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D2.3 IFS Pilot Course Report

"Freelance school"

TRAIN
AI ENTREPRENEURSHIP

5

WHAT IS ADVERTISING?

Advertising is considered to be any paid non-personal form of distributing information about a company and its product.

Advertising stimulates the sale of a good product and accelerates the failure of a bad one.

Advertising is always aimed at the consumer, including the potential one, it aims to notify him in various ways about new goods and services and their consumer properties. The goals of advertising activities should be clearly established, expressed quantitatively and determined in terms, which will allow you to control the effectiveness of advertising activities.

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POSSIBLE ADVERTISING GOALS

Notice	Conviction	Reminder
• Inform the market about the new product. Suggest new ways to use a well-known product. Notify the market of price changes. Explain the principle of operation of the product. Describe the services they provide. Correct misconceptions. Reduce buyers' fears. Create a company image.	• Convince to buy a certain trademark. Switch attention to another brand. Change the perception of customers about the quality of the product. Convince consumers not to delay the purchase. Convince consumers of the benefits of ordering goods (by phone, mail).	• Remind customers that they may need this or that product in the near future. Remind customers exactly where they can buy goods. Remind about the company during the off-season. Keep customers up to date at all times.

STRATEGY FOR BUILDING AN EFFECTIVE ADVERTISING CAMPAIGN

1. Choosing a target market

2. Definition of advertising goals

3. Making an advertising budget

4. Development of an advertising message

5. Selection of advertising media

6. Drawing up an advertising release schedule

7. Evaluate the effectiveness of advertising
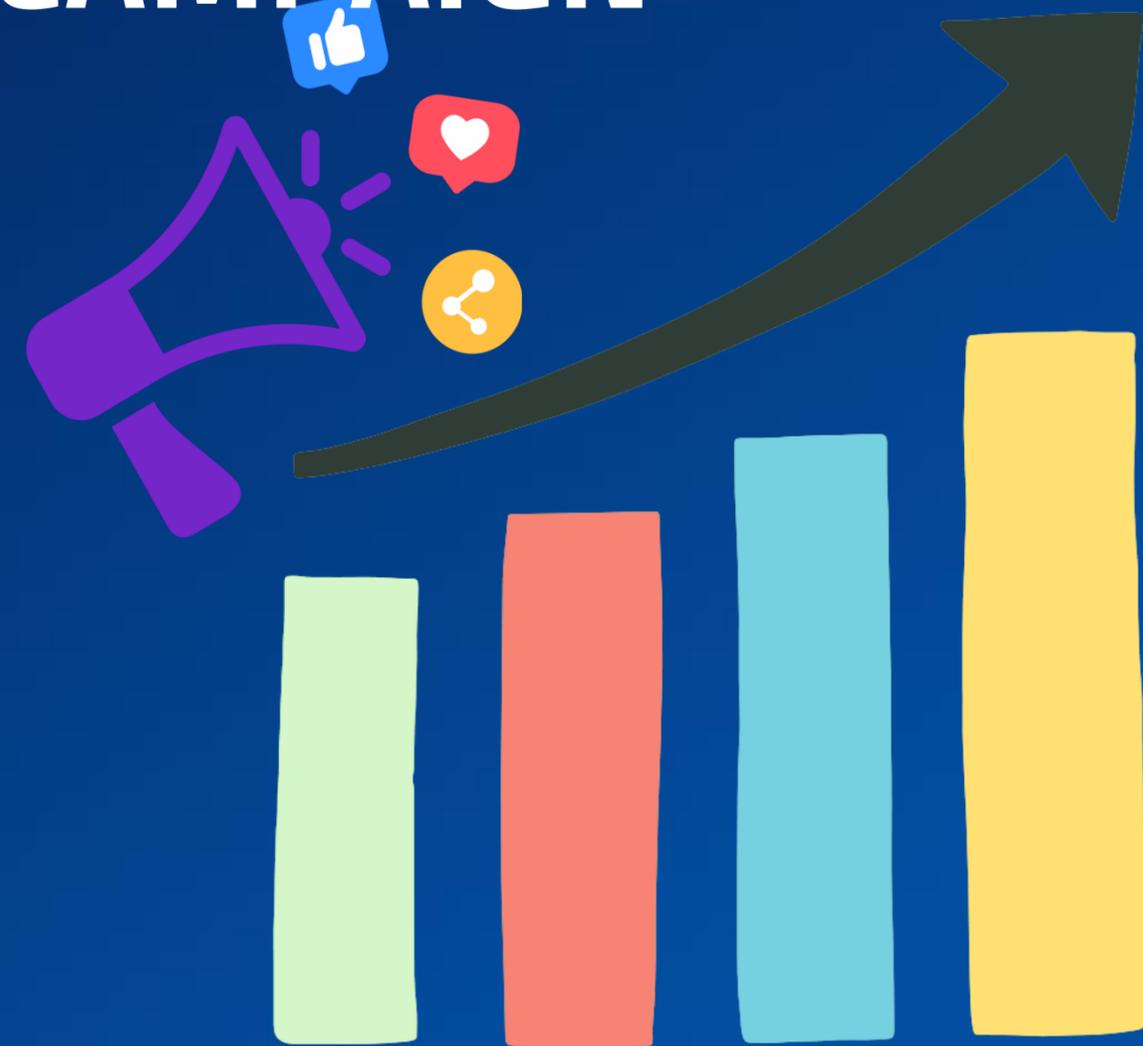
HOW TO START PROMOTING YOUR BUSINESS CORRECTLY ON SOCIAL NETWORKS?

1. Define the target audience:
   divide your potential customers into groups by age, gender, interests, profession, etc.;
   clearly formulate messages for users, identify what problems they may have and how you can solve them;
   come up with three key marketing messages for each of the groups;
   Find out which social networks your audience prefers. Each social network is unique, each has its own main audience, structure, and purpose.

TARGET AUDIENCE

HOW TO START BUSINESS PROMOTION ON SOCIAL MEDIA?

2. **Coordination of work:**
▪ be sure to create your blog so that people can hear you and read your useful information;
▪ add social icons, but so that they are clearly visible;
▪ set buttons for repost and likes;
▪ install plugins for the activity of various social networks so that users can see all your recent posts;
▪ add "Share" buttons to the design of your pages or posts to make it convenient for users to share information from the site.
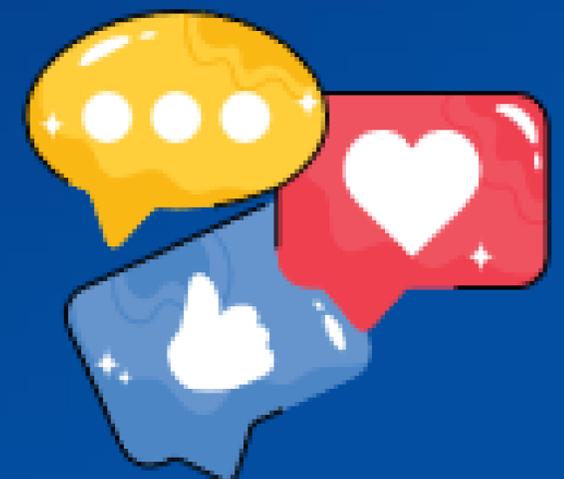
HOW TO START PROMOTING YOUR BUSINESS CORRECTLY ON SOCIAL NETWORKS?

3. Start:

- set aside at least half an hour every day to work on social networks; choose one or two platforms to start with; create a publication schedule; In posts, help your readers, become an expert for them, give them tips that they can use or share information that will help them solve problems.

HOW TO START PROMOTING YOUR BUSINESS CORRECTLY ON SOCIAL NETWORKS?

4.   **Surveillance,   Advertising,   and   Analysis:**
Be sure to follow and listen to what people are saying about your brand, respond to comments, mentions, and reviews, even if they are negative.
If you're looking to boost your social media presence, it's worth taking the time to explore   paid   advertising   options.
Constantly   evaluate   and   analyze   your   results.
Track performance data is the best way to determine the correctness of promotion   tactics.
Observe the growth of activity and shares. Most social media has tools that you can use to track and measure performance.

WHERE WILL AI REALLY HELP IN THE ADVERTISEMENT?

Ad texts per minute (headlines, descriptions, e-mail):
ChatGPT (prompts for titles/descriptions, emails, UGC scripts)
Jasper, Copy.ai (quick templates for Ads / e-mail)
Grammarly, LanguageTool (style and error checking)

Quick images/banners for the test (no designer)
Canva (banner templates, auto-generate variations)
Adobe Express (animated posts/banners, freemium)
Leonardo.ai or DALL·E (generation of illustrations for the brief)
Figma (layout edits, express adaptations to sizes)
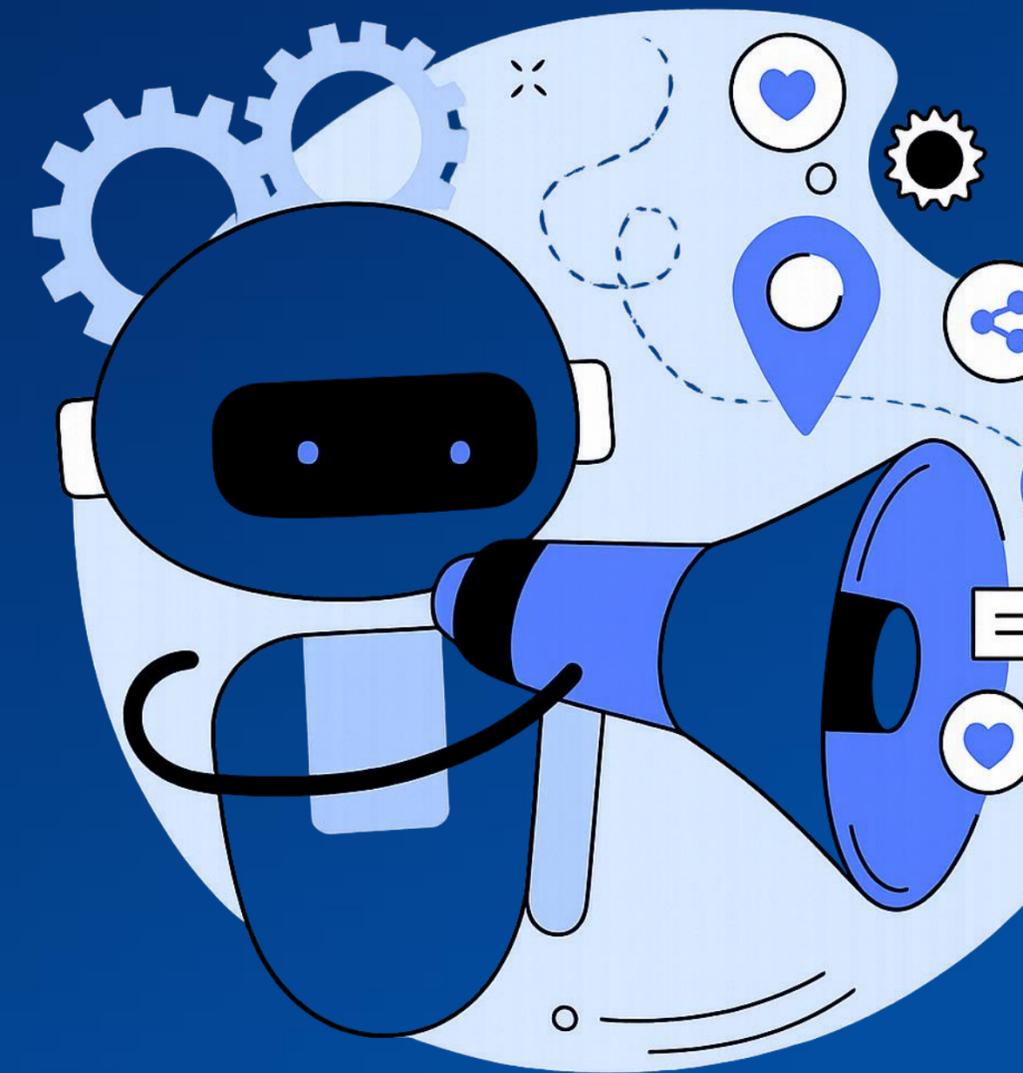
WHERE WILL AI REALLY HELP IN THE ADVERTISEMENT?

Smart **bidding.**

Maximize Conversions is a start when there is no target CPA yet.

Target CPA (tCPA) — when there is stable data (≈15-30 conversions/30 days).

Maximize Conversion Value — if you transfer the cost of each transaction.

Target ROAS (tROAS) — when you track revenue and have a history (≈30-50 transactions/30 days).

Lowest **Cost** **(no** **limit)** **is** **a** **simple** **start.**

Cost Cap — set the desired cost for the result (do not set too low, otherwise you will not receive impressions).

For e-commerce — Advantage+ Shopping

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WHERE WILL AI REALLY HELP IN THE ADVERTISEMENT?

Search for similar audiences and remarketing "in 1 click".
A. Meta Ads (Facebook/Instagram) 1-click remarketing (conditional): Audiences → Create → Custom Audience → Website/Engagement. Select "All website visitors (30 days)" or "AddToCart, no Purchase (7 days)". In the campaign, select this list as a target and exclude buyers.
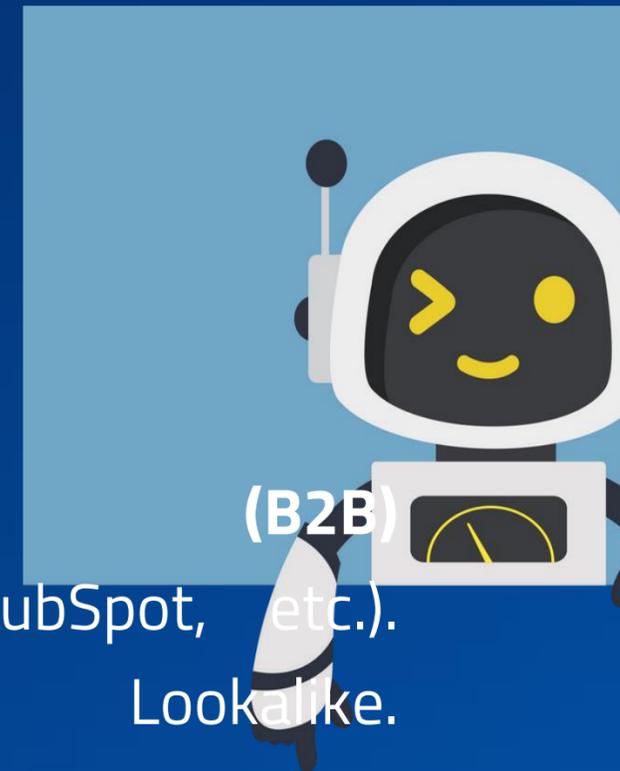
B. LinkedIn Ads (B2B) Matched Audiences → Website (retargeting by visitors) or Contacts (CSV/HubSpot, etc.). When the basic list (≥300) appears, do Lookalike. Set up exclude: existing clients/demo users.

C. TikTok Ads **Custom Audience:** site visitors, video viewing, customer list.

WHERE WILL AI REALLY HELP IN THE ADVERTISEM

Time/Location Hints (Seasonality).

Show ads in prime time when the audience is
In GA4, build a day×hour heatmap and find the slots with the
Typically, B2C is open in the evenings 18:00–23:00 and weekends, for B2B — 09
weekdays.
In Google Ads, enable impression scheduling and geo-targeting by city/radius; in Meta, u
lifetime
Before holidays and sales, raise your budget by 20-30% and add creative with a deadlin
hours once every 1-2 weeks based on the results.

Smart Bidding is an automated bidding strategy in Google Ads that matches the bid on
each auction to reach your goal (more conversions or the desired ROAS) within your budg

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Copyright

Personal non-property rights of the author and property rights of copyright subjects.
Primary subject of copyright
There is an author of the work - an individual.
(there may also be other individuals or legal entities to whom property rights to the work have been transferred on the basis of a transaction or law)

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STATE REGISTRATION OF COPYRIGHT IS CARRIED OUT

FOR WORKS CREATED:

- **on their own initiative** – the application is submitted by the author/heir;

- **in connection** with the performance of duties under an employment contract

(contract) – the application is submitted by the employer or the author, if the

rights to the official work belong to the employer and the author jointly;

- **by order** (in connection with the performance of the contract) – the application

is submitted by the customer or the author, if the rights to the work created by

order belong to the customer and the author jointly.

IP OFFICE
Український національний офіс
інтелектуальної власності та інновацій

Copyright in a work arises from the fact of its creation

A work is considered to be created from the moment of initial provision of any

objective form (written, material, electronic (digital), etc.)

Applications for state registration are submitted to the Ukrainian National Office of

Intellectual Property and Innovation by the applicant or his authorized representative
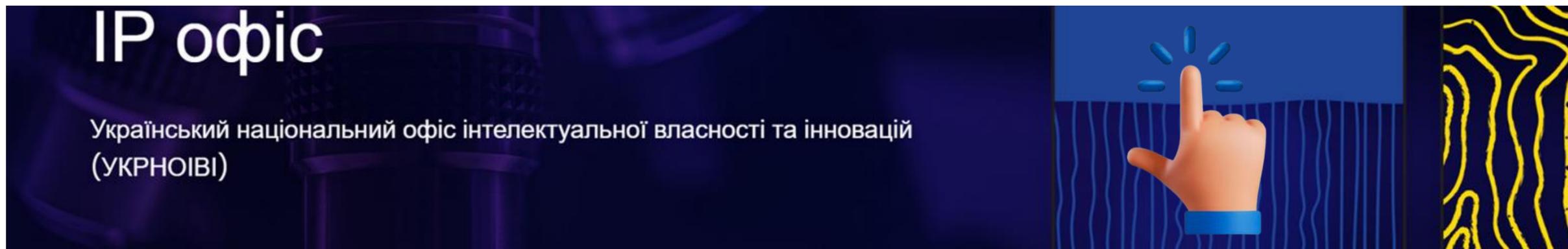
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CAN AI BE A COPYRIGHT SUBJECT?

1. Is the result of AI considered an original work?

2. Who owns the intellectual property rights to the AI-generated result?*

*(Some developers, such as OpenAI, contractually transfer the rights to the content to the user who entered the relevant request (promt)

But there are similar texts to similar requests from different users...
But there are also unique products)
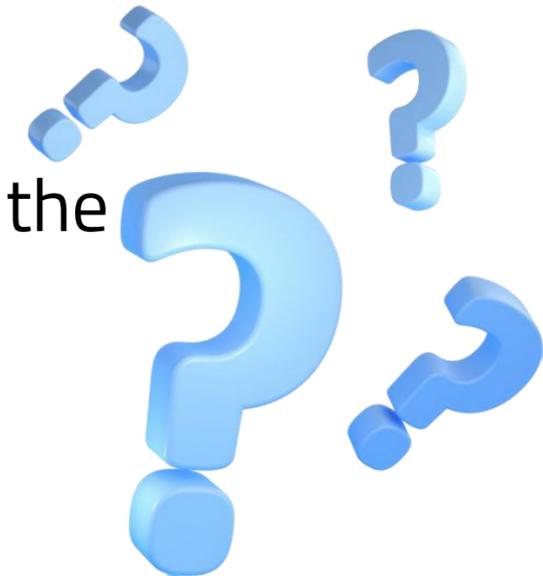
3. Risk of plagiarism or copyright infringement of third parties?

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COURT CASES IN DIFFERENT COUNTRIES

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Thaler v. Comptroller General of Patents (UK, 2021–2023)
Developer Stephen Thaler tried to **patent two inventions**, noting DABUS artificial intelligence as the inventor, and himself as the owner of the rights, "because he owns the machine."
 The British Intellectual Property Office **refused**, since only an individual is recognized by law as an inventor.
This position was confirmed by the High and Appellate Courts, emphasizing, that "**the machine cannot transfer the right**".
 The Supreme Court of Great Britain ruled: AI does not meet the definition of "person" and cannot be listed as the inventor of a patent.

EXAMPLE

Thaler v. Perlmutter (USA, 2023–2024)

Thaler also insisted in court on **the recognition of the copyright of the image** "A Recent Entrance to Paradise", which was generated by DABUS. The U.S. Copyright Office **refused** to register, citing a lack of human input. Federal Judge Beryl Howell upheld the waiver, citing the constitutional principle of "**author = person**."

In August 2023, the court explicitly stated that "a non-human subject does not need an incentive in the form of copyright".

Thus, works created autonomously by AI are not protected.

The appellate court (District Court of the District of Columbia) in 2024 confirmed this approach: **a work without a human author is not subject to protection in the United States.**

EXAMPLE

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Resolution of the SCC SC No. 925/200/22 (Ukraine, 2024)
On February 8, 2024, the Supreme Court faced an atypical situation: the lawyer, having filed an application for clarification of the decision, added the definition of the **legal term generated by ChatGPT** to the justification.
The panel of judges recognized such actions as an abuse of procedural rights, noting that references to artificial intelligence cannot serve as a reliable source of evidentiary information,
And such a practice undermines the authority of the court and trust in justice (ruling dated February 8, 2024 in case No. 925/200/22 on clarification of the resolution of the Supreme Court dated 11.12.2023 in the case on the claim of the private enterprise "Agrotrade Group").

EXAMPLE

MORATORIUM ON BUSINESS INSPECTIONS

By the Decree of the President of Ukraine dated 21.07.2025 No. 538/2025 enacted - the decision of the National Security and Defense Council "On the introduction of legal and organizational measures regarding the moratorium on groundless inspections and interference of state bodies in business activities"

BUT...

The process of audits is regulated by **Articles 75-86** and **the final provisions** of the **Tax Code of Ukraine**.

To introduce a moratorium, the following must be worked out and voted on

in the Verkhovna Rada, amendments to the law.

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MORATORIUM ON BUSINESS INSPECTIONS

Current situation:

The statute of limitations continues to run.

Tax audits and inspections of the State Labor Service can take place as

factual, documentary and desk audits.

All possible control measures in the tax office are available.

By not registering as an individual entrepreneur and actually engaging in entrepreneurial activity, the freelancer violates the law and acts outside the legal framework.

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Diia launched the world's first national **AI agent**.
who provides services

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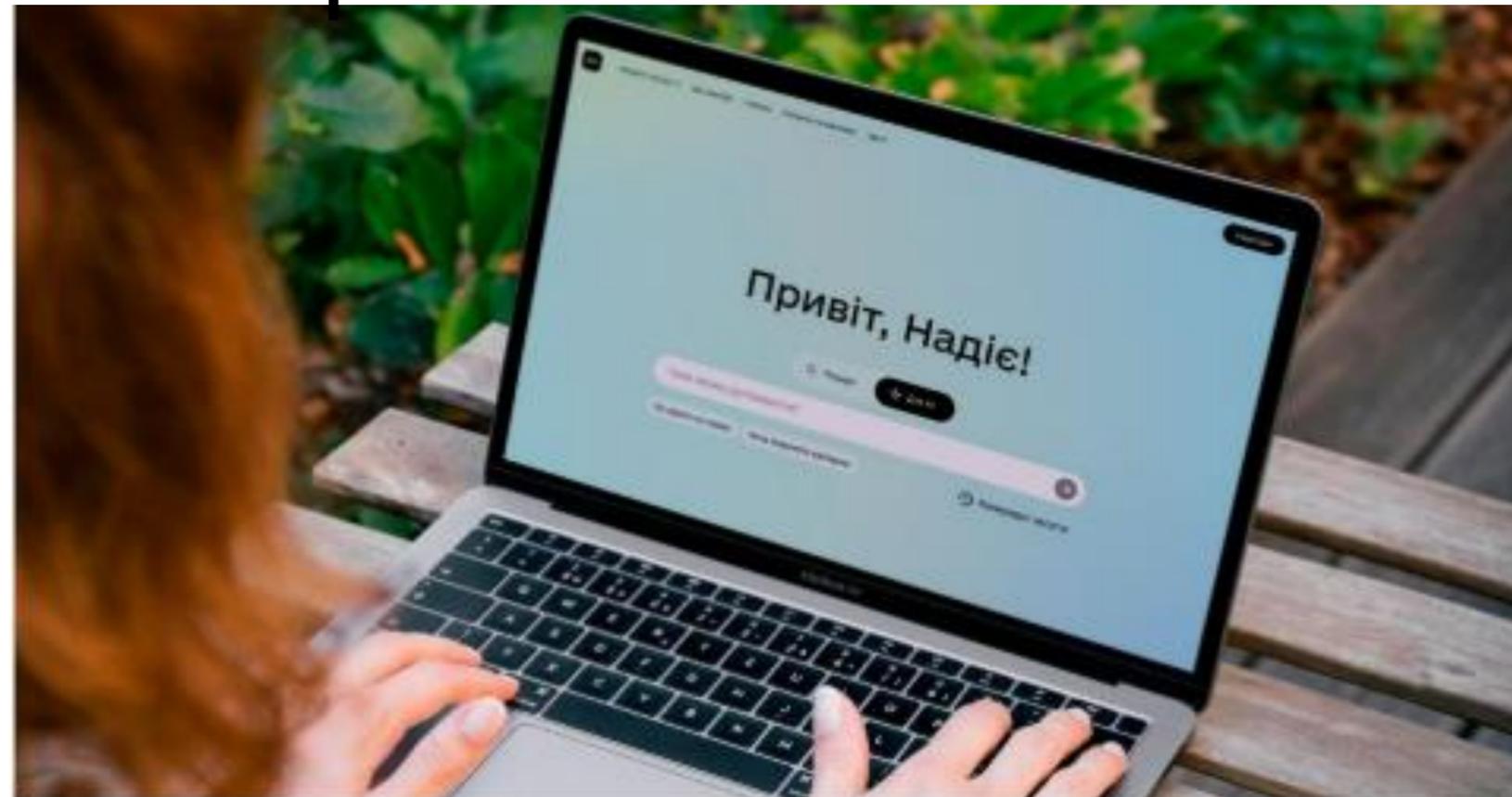
I want a certificate of income

✦ Дія.AI

Greetings, Tatiana! I am Diia.AI, your personal assistant.

To order a certificate of income, I need the period for which you need it. Please indicate the beginning and end of the period (quarter and year). For example, "from the 1st quarter of 2024 to the 4th quarter of 2024"

From the first quarter of 2025 to the third quarter of 2025

✦ Дія.AI

Great, Tatiana! Now I will order you a certificate of income for the period from the 1st quarter of 2025 to the 3rd quarter of 2025. Usually, the formation of a certificate takes some time. Once it's ready, it'll be sent to your email.

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✦ Дія.AI

In the meantime, maybe you are interested in something else? For example, I can help you find information about public services or check data in registers:

- **Public services:** I can provide information about the different public services, how to get them, what documents are needed, deadlines, etc.
State registers: I can help you get information from state registers, for example, about your sole proprietorship, real estate, land, pension contributions, etc.
Pension issues: I can provide information about pension payments, length of service, benefits, etc.
Construction: If you are building real estate, I can help you with information from the Unified State Electronic System in the field of construction.
Other: I can also answer questions related to education, business and other areas where the state provides services.

SOCIAL ENTREPRENEURSHIP - ENTREPRENEURSHIP WITH MEANING
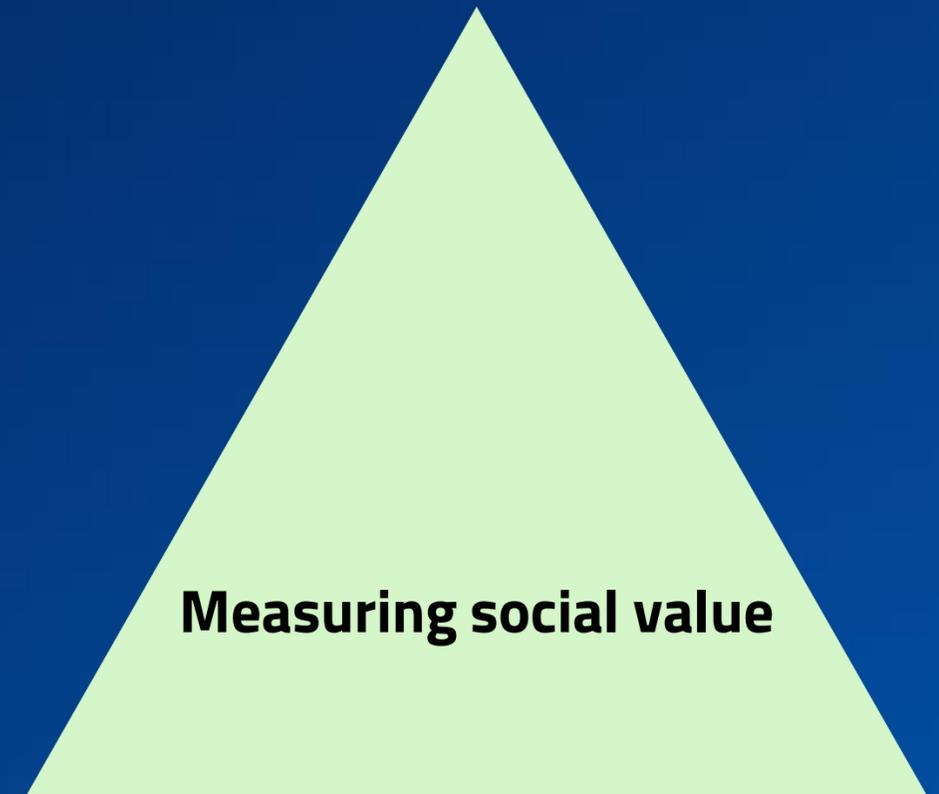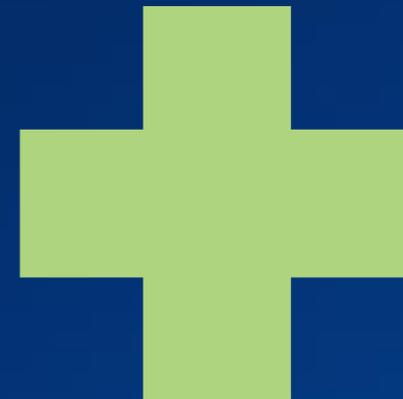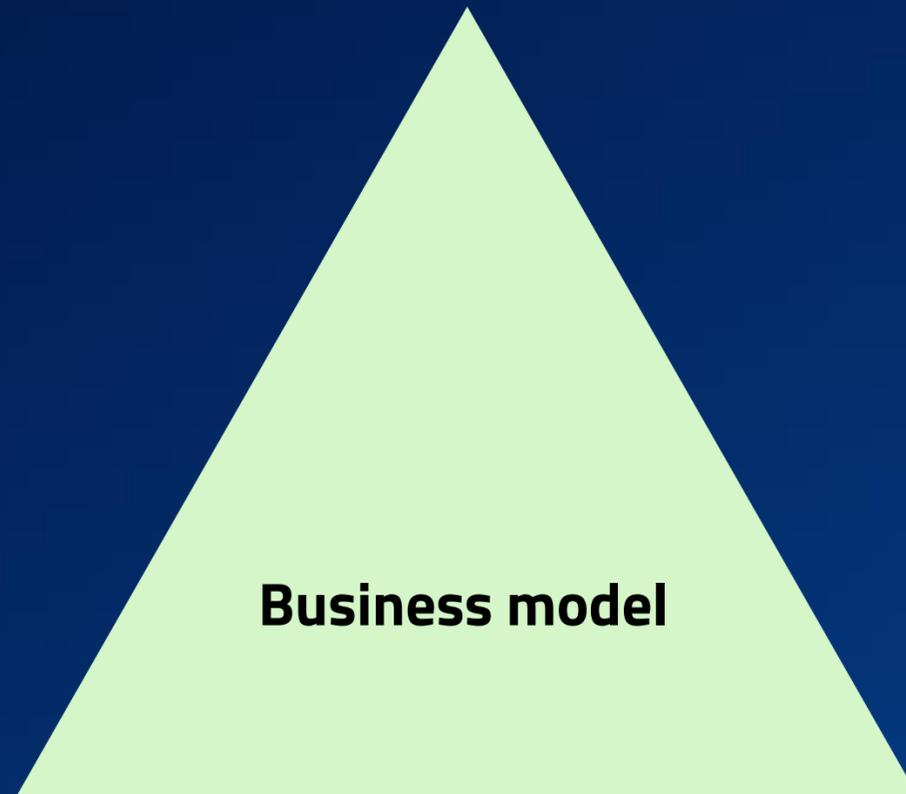
WHAT DO WE KNOW ABOUT SOCIAL ENTREPRENEURSHIP?

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SO, SOCIAL ENTREPRENEURSHIP IS -

application of the best practices of

traditional entrepreneurship to solve social

problems, achieve sustainable social

changes.

CHARACTERISTIC FEATURES OF SOCIAL ENTREPRENEURSHIP

It's a business

Clearly spelled out social goals and mission

Profits are reinvested in expanding activities and/or directed to achieving social action

Democratic management

SOCIAL ENTREPRENEURSHIP FORMULA

Business model + Measuring social value

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NOT A SOCIAL ENTERPRISE:

▪ Social responsibility of the company;

▪ Business in the social sphere;

▪ Charity;

▪ Production of socially important products and services by commercial organizations;

▪ Activities of social agencies that have introduced paid social services

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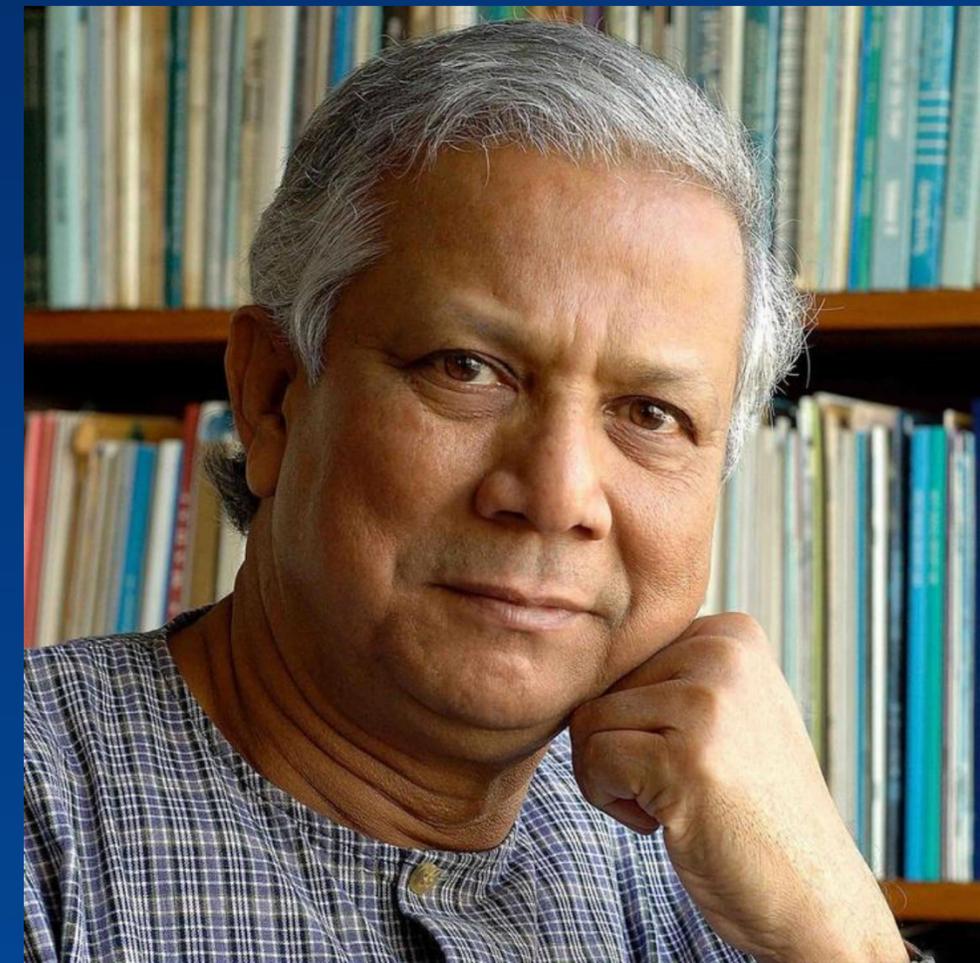
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"*The desire to earn money is a good incentive.
But wanting to make other people
happy is a super-stimulus.*

I encourage you to try this desire on taste.

*I tried it and decided that it was very exciting activity -
more exciting, than just making money".*

Mohammad Yunus