

Retreat 3 days two 2 Nights - Reimagination of Your Dream Business - New and AI-Driven Business

Mastering AI for Small and Medium Enterprise Business Management Program

Overview About Training:

Welcome to the "Mastering AI for Small and Medium Enterprise Business Management" training program, centered around the theme "Reimagination of Your Dream Business into AI-Driven Business"! This comprehensive two-day immersive experience is meticulously crafted for business owners, managers, and specialists who aspire to harness the power of AI for superior business management, standardization, and customization aligned with your visionary business model. Whether you're an AI novice or looking to expand your expertise, this course delivers invaluable insights and practical tools designed to enhance efficiency and stimulate growth in your enterprise. Join us and transform your business with the cutting-edge capabilities of AI!

Date and Time:

25th to 27th of October 2024

Venue:

Kep West : Luxurious Culinary & Beach Destination





Trainer Name:

Sopheakmonkol Sok, Co-Founder and CEO, Codingate Technology

Trainer Bio:



Sopheakmonkol Sok is the co-founder and Chairman of Coding Technology, a pioneering Cambodian company with over a decade of innovation. He has empowered 500+ SMEs through cutting-edge solutions and is the founder of two innovative technologies, GateMaster.ai and GateCommerce. His company's services have helped many businesses with effective solutions suitable for the evolution of business in the digital age, and these outstanding achievements have helped him attain numerous national and international awards and accolades, such as:

- Cambodia Young Entrepreneur Smart Technology Award 2016
- Forbes 30 Under 30 Asia in 2017
- Cambodia ICT Award 2017 Best Startup
- Best Startup of the Year 2017 Cambodia Rice Bowl Startup Award
- ASEAN Best Founder of the Year in 2017
- ASEAN-India Young Leader of the Year in 2018
- The Global Startup Founder Award in 2019



Looking at his experience in technology solutions, his company has worked on more than 500 projects across 15 multidisciplinary fields since its establishment until now. His efforts and high-level capabilities in technology work, innovation, and entrepreneurship have made him an outstanding and widely recognized individual in society for many young entrepreneurs in this technology sector. This expertise has high potential to help businesses in the Cambodian market establish a strong foundation and increase high productivity, leading to competition at regional and global levels.

Training Outline and Agendas:

Day	Agendas	Details
Day 1	Overview about AI for SMEs	<ul style="list-style-type: none"> • Introduction to AI and its impact on small and medium enterprises. • Key benefits and applications of AI in business.
	Reimagination of Your Dream Business - New and AI-Driven Business Potentials	<p>How to Utilize AI to Create a Company Profile</p> <ul style="list-style-type: none"> • About • Inspirational Company's History • Founders profile • Vision • Mission • Core Values • Target Audiences (the relationship and the most effective activities for engaging with them) • Set 10 Business KPIs for 3 Years plan
	<p>Business Model Canvas</p> <p>Upgrading your USP and Product Development on products and Services</p>	<p>How to Use AI to Easily Develop and Keep Your Products and Services Up to Date Using the Business Model Canvas</p> <p>11 Key model canvas</p> <ol style="list-style-type: none"> 1. Customer Segments: Defines the different groups of people or organizations an enterprise aims to reach and serve. 2. Value Propositions: Describes the bundle of products and services that create value for a specific customer segment. 3. Channels: Details how a company communicates with and reaches its customer segments to deliver a value proposition. 4. Customer Relationships: Explains the types of relationships a company establishes with specific customer segments. 5. Revenue Streams: Represents the cash a company generates from each customer segment (costs must be subtracted from revenues to create earnings). 6. Key Resources: Outlines the most important assets required to make a business model work.

Day	Agendas	Details
		<p>7. Key Activities: Describes the most important things a company must do to make its business model work.</p> <p>8. Key Partnerships: Highlights the network of suppliers and partners that make the business model work.</p> <p>9. Cost Structure: Describes all costs incurred to operate a business model.</p> <p>10. Social Impact Return on Investment</p> <p>11. Economy Return on Investment</p>
	AI Personalization with Chat with AI Experts	<ul style="list-style-type: none"> • Interactive session with AI experts. • Personalized AI-driven business strategy consultations.
	AI Editor	<ul style="list-style-type: none"> • Hands-on training on using the AI Editor. • Creating and editing business documents with AI assistance.
	Hand on and practice - AI for SMEs in action	<ul style="list-style-type: none"> • Practical exercises and real-time application of AI tools learned.
Day 2	Standardize and Personalized Your Business SOP and Workflow for Marketing and Sales Leveraging AI to Create Standard Operating Procedures and Workflows for the Marketing and Sales Department, and Generate Workflow Diagrams Using AI-Driven Tools	
	Define SOP and Workflow Objectives	<ul style="list-style-type: none"> • Establish clear goals for what each SOP and workflow should achieve, ensuring alignment with business objectives. • Outline the objectives and key performance indicators (KPIs) for the SOPs and workflows. • Document these objectives for reference during the AI-driven development process.
	Develop AI-Powered SOP Templates	<ul style="list-style-type: none"> • Utilize AI to analyze the collected data and generate initial SOP templates tailored to the marketing and sales functions.

		<ul style="list-style-type: none"> • Review and refine these templates with input from subject matter experts to ensure accuracy and relevancy. • Create a repository of these AI-generated SOP templates for future use and customization.
	Implement and Monitor AI-Driven Workflows	<ul style="list-style-type: none"> • Deploy the AI-generated workflows within the marketing and sales departments, ensuring team members are trained on how to use them effectively. • Monitor the performance of these workflows through continuous feedback loops and adjust them as necessary based on real-time data and team input. • Establish a system for regular updates and improvements to the AI models to keep the SOPs and workflows current and effective.
	Create a Digital Marketing Strategy Plan for Products or Services	<ul style="list-style-type: none"> • Research and identify target audiences. • Define clear goals and objectives. • Choose the right digital channels (e.g., social media, SEO, PPC). • Develop a content strategy. • Allocate resources and budget.
	Develop a Marketing Budget Plan	<ul style="list-style-type: none"> • Estimate costs for different marketing activities. • Allocate budget for each digital channel. • Plan for contingencies and unexpected expenses. • Regularly review and adjust the budget based on performance and ROI.
	Create Personalized Content	<ol style="list-style-type: none"> 1. Develop content that resonates with the target audience. 2. Use storytelling to engage and connect with customers.
	Create Social Media Content	<ol style="list-style-type: none"> 1. Plan and schedule regular posts on relevant social media platforms.

		2. Interact and engage with followers.
	Develop Ideas and Scripts for Videos	1. Brainstorm and outline video concepts that align with marketing goals. 2. Write scripts that are engaging and informative.
	Hand on and practice - AI for SMEs in action	<ul style="list-style-type: none"> • Practical exercises and real-time application of AI tools learned.

Return on Investment from this training

By participating in the "Mastering AI for Small and Medium Enterprise Business Management" training program, you can expect significant returns on your investment, including:

1. Enhanced Operational Efficiency and Productivity X 10 Time:

- Acquire the skills to write Standard Operating Procedures (SOPs) and create efficient workflows using AI tools. Save on operational costs, gain an in-depth understanding of your business, and establish a well-structured organization.

2. Strategic Insights and Actionable Recommendations:

- Receive tailored advice and strategies specific to your business needs, helping you make informed decisions.

3. Hands-on Experience with AI Tools:

- Acquire practical knowledge and experience with AI technologies that can upgrade your business operations.

4. Networking Opportunities:

- Connect with industry experts and like-minded business professionals, fostering valuable relationships and potential collaborations.