETEND I WROTE.



A.I. MAKES A SINGLE
BULLET POINT OUT OF
THIS LONG EMAIL I CAN
PRETEND I READ.



TOM
FISH
BURNE

Interreg



Co-funded by
the European Union

Central Baltic Programme

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/

