

EIT Higher Education Initiative

D2.3 IFS Pilot Course Report

“Freelance School”



Contents

Day 1. Fundamentals & Finding Your Direction

Day 2. Marketing & Clients

Day 3. Legal & Financial Basics

Day 4. Sales & Client Service

Day 5. Advertising & Social Impact

Day 6. Business Planning

Day 7. Practice & Preparation

Day 8. Demo Day

Day 1. Fundamentals & Finding Your Direction

Objective: Understand the freelancing model, align it with your values/strengths, generate a pool of ideas and select 1–2 focus niches.

- Introductions, intake survey. What is freelancing? Motivation and expectations.
- Idea sources and generation techniques (brainstorming, SCAMPER, mind maps).
- Vision and idea evaluation: demand/margin/scalability criteria.
- Industry classification codes as a guide to legal activity pathways.
- AI jam for idea generation and quick demand checks (keyword probing).

Day 2. Marketing & Clients

Objective: Build an understanding of marketing analysis and decide which AI tools are relevant for marketing tasks.

- Guest speaker: Best-practice cases of using AI in marketing.
- Marketing research methods (data → insight → decision).
- Customer persona, pain/gain maps, SWOT analysis.
- Marketing strategies and building loyalty.
- AI practice: fast competitor scan; content ideas and UGC scripts.

Day 3. Legal & Financial Basics

Objective: Understand registration options, taxation, contracting, and baseline calculations.

- Guest speaker: Best-practice cases of using AI for legal workflows in freelance activity.
- Legal aspects of doing business; contracts/offers/confidentiality.
- Taxes and setting up your own activity; cash/terminal issues and risks.
- Engaging subcontractors; the role of a freelance accountant.
- AI practice: contract/brief templates and finance calculators (must be verified by a legal professional).

Day 4. Sales & Client Service

Objective: Build a sales funnel, scripts, and service standards.

- Guest speaker: Using AI in sales.
- Structuring service delivery stages; communication systems.
- Identifying customer needs and motives; sales stages and tools.
- Handling objections; after-sales and retention mechanics.
- AI practice: generating scripts; CRM notes; FAQ bot for common questions.

Day 5. Advertising & Social Impact

Objective: Prepare test ad campaigns and touch upon social impact/entrepreneurship.

- Guest speaker: Using AI in advertising.
- Advertising as a growth driver: objectives, budgets, creatives, audiences.
- Trademark/copyright registration (practical cases).
- Social entrepreneurship and initiatives.
- AI practice: generating ad copies/creatives; testing plan for audiences and remarketing.

Day 6. Business Planning

Objective: Learn to assemble a business plan for your idea.

- Guest speaker: Best practices of using AI in business.
- Business plan structure: sections, operations plan, cost/price/margin.
- Break-even point and financial plan (cash flow, scenarios).
- Prototypes and testing the business idea; sample business plans.
- AI practice: scenario modelling.

Day 7. Practice & Preparation

Objective: Understand the rules of presentation design and pitching ideas; rehearse.

- Creating presentations and the pitch deck.
- Overview of AI tools for presentation creation.
- Fundraising: how to find resources to implement your idea.

Day 8. Demo Day

Objective: Pitch your ideas and receive feedback.

Format: business plan/solution demo (3-minute pitch + 5 minutes Q&A).

Evaluation criteria: problem/solution fit; viability and financial calculations; use of AI; ethics/risks; implementation plan.

List of Key learning outcomes, competencies and results of the programme	Assessment methods	Assessment results	Is the training Deep Tech focused? If yes, please select sub-category of Deep-Tech	STEM area: please confirm if the participant is a higher education student/ non-academic or academic staff from STEM fields	Key words
<p>Upon completion of the 60-hour programme (8 days), the participant will be able to:</p> <ul style="list-style-type: none"> ▪ Identify a niche and formulate a value proposition for a service. ▪ Conduct basic marketing research (Persona, SWOT, competitor scan) using AI tools. ▪ Prepare the initial marketing package: profile/landing page, mini-portfolio, content plan. ▪ Understand the legal and tax fundamentals of freelancing; work with contract/brief 	<p>Project-based assessment (single standard for all participants):</p> <ul style="list-style-type: none"> ▪ 75% — final package of deliverables (value proposition; profile/landing; mini-portfolio/UGC; contract template; mini-campaign with hypotheses and creatives; financial model with break-even). ▪ 25% — final presentation (3-minute pitch + 5 minutes Q&A). <p>Participation requirements: completion of daily practical tasks and attendance \geq 80%.</p>	<p>Attainment record: “Successfully completed the programme” if the total score is \geq 60/100 and attendance \geq 80%. Workload: 60 hours (recommendation — 2 ECTS). A certificate is issued with the list of acquired competencies.</p>	<p>Yes — Deep Tech (Artificial Intelligence, AI). AI-first approach: use of LLMs and analytical tools in marketing, sales, legal drafts, advertising (Smart Bidding), and financial modelling. Duration meets the minimum requirement of 50–60 hours (2 ECTS).</p>	<p>Yes (ISCED: Information and Communication Technologies). Target group: higher-education students, academic/non-academic staff, and specialists in ICT/business/management. Non-STEM participants may also be admitted, provided they are motivated to work with AI tools.</p>	<p>Freelance; AI; Generative AI; LLM; ICT; Deep Tech; Marketing; Sales; Smart Bidding; Remarketing; Lookalike; Business model; Break-even; Cash-flow; Pitch; Entrepreneurship; Legal basics; Contract; Portfolio; MVP.</p>

<p>templates (to be verified by a legal professional).</p> <ul style="list-style-type: none">▪ Build a sales funnel and apply dialogue scripts; handle client objections.▪ Plan and launch test SMM/Ads campaigns with AI practices (LLM copywriting, remarketing, lookalike audiences, Smart Bidding).▪ Create a financial model with a break-even point and a 12-month cash-flow plan.▪ Prepare and deliver a 3-minute pitch demonstrating an MVP service.					
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--	--	--

