

Welcome to Business Prompting

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 for business coaching
- Pre-assignment

AI for Business Success

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





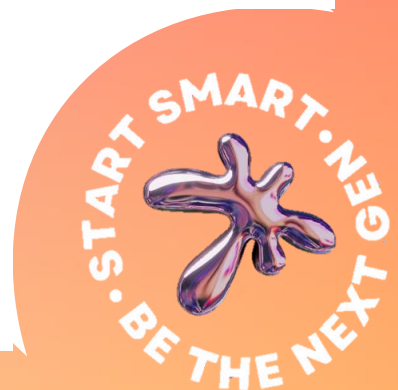
Agenda for module 3

- AI tools for business
- AI for industry specific information
- AI for business coaching



Learning objectives

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



AI tools for business



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
- Mijourney

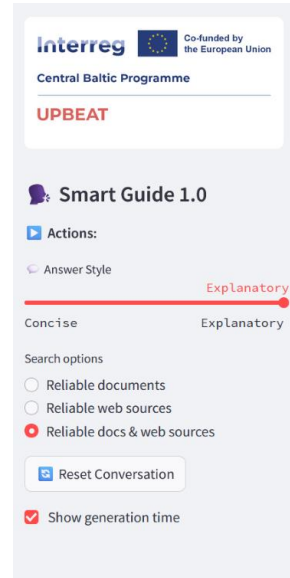
4. Other AI Business tools

- Lists to be explored



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.



Smart Guide for Entrepreneurship and Business Planning in Finland

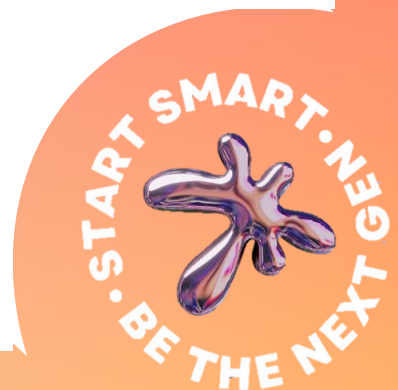
Welcome to your Smart Business Guide!

I am here to assist you with:

- Finding answers from business and entrepreneurship guides in Finland
- Providing up-to-date information via AI-based internet search
- Automatically triggering search based on your query
- Specialized tools for tax-related info, permits, registrations, and more

Start by typing your question in the chat below!

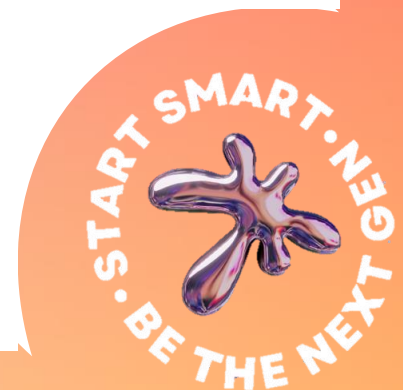
Type your question (Max. 200 char):



Using the Smart Guide

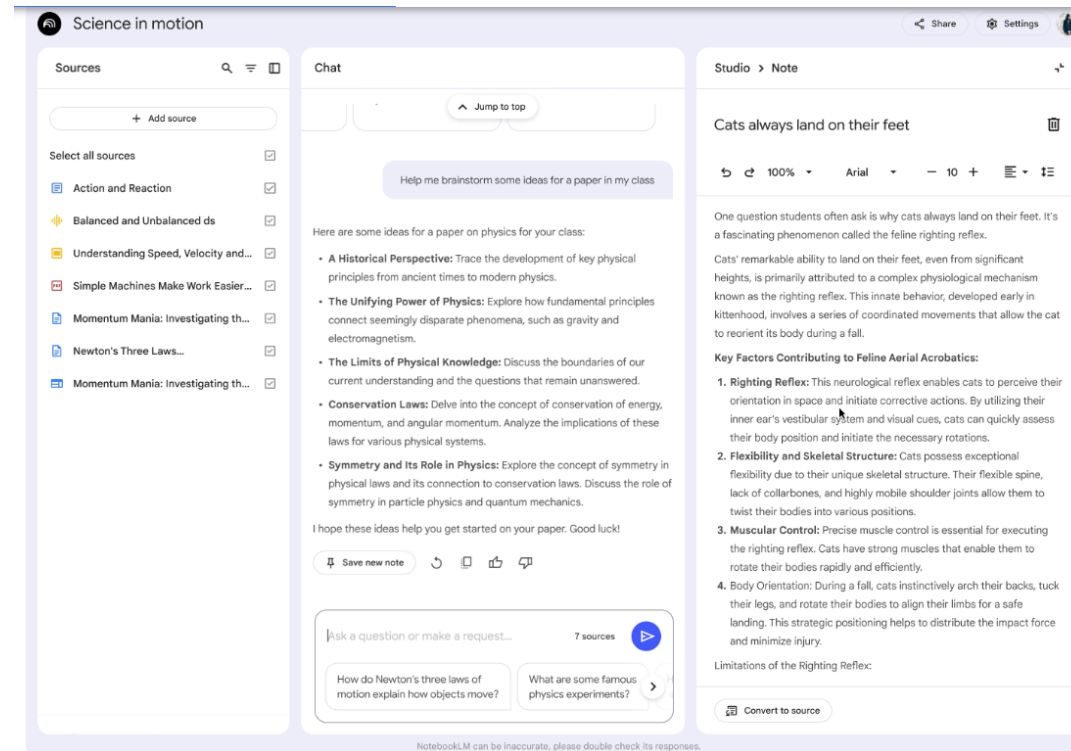
- Try the Smart Guide for
 1. Taxation related question from your industry
 2. Legal question (for example about regulation you have to follow) in your industry
 3. Market related question relating to your product or service'

Here is the link: <https://smart-guide.2.rahtiapp.fi/>



Google Notebook LM

- Create notebooks by uploading your sources in various formats (like Google Docs and slides, PDFs, web URLs, copied text, YouTube URLs).
- You can ask questions about the information in your sources and NotebookLM will respond with an answer and inline citations.
- You can also use NotebookLM to generate a variety of content based on your sources, like summaries, briefing docs, timelines, FAQs, study guides, and audio overviews.



The screenshot displays the Google Notebook LM interface. On the left, a 'Sources' panel lists various physics-related documents. The central 'Chat' window shows a user's request for brainstorming ideas for a paper, followed by a list of physics topics generated by the AI. On the right, a 'Note' titled 'Cats always land on their feet' is displayed, containing detailed text about the feline righting reflex and its key factors.

Science in motion

Sources

- + Add source
- Select all sources
- Action and Reaction
- Balanced and Unbalanced ds
- Understanding Speed, Velocity and...
- Simple Machines Make Work Easier...
- Momentum Mania: Investigating th...
- Newton's Three Laws...
- Momentum Mania: Investigating th...

Chat

Jump to top

Help me brainstorm some ideas for a paper in my class

Here are some ideas for a paper on physics for your class:

- **A Historical Perspective:** Trace the development of key physical principles from ancient times to modern physics.
- **The Unifying Power of Physics:** Explore how fundamental principles connect seemingly disparate phenomena, such as gravity and electromagnetism.
- **The Limits of Physical Knowledge:** Discuss the boundaries of our current understanding and the questions that remain unanswered.
- **Conservation Laws:** Delve into the concept of conservation of energy, momentum, and angular momentum. Analyze the implications of these laws for various physical systems.
- **Symmetry and Its Role in Physics:** Explore the concept of symmetry in physical laws and its connection to conservation laws. Discuss the role of symmetry in particle physics and quantum mechanics.

I hope these ideas help you get started on your paper. Good luck!

Save new note

Ask a question or make a request... 7 sources

How do Newton's three laws of motion explain how objects move? What are some famous physics experiments?

Studio > Note

Cats always land on their feet

100% Arial 10

One question students often ask is why cats always land on their feet. It's a fascinating phenomenon called the feline righting reflex.

Cats' remarkable ability to land on their feet, even from significant heights, is primarily attributed to a complex physiological mechanism known as the righting reflex. This innate behavior, developed early in kittenhood, involves a series of coordinated movements that allow the cat to reorient its body during a fall.

Key Factors Contributing to Feline Aerial Acrobatics:

1. **Righting Reflex:** This neurological reflex enables cats to perceive their orientation in space and initiate corrective actions. By utilizing their inner ear's vestibular system and visual cues, cats can quickly assess their body position and initiate the necessary rotations.
2. **Flexibility and Skeletal Structure:** Cats possess exceptional flexibility due to their unique skeletal structure. Their flexible spine, lack of collarbones, and highly mobile shoulder joints allow them to twist their bodies into various positions.
3. **Muscular Control:** Precise muscle control is essential for executing the righting reflex. Cats have strong muscles that enable them to rotate their bodies rapidly and efficiently.
4. **Body Orientation:** During a fall, cats instinctively arch their backs, tuck their legs, and rotate their bodies to align their limbs for a safe landing. This strategic positioning helps to distribute the impact force and minimize injury.

Limitations of the Righting Reflex:

Convert to source

NotebookLM can be inaccurate, please double check its responses.



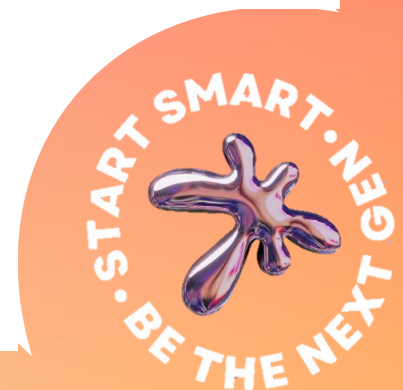
How to create a notebook

- On your computer, open NotebookLM
- Click on + Add Source in the left panel
- Choose the sources that you want to upload for your notebook.
- You can also choose to “Discover Sources” and let NotebookLM suggest you a source from the web based off of your prompt.
- Click Insert
- View an automatically generated summary of all your sources in the center of the screen
- Ask questions about your sources by typing at the bottom of the screen.
- Use the Studio panel on the right to create outputs grounded in your sources:
- Create an audio overview.
- Create an FAQ, study guide, table of contents, timeline, or briefing document.
- Add notes to your notebook.
- Generate a mind map.
- Add or delete sources in your notebook.



Using the NotebookLM

- Create a Notebook to ask it relevant questions about starting a business, complying with legal and taxation requirement and entering the intended market
- Use at least these inputs:
 1. Entrepreneurship guide
 2. Information about your business
 3. A relevant industry guide / information
 4. Local taxation information



Chat GPT / Google Gemini Deep Research

Gemini Deep Research

Kokeile Gemini Advancedia

Start research

Helsinki Beauty Salon Regulations

huhtik. 1, 4:59 ip.

I've completed your research. Feel free to ask me follow-up questions or request changes.

Legal and Regulatory Requirements for Establishing a Beauty Salon in Helsinki

Starting a beauty salon in Helsinki presents an exciting entrepreneurial opportunity within a city known for its vibrant startup ecosystem and high standards of living. However, establishing and operating a successful and sustainable business requires a thorough understanding and strict adherence to the relevant legal and regulatory frameworks in Finland. This report provides a comprehensive guide to the key legal aspects and regulations that an aspiring beauty salon owner in Helsinki should be aware of, covering everything from business registration and licensing to health and safety standards, employment laws, taxation, consumer protection, data privacy, and accessibility.

Registering Your Beauty Salon in Helsinki

The initial step in establishing a beauty salon involves legally registering the business with the Finnish authorities. This process includes several stages, starting with choosing the most appropriate business structure. The common business structures in Finland relevant to a beauty salon typically include operating as a private trader (sole proprietorship), establishing a limited liability company, or, for existing foreign businesses, setting up a branch office. For individuals starting a new venture, the limited liability company (osakeyhtiö or Oy) is a prevalent choice due to the liability protection it offers, separating the owner's personal assets from the business's debts. Alternatively, a sole trader (toiminimi) structure might be suitable for a single owner or a smaller operation, offering a simpler setup but with the owner bearing personal liability. The selection of the business structure will influence the subsequent registration process and the ongoing legal and financial obligations of the beauty salon.

- 1. Kick-start your startup in Helsinki - MyHelsinki
myhelsinki.fi/live-work/plan...
- 1. How to Start a Business in Finland as a Foreigner | Scandicorp
scandicorp.com/how-to-st...
- 1. Launching business operations - Work in Finland - Suomi.fi
suomi.fi/guides/work-in-fin...
- 1. Company registration - Suomi.fi
suomi.fi/company/starting...

Kysy Geminiltä

Deep Research

Activate Windows
Go to Settings to activate Windows.



Making a deep research query

- Choose a wide topic related to your business and industry.
- Deep research is the most comprehensive research tool available; it accesses 10-100 different information sources and several stages to deliver the report. Creating the report takes usually 5-10 minutes.
- Example question: Do a comprehensive dive into the Finnish [industry]. Include all relevant information a business needs to break into this market and succeed in it. Make also an action plan to implement the steps.



Reflect!

Assess the findings of Smart Guide, NotebookLM and Deep Research. Pay attention to trustworthiness, usefulness, ease of use and relevance to your business.



Adobe Firefly

- Adobe Firefly is service for generating images and video, editing existing photos, applying artistic styles, creating social media content, flyers, and more using text descriptions.
- It requires an Adobe account, but the basic plan is free to use.
- **Text to image**: Explain the image you want to create and Firefly will generate it matching your input.
- **Generative fill**: Modify an image by removing, adding, or replacing elements with generated content using text prompts.
- **Generate video from text prompts and images**: Add motion and create videos from simple text prompts or images using industry-leading camera controls and a wide range of visual styles.
- **Translate audio and video**: Easily translate your audio and video clips into various languages while preserving the original voice and pitch.



Using Adobe Firefly

Before you begin

- Create an [Adobe account](#).
 1. Access Firefly in Chrome, Microsoft Edge, Firefox, or Safari.
 2. Sign in with your email address or use your Google, Facebook, Apple or Microsoft account credentials.
 3. Try out the key features: Text to image, generative fill and video clips described on the previous page on a business related image. You can for example think of images to use in a PowerPoint presentation or pitch.



Reflect!

Assess the findings of trying out different Firefly features. Which one seems to be the most useful for your business development tasks?

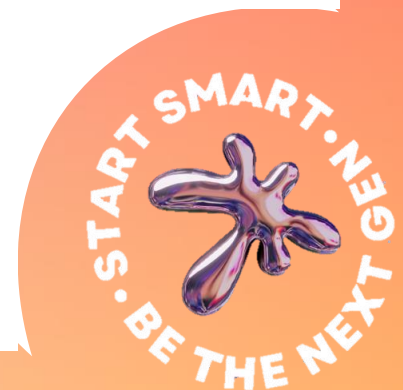


AI for business coaching



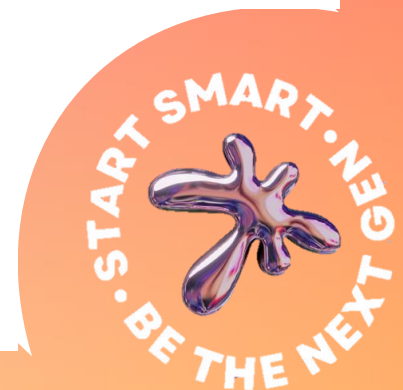
Utilize the prompt library

- We have created an extensive prompt library to help you utilize power prompts for a wide variety of business development tasks.
- You can access the prompt library wiki here:
<https://airtable.com/appJbDEWoPiiKYkWe/shrE3V1DdE3WFie9j>
- The prompts are useful for any LLM: ChatGPT, Copilot, Gemini etc.
- A power prompt usually has at least four components: 1. Persona, 2. Task, 3. Context and 4. Format.
- It is also a good idea to provide references and prompt the LLM to “Ask me any questions you may have.”
- You can also create more power prompts by asking the LLM to turn your initial prompt into a power prompt by using the framework mentioned above.



Build your own custom GPT

- Make your own business coach with Chat GPT Plus subscription .
- Open Chat GPT and choose "Explore GPTs". Find out what types of available Custom GPTs there are for your business area, industry and location. Check out also general business coaches, entrepreneurship guides and productivity assistants.
- Click '+Create' and use the wizard to create your own business related custom GPT. Give it also some information sources other than just relying on web searches.
- Publish the GPT for all to use, to use from the link or for your private use.
- If you don't have the Chat GPT Plus subscription, you can make a similar tool for free in Gemini (Gems).



Reflect!

Assess the findings of using the prompt library and creating your own custom GPT. Which prompt or custom GPT seems to be the most useful for your business development tasks?



AI HAS THE
POTENTIAL
TO FREE UP
SO MUCH OF
OUR TIME!



HOW WILL
WE USE ALL
OF THAT
FREE TIME?



MOSTLY TO WORRY
ABOUT ALL OF THE
POTENTIAL ISSUES
CREATED BY AI.



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/

