

AI FOR INCOME GENERATION AND ONLINE BUSINESS STARTUPS

Go from idea to first sales - validate offers, set up lean
funnels, and automate basics with AI.



LEARNING OUTCOMES:

By the end of this program, participants will be able to:

- Identify small business ideas that can be started online using AI tools.
- Use AI to research products, name their brand, and design basic marketing materials.
- Set up simple online shops or pages (e.g., Shopee, Instagram, or Facebook) with AI-assisted content.
- Manage daily business tasks like customer messages, pricing, and marketing using AI templates.
- Create an action plan to launch and grow a small digital business from home.

COURSE OUTLINE:

Day 1 – From Idea to Opportunity

Theme: “Turn your passion into an online business.”

- What makes a good online business idea.
- Using AI to explore what’s trending in Malaysia (Shopee, TikTok, Grab).
- Naming your business and writing your “About” section with AI.
- Simple logo and brand design using Canva AI or Firefly.
- Group activity: Pitch your business idea generated with AI.

Day 2 – Setting Up Your Business Tools

Theme: “Let AI help you start small and smart.”

- Using AI to write product descriptions and price lists.
- Creating social media pages, bios, and first marketing posts.
- Customer messaging templates and FAQ writing using AI.
- Simple budgeting and order tracking using Excel/Copilot.
- Practice: Build your first product post + marketing caption.

Day 3 – Growing and Managing Your Business

Theme: “Sell smarter, manage easier.”

- Scheduling content and automating responses with AI.
- Writing polite replies, thank-you notes, and customer service responses.
- Promoting your page using AI ad ideas and analytics tools.
- Safe online selling — scams, data protection, and Malaysian consumer laws.
- Mini Task: Design a 30-day AI business action plan.

TARGETED PARTICIPANTS:

- Home-based entrepreneurs, retirees, homemakers, side-hustlers.

DURATION:

3 days × 7 hours (21 hours)