AI for SMEs
Crash Course

5 Days Practical Workshop for Egyptian & Arab Business Owners

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AI for SMEs Crash Course

Format: Online Live Crash Course (Google Classroom)

Duration: 5 Sessions | 10 Hours (2 Hours/Session)

Target: SME owners , Freelancers & Entrepreneurs

Workshop Overview

Hands-On Learning

Hands-on workshop to help SME owners integrate **Generative AI** into daily business operations.

Real-World Focus

Focus on **real-world use cases**, **localized Arabic examples**, and **affordable/free AI tools**.

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Learning Objectives:

1

Grasp Generative AI

Grasp **Generative AI** & daily business applications.

2

Identify Use Cases

Identify **high-impact use cases** across functions.

3

Build Roadmaps

Build **localized AI adoption roadmaps** for Egyptian & Arab SMEs.

Modules: Total 5 sessions

Day 1 — Generative AI Foundations & Daily Business Use Cases (2 hours)

Day 2 — Generative AI for Marketing (2 hours)

Day 3 — AI for Finance & HR (2 hours)

Day 4 — AI in Operations & Productivity (2 hours)

Day 5 — AI Strategy, Localization & Implementation (2 hours)

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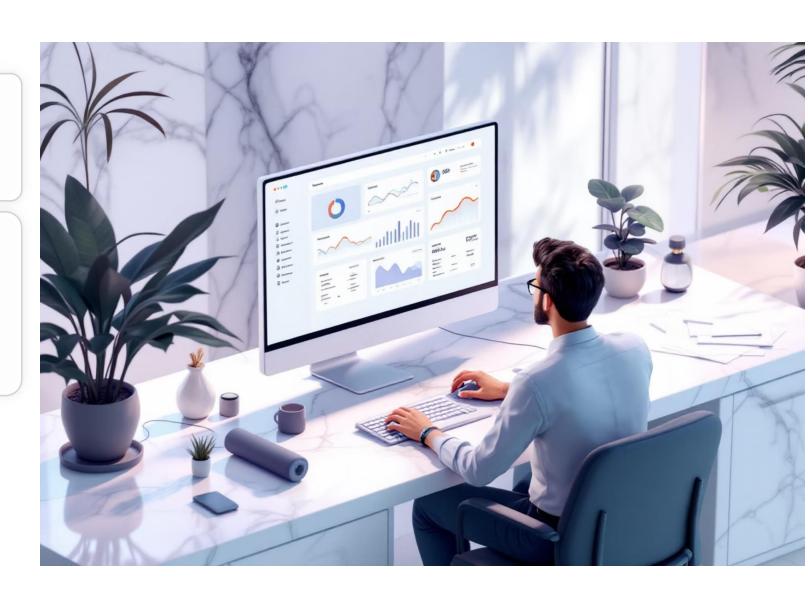## Day 1 — Generative AI Foundations & Daily Business Use Cases

Duration: 2 Hours

Intro to Generative AI

- AI vs GenAI, SME opportunities, global & Arab examples, tools overview.

Daily Task Automation

- Automate meetings, emails, reports, presentations.

- **Tools:** ChatGPT, Notion AI, read ai, gamma app Fireflies.ai

- **Hands-on:** Automate one repetitive task.

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Day 2 — Generative AI for Marketing

Duration: 2 hours

AI-Powered Content Creation

- Social media, email marketing, blog writing, ad copy.
- **Tools:** ChatGPT, Jasper, Canva AI, google ai studio
- **Hands-on:** Create 1-week content calendar.

Customer Insights & Campaign Optimization

- Behavior analysis, personalization, personas, sentiment.
- **Tools:** ChatGPT, + AI, HuggingFace / clause sonnet 4.5
- **Hands-on:** Generate campaign insights from data.

Day 3 — AI for Finance & HR

Duration: 2 hours

AI in Finance for SMEs

- Reporting, forecasting, expense management, cash flow, fraud basics.
- **Tools:** Excel + Copilot, ChatGPT plugins, QuickBooks AI
- **Hands-on:** Generate financial summary & forecast.

AI in HR & People Ops

- Recruitment, onboarding, performance, L&D personalization.
- **Tools:** ChatGPT, BreezyHR AI
- **Hands-on:** Draft job post & shortlist candidates.

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Day 4 — AI in Operations & Productivity

Duration: 2 hours

AI in Operations

- Inventory/logistics, chatbots, no-code automation, dashboards.
- **Tools**: make + ChatGPT
- Hands-on: Automate workflow.

Day 5 — AI Strategy, Localization & Implementation

Duration: 2 hours

AI Adoption Roadmap

- Identify high ROI, quick wins vs long-term, build literacy, ethics & privacy.
- **Activities:** Create AI strategy canvas + peer review.

Localization & Cultural Fit

- Arabic models, dialects, cultural adaptation, regulatory issues.
- **Tools:** GPT with Arabic prompts, local NLP models, translation APIs

Final Project

Build & present a mini AI solution for participants' businesses.

Deliverables:

AI strategy canvas template

Localized AI tools directory

Workshop slides & recordings

SECURE YOUR SPOT

Limited-time offers – don't miss out!

Standard Access

10,000 EGP

($200 USD)

Complete workshop experience.

- Full access to all modules & content
- AI Strategy Canvas Template
- Localized AI Tools Directory
- Workshop Slides & Recordings

Join **100+ SME owners** transforming their business!

🚀 Early Bird Special! 🚀

8,000 EGP

($160 USD)

SAVE 2,000 EGP!

For the **first 10 registrants only!**

Limited spots available – act fast!

- **All Standard Access Benefits**
- Priority access to future updates & events

ONLY 7 SPOTS LEFT!

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Ready to Transform Your Work with AI?

Thank You

Contact us to reserve your spot in the next **AI for SMEs Crash Course**

Call/ WhatsApp: +20 1028866235