

# Welcome to **START SMART!**



# UPSKILLING ENTREPRENEURS WITH AI

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



Interreg



Co-funded by  
the European Union

Central Baltic Programme



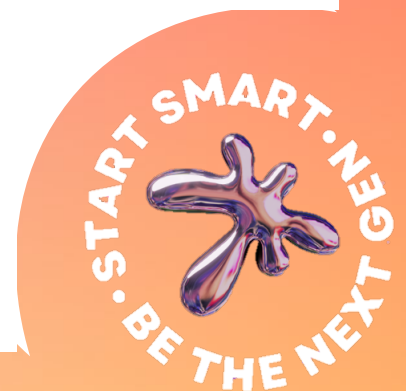
☀️ Training is FREE for participants! ☀️





# Agenda

- Welcome!
- Introductions
- Curriculum
- Practicalities
- Skill assessment





# Startup Refugees coaching team



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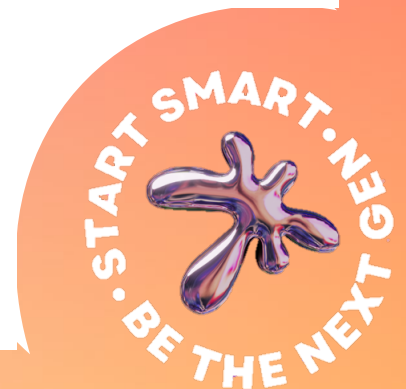
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**Marina Berzina**

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# Haaga-Helia project team



**Nora Lappalainen**  
Project Manager



**Dmitry Kudryavtsev**  
Technical Lead



**Johanna Mäkeläinen**  
Trainer



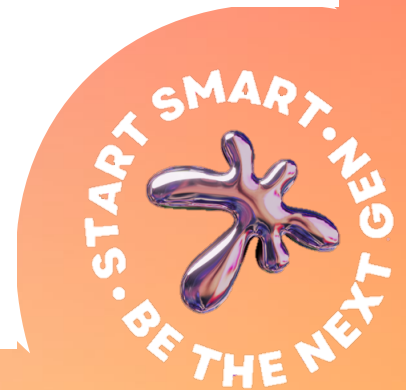
**Kasper Valtakari**  
Trainer



**Umair Ali Khan**  
Developer



**Janne Kauttonen**  
Developer





**Participants'**  
**introduction round:**  
tell us little about  
yourself, your interests  
and your business idea!  
You can add one fun fact  
about you<sup>1</sup>

# Onboarding information package



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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.

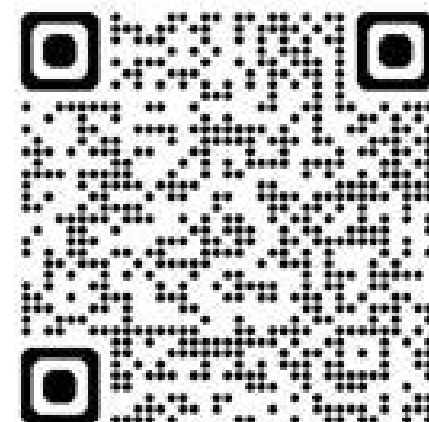
**Expected Outcomes:** The project aims to enhance entrepreneurial skills and improve participants' competitiveness in the labor market.

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

**Project duration:** August 2024 –January 2026

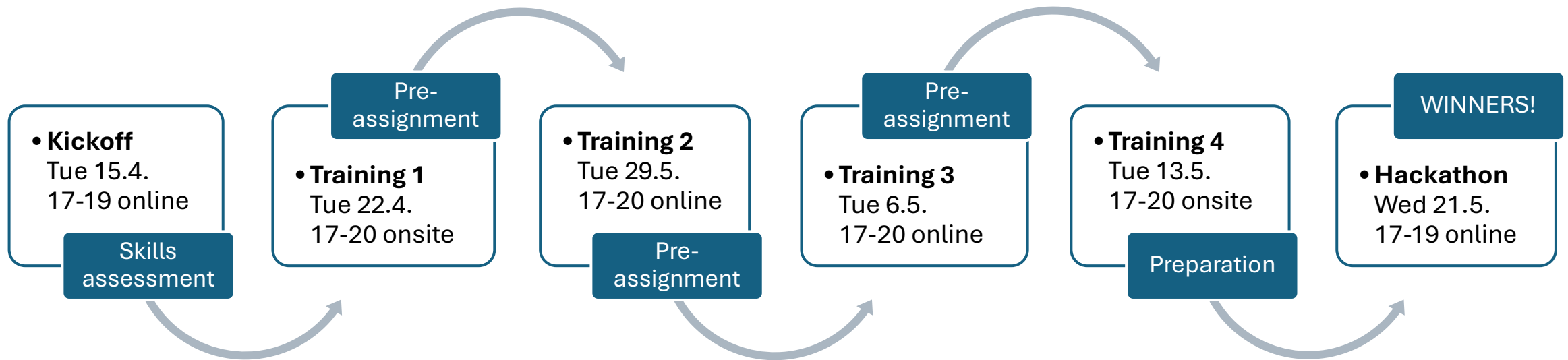
**Funding:** co-financed by the European Union through the **Interreg Central Baltic Programme** (Budget: 213.300 €)

[centralbaltic.eu/project/upbeat/](https://centralbaltic.eu/project/upbeat/)

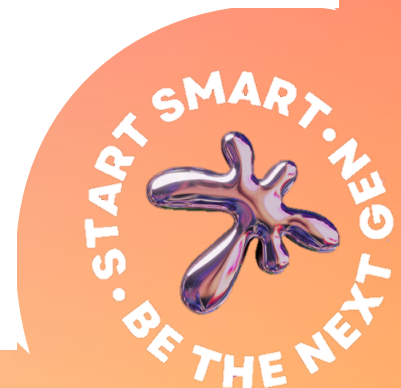




# Training timetable 15.4.-21.5.2025



All online training is organized in Zoom. You'll receive the link via email and WhatsApp.



# Start Smart learning programme

## Onsite 3 hours

### Understanding AI basics

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

## Online 3 hours

### AI for Business Planning

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

## Online 3 hours

### Business Prompting Workshop

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

## Onsite 3 hours

### AI for Business Success

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

## Online 2 hours

### 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

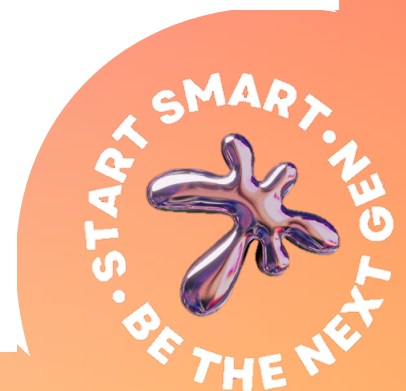
## Objectives

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.



# Participate in Team Hackathon!

- The grand finale is a two hour online Team Hackathon with our partner learning programme lead by Estonian Refugee Council.
- The Hackathon will take place in Zoom on **Wed. 21.5. 17-19**
- In teams of three-four people, you will have just one hour to utilize GenAI tools and everything you've learned during the course to present a powerful pitch to your fellow learners in Estonia.
- They will choose the winning Finnish team and vice versa.
- **Winners will be rewarded** 🏆 !
- You'll receive more information closer to the event.



# Assessment and pre-assignments

- At kick off you'll receive a customised learning plan to prepare you for the contact sessions based on your application form data.
- Each contact session will have a pre-assignment to help you get the most out of the training. Completing these are voluntary, but advisable.
- Make sure you have your laptop and your pre-assignment tasks with you at each contact session, because we'll use them during the training.



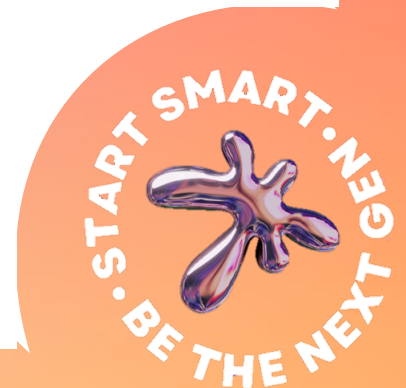


# We use Claned learning platform

- During the course you will have access to Claned, where you will find the slides and course material from every workshop, as well as extra material that you can study independently.

## REGISTERING AN ACCOUNT

- **With a computer:** You need to create an account to Claned with a valid email, Google or Facebook account. Start by clicking the invitation link:  
<https://app.claned.com/#/register?token=c5806220-e9a6-4881-9f4a-03eeb9141a8e&lang=fi>
- **With a mobile device:** You need to download the Claned application from Google Play or App Store. Alternatively you can access Claned at [app.claned.com](https://app.claned.com) on your mobile browser. You need to create an account with a valid email following the instructions on the Claned app or in your mobile browser.
- Watch the tutorial video: [Welcome to CLANED® - Start your Learning Path Today](#)



# Attendance and diploma

- You should attend all contact sessions, both online and onsite. We can help you with the travel expenses if you come to onsite sessions by public transport.
- If you fall ill or there is another unavoidable reason to be absent, please discuss this with the trainers beforehand. If you are absent, please go through the learning materials and do the assignments on your own. There is no need to hand them in though.
- After completing the course, you will receive a diploma and an open badge that you can attach to your LinkedIn page, for example.
- The requirements getting the diploma are:
  - 80 % attendance in the workshops (no more than one absence)
  - Active participation in the workshops and motivation through the assignments and group discussions
- The winners of the Hackathon will get a special diploma for their achievement.



# Onsite training is @Haaga-Helia UAS



## **Address:**

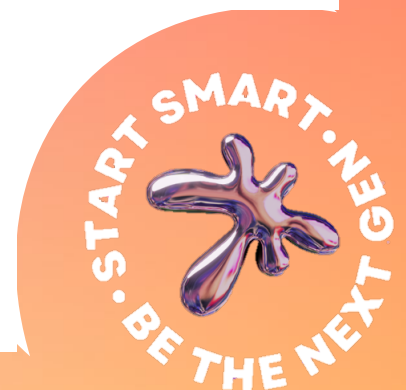
[Ratapihantie 13](#)  
[00520 Helsinki](#)

## **Classroom: 4008**

We'll meet you at the front information desk at 16:45!

Please come by public transport or use the Tripla shopping center paid parking facilities.

There is a cafeteria at the premises.



# 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

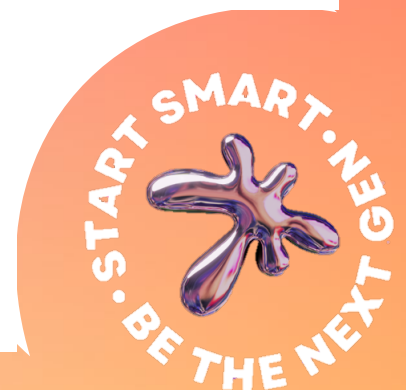
- Chat GPT
- Copilot
- Gemini

## 3. Task specific tools

- NotebookLM
- Adobe Firefly

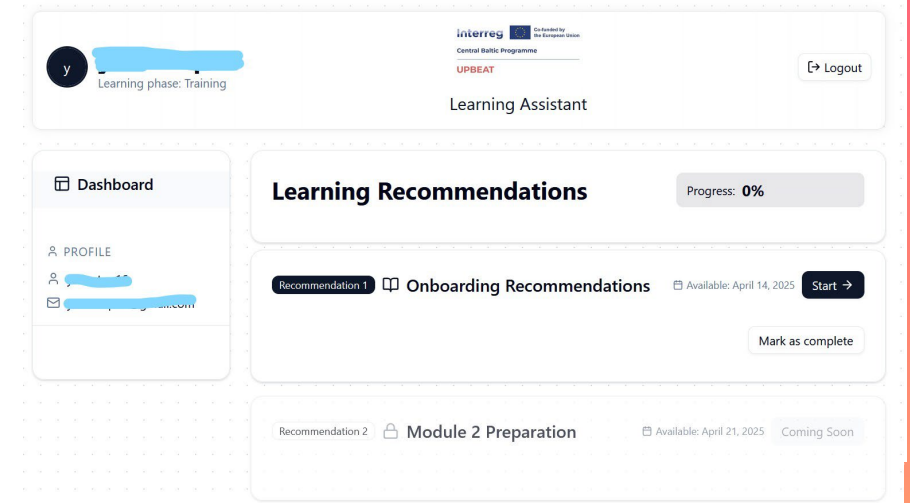
## 4. Other AI Business tools

- Links to be explored



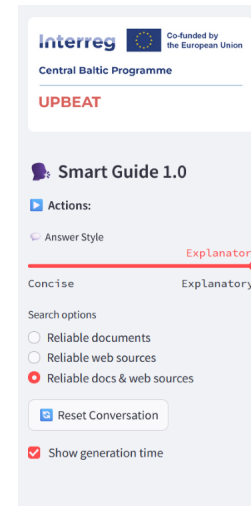
# Your personal learning assistant

- **Learning assistant will** give you personalised learning recommendations to prepare for the training sessions. The information is based on your application form data.
- **Learning Assistant will give learning recommendations:**
  1. Kick-off meeting, Onboarding recommendations
  2. Module 2 preparation recommendations
  3. Module 3 preparation recommendations
  4. Module 4 preparation recommendations
  5. Recommendations for Hackathon
- You can use the learning assistant until December 2025.




# Smart Guide for reliability

- Smart Guide is a customized conversational assistant equipped to offer intuitive access to official guidelines, business acumen, and market information.
- The system generates answers to learner's questions based on the predefined curated data using reliable sources (e.g. on taxation, legal, industry-specific issues) and trusted guidelines.
- You can use the Smart Guide until December 2025.



## 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):

START SMART. NEXT  
BE THE NEXT GEN

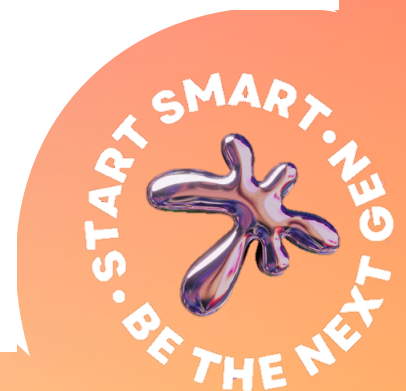


# Business assistants for AI sparring

- Business assistants come in two formats:
  1. **Custom GPTs** help you on a specific topic, like making a business plan or future-proofing your business.

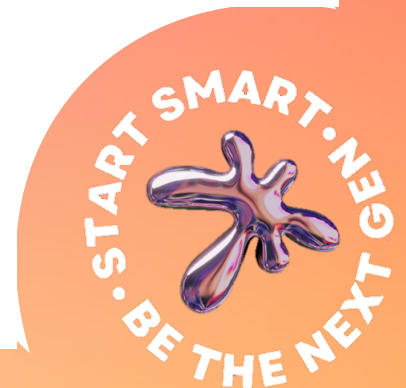
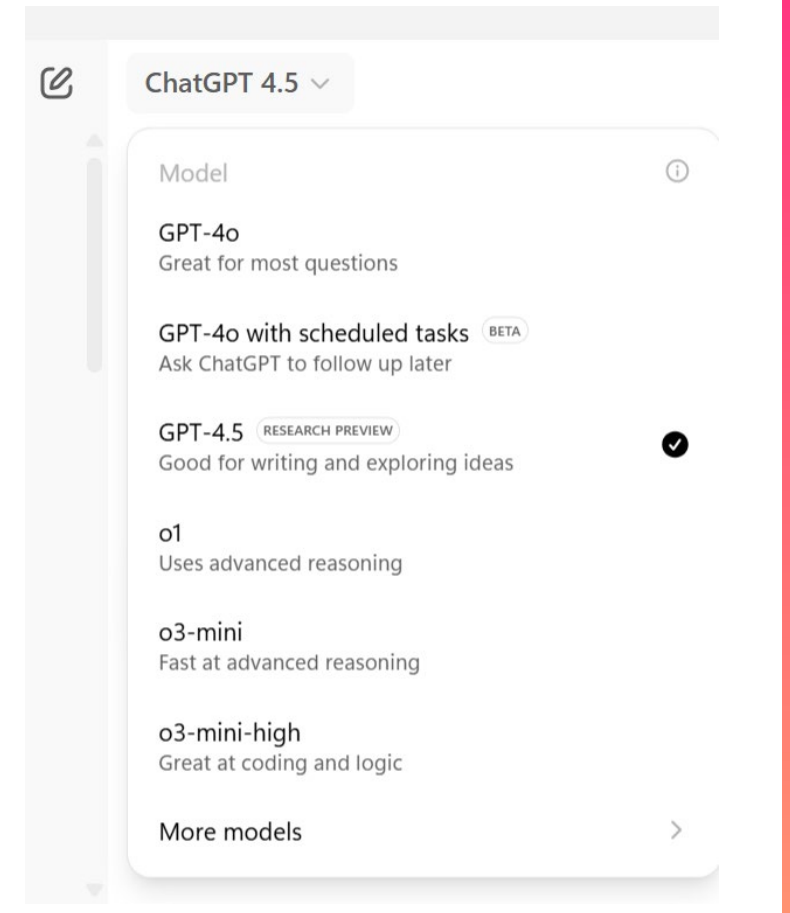
You'll find the link to Business Plan Coach and Future Proof Mentor in Claned under AI Tools.
  2. **Prompt library** has a wide selection of power prompts you can utilize on a variety of business tasks.

You'll find the link to the prompt database in Claned under AI Tools.
- You can use these tools as long as you want.



# Chat GPT Plus subscription!

- All participants will get a Chat GPT Plus Team subscription for 22.4.-21.5.2025.
- For this we will use the email you provided in your application form.
- With Chat GPT Plus you can use Open AI's advanced features including the new Sora video generator.
- Chat GPT Plus will be utilized widely throughout the training.





**Enjoy the ride!**





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**UPBEAT**

This activity was supported as part of [UPBEAT](#), an Interreg Central Baltic Programme 2021- 2027 project co-funded by the European Union.

**Upskilling Immigrants for  
Business Planning and Entrepreneurship  
using AI Technologies**