

Tools and extra resources

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.

A shiny, metallic, 3D star-like shape with five points, rendered in a blue and silver gradient, positioned in the center of the circular text.

☀️ Training is FREE for participants! ☀️

Interreg



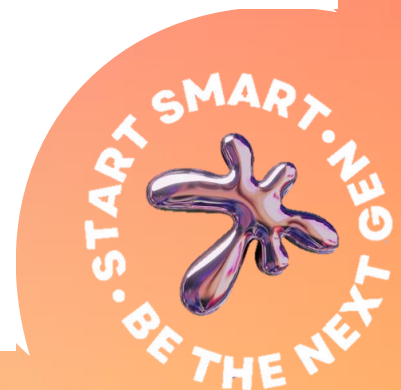
Co-funded by
the European Union

Central Baltic Programme



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-business-guide.2.rahtiapp.fi/>



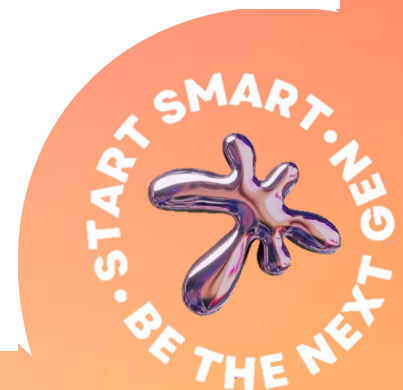
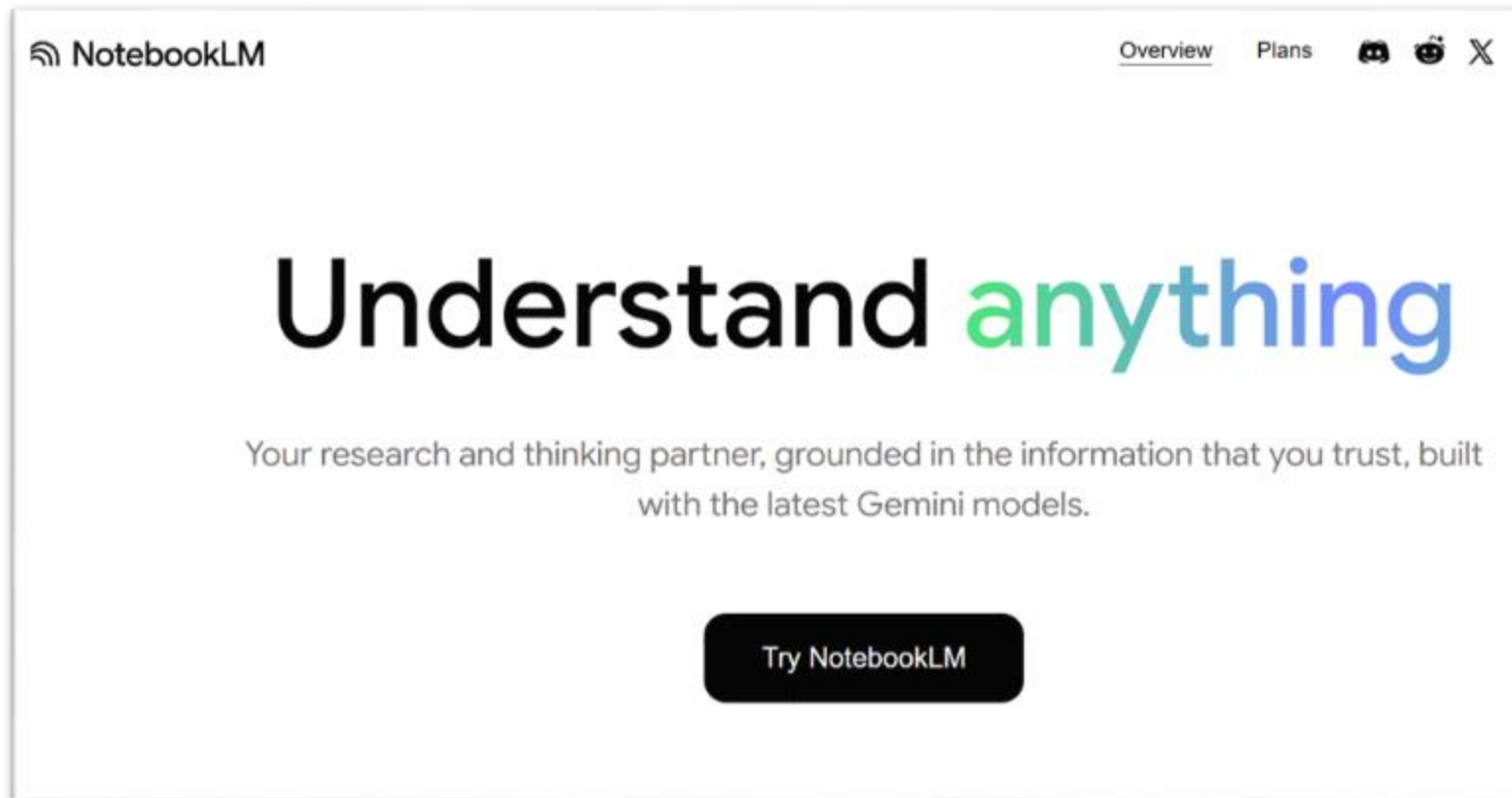
Use business assistants for AI sparring

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>



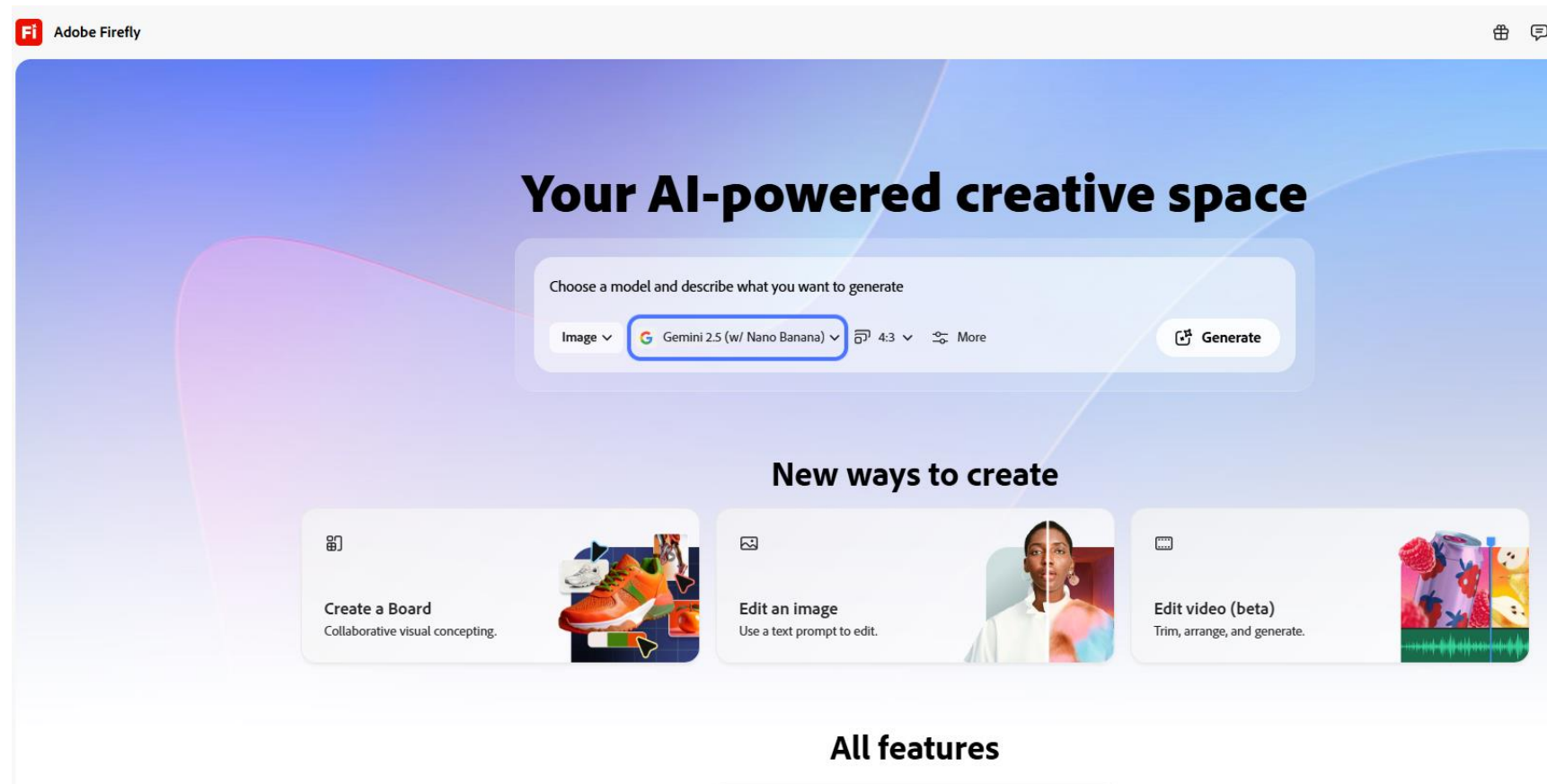
Use NotebookLM for knowledge building

- <https://notebooklm.google/>



Use Firefly for AI images and designs

- <https://firefly.adobe.com/>

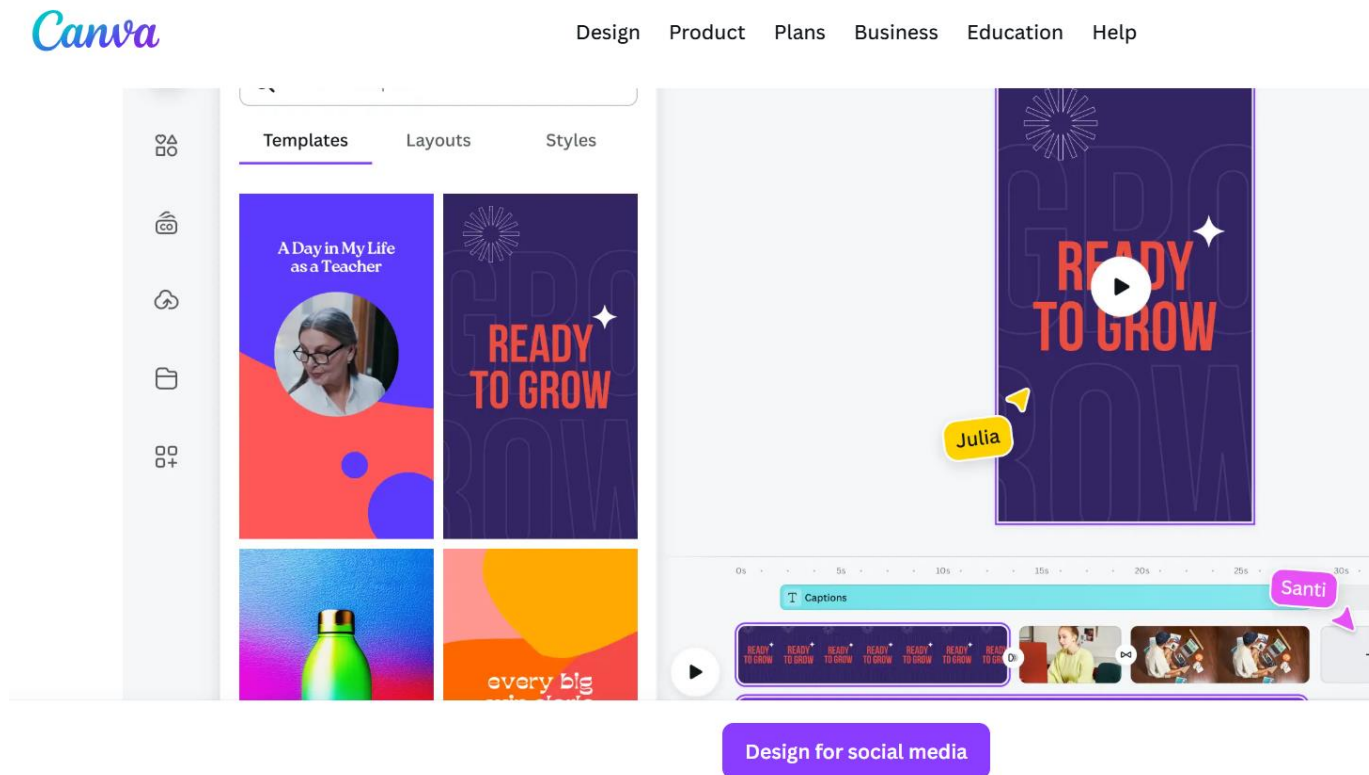


The screenshot shows the Adobe Firefly web interface. At the top left is the Adobe Firefly logo. The main heading reads "Your AI-powered creative space". Below this is a prompt input area with the text "Choose a model and describe what you want to generate". The input field contains "Image", "Gemini 2.5 (w/ Nano Banana)", "4:3", and "More" options, followed by a "Generate" button. Below the input area is a section titled "New ways to create" with three cards: "Create a Board" (Collaborative visual conceiving), "Edit an image" (Use a text prompt to edit), and "Edit video (beta)" (Trim, arrange, and generate). At the bottom, there is a link for "All features".



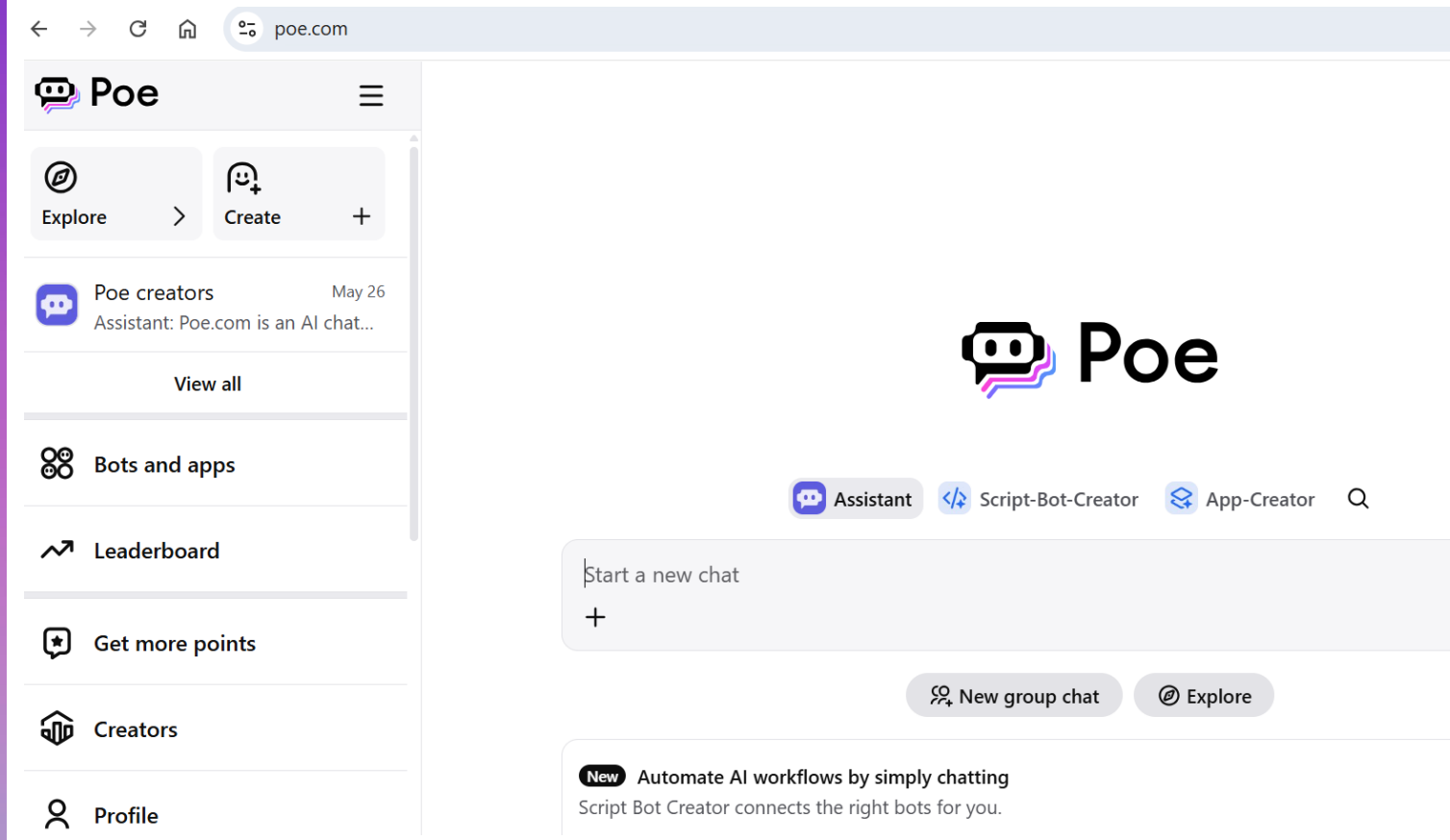
Use Canva for design and marketing

- <https://www.canva.com/>



Use Poe to access different LLMs

- <https://poe.com/>

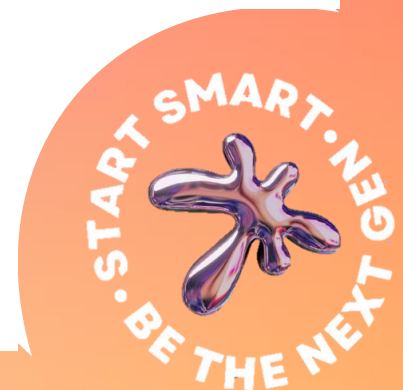


The screenshot shows the Poe.com website interface. At the top, there is a navigation bar with the Poe logo and a menu icon. Below this, there are two main buttons: "Explore" and "Create". The main content area features the Poe logo and the text "Poe". Below the logo, there are three tabs: "Assistant", "Script-Bot-Creator", and "App-Creator". A search icon is also present. The main chat area contains a text input field with the placeholder text "Start a new chat" and a plus sign. Below the input field, there are two buttons: "New group chat" and "Explore". At the bottom, there is a "New" badge and a text announcement: "Automate AI workflows by simply chatting. Script Bot Creator connects the right bots for you."



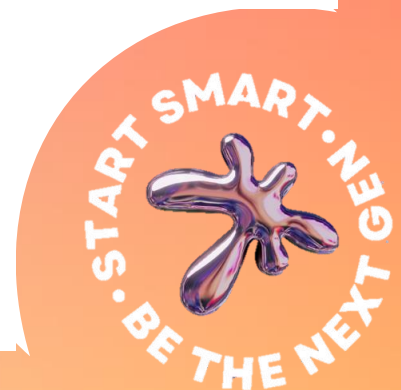
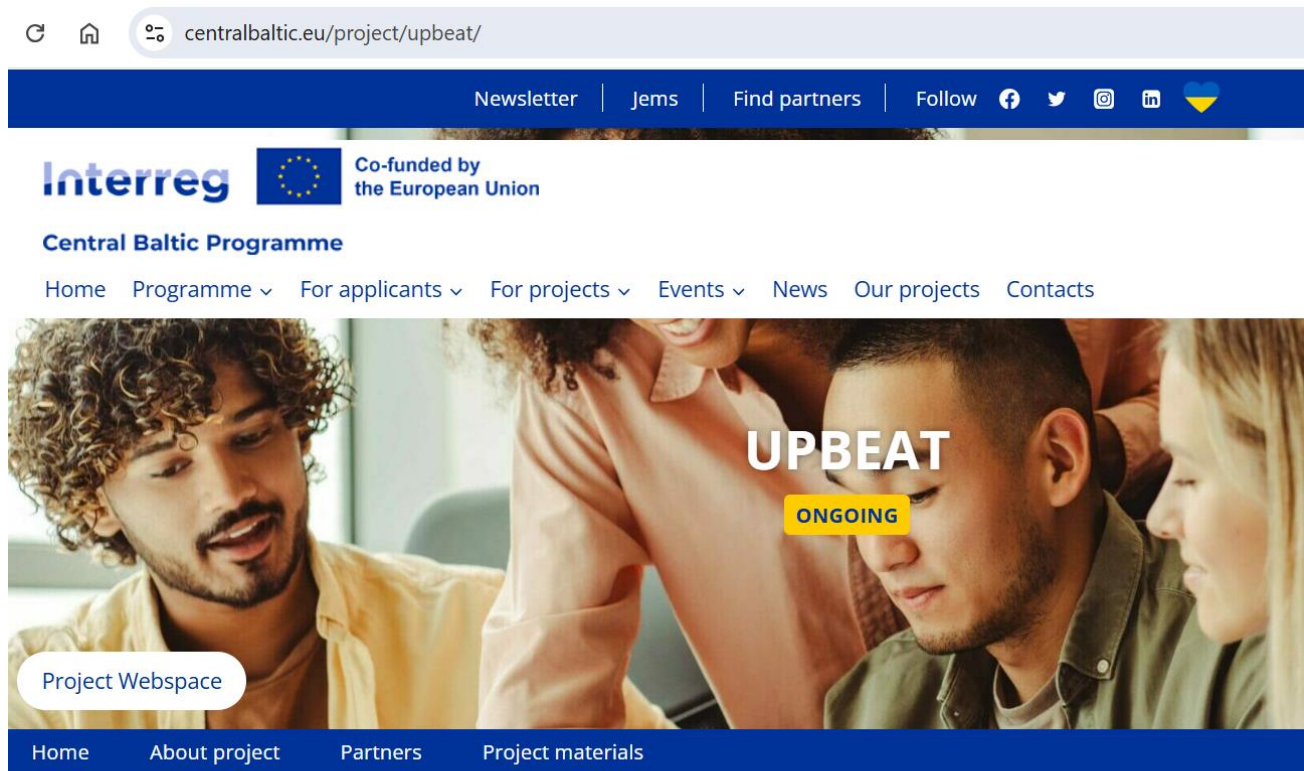
Upskill with generative AI

- Microsoft Copilot
 - <https://learn.microsoft.com/en-us/viva/learning/academy-copilot>
- Open AI (ChatGPT)
 - <https://academy.openai.com/>
- Google Gemini
 - https://grow.google/intl/en_my/
 - https://grow.google/intl/en_my/gemini-academy/
- Haaga-Helia's AI related publications
 - https://esignals.fi/en/?vs_q=AI



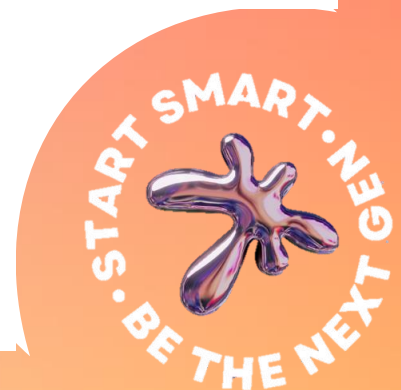
Visit Upbeat home page for articles

- <https://centralbaltic.eu/project/upbeat/>



Visit partner web pages

- Haaga-Helia University of Applied Sciences
 - <https://www.haaga-helia.fi/en>
- Startup Refugees in Finland
 - <https://startuprefugees.com/>
- Estonian Refugee Council
 - <https://www.pagulasabi.ee/en>



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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/

