COURSE TABLE OF CONTENTS

AI for Startups, SMEs, and Entrepreneurs

OEM: Koenig Original • Duration: 1 Day (6 hrs)

COURSE MODULES & TOPICS

Module 1: AI Foundations and Business Opportunities

- Introduction to Artificial Intelligence and Generative AI
- Capabilities, limitations and common business applications
- Identifying high-value, low-risk AI opportunities for startups and SMEs

Module 2: Generative AI Assistants and Prompt Engineering

- Choosing the right AI assistant for a business task
- Prompt structure: role, context, task, constraints and output format
- Improving and refining AI-generated responses through iteration
- Practice: turn a business requirement into a reusable prompt

Module 3: Business Research, Market Insights and Planning

- AI-assisted market and competitor research
- Summarising source material and extracting actionable insights
- Developing business ideas, value propositions and business plans
- Using AI to organise research and prepare decision-support summaries

Module 4: Marketing, Branding and Content Creation

- Creating marketing plans, campaign ideas and messaging
- Drafting social posts, blogs, email campaigns and ad copy
- Generating presentation content and visual concepts
- Reviewing and refining AI-generated content for brand consistency

Module 5: Sales, Lead Generation and Customer Communication

- AI-assisted prospect research and lead qualification support
- Personalised outreach emails, follow-ups and sales conversation preparation
- Drafting proposals, service descriptions and customer responses
- Using AI to support customer engagement and sales productivity

Module 6: Business Productivity and Data Assistance

- Summarising documents, meeting notes and business information
- Using AI to draft reports, organise tasks and prepare presentations
- Working with spreadsheet data: explanations, formulas and analysis support
- Reviewing AI outputs for accuracy before business use

Module 7: No-Code Automation and AI Agents

- Understanding workflow automation and the role of AI Agents
- Mapping repetitive business processes suitable for automation
- Introduction to no-code automation concepts and connected-app workflows
- Demonstration of a simple business automation use case and limitations

© Koenig Solutions

Module 8: Responsible Use and Business Action Plan

- Data privacy, confidentiality, security and responsible AI practices
- Checking accuracy, bias and limitations in AI-generated outputs
- Prioritising practical AI use cases and selecting suitable tools
- Creating a short, actionable AI adoption roadmap