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EBOOK

QUICKSTART TO DIGITAL ENTREPRENEURSHIP FOR WOMEN

DIGI-WOMEN PROJECT

TECHNICAL INFORMATION

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INTRODUCTION

The purpose of this eBook is to inspire and encourage people to turn their innovative ideas into successful digital businesses. Innovation is the driving force behind progress and has the power to transform the world.

Digital entrepreneurship, the use of digital technologies and platforms to create and manage businesses, has become a transformative force on a global scale. In today's digital age, the active participation of women in entrepreneurship is not just a matter of equality; it's a strategic imperative for the global economy. Women entrepreneurs bring unique perspectives and experiences that contribute significantly to economic growth and innovation. Studies have shown that companies with diverse leadership teams tend to be more innovative and financially successful. Women-led digital businesses are at the forefront of driving the development of new technologies, products, and services that cater to a broader range of consumers.

Moreover, digital entrepreneurship offers a unique opportunity to address gender disparities. Historically, women have encountered barriers in accessing traditional business resources and networks. However, the digital realm levels the playing field, allowing women to overcome these barriers and compete on an equal footing with men. Women entrepreneurs in the digital space serve as powerful role models, inspiring future generations of women to pursue their own entrepreneurial ventures. Their success shatters stereotypes and demonstrates that gender should never be a limitation in pursuing one's dreams.

Additionally, women in digital entrepreneurship are well-positioned to address the unique challenges faced by women in various aspects of life. They have the capacity to develop and promote innovative solutions for issues such as gender-based violence, healthcare, education, and work-life balance. Their active participation fosters more inclusive entrepreneurial ecosystems, encouraging the creation of support networks, mentorship programs, and funding opportunities specifically tailored to women entrepreneurs. This environment enables women to thrive and create businesses that address the needs of diverse communities.

Furthermore, encouraging women's participation in digital entrepreneurship is essential for the global competitiveness of nations. To remain competitive in the digital era, countries must harness the full potential of their populations. Women bring valuable skills, talents, and creativity to the table. They are instrumental in developing digital solutions that resonate with a wide range of consumers, including the significant portion of women in nearly every industry. This not only meets consumer demand but also creates job opportunities, fostering economic resilience.

Therefore, women's active participation in digital entrepreneurship is vital for the growth, innovation, and inclusivity of the global economy. Their contributions help close the gender gap and inspire future generations. By embracing and supporting women in this space, societies and economies position themselves for success in the digital era. The importance of women in digital entrepreneurship cannot be overstated—it is a win-win proposition, benefiting individuals, businesses, and nations alike.

To operationalize the development of digital entrepreneurship, and thinking of beginning a business, take into consideration the following:

1. Embrace Your Unique Ideas: Every great digital business started with a unique idea. Don't be afraid to think differently and challenge the status quo.

2. Passion Fuels Innovation: Passion is the fuel that will keep you going when the going gets tough. Believe in your idea wholeheartedly, and your enthusiasm will inspire others to join your cause.

3. Learn and Adapt: The digital landscape is constantly evolving. Be a lifelong learner and stay up-to-date with the latest trends and technologies. Adaptation is key to success.

4. Fail Forward: Failure is not the end; it's a steppingstone to success. Many successful entrepreneurs have faced setbacks before achieving their goals. Use failures as valuable learning experiences.

5. Build a Strong Network: Surround yourself with mentors, advisors, and a supportive network. Seek guidance from those who have walked the path before you. Their insights can be priceless.

6. Focus on User Needs: Innovation should solve a problem or meet a need. Listen to your target audience and understand their pain points. Your digital solution should make their lives better or easier.

7. Iterate and Refine: Your initial idea may need refinement. Don't be afraid to iterate and improve. Continuous improvement is the hallmark of successful businesses.

8. Stay Resilient: Building a digital business is a marathon, not a sprint. There will be challenges and setbacks, but resilience is what will help you persevere and achieve your goals.

9. Celebrate Small Wins: Don't wait for the grand success to celebrate. Acknowledge and celebrate small victories along the way. It keeps the motivation high.

10. Dream Big: Your innovative idea can have a global impact. Don't limit your vision. Dream big and work relentlessly towards turning that dream into reality.

11. Give Back: As your digital business grows, consider how you can give back to your community or support causes you believe in. Making a positive impact is a powerful motivator.

12. Never Stop Innovating: Even after your digital business is established, never stop innovating. The world is ever-changing, and staying innovative is the key to long-term success.

Following it is possible to find several examples of business created by vulnerable women:

FLORENCE DERCK AND DIANE VAN IMPE

They designed 'Demailn Art' as a digital marketplace tailored to support emerging artists in Belgium who lack gallery representation, and aim to empower the local art community, and they aspire for Demailn Art to earn a reputation as a leading force in the art world, known for discovering and promoting young talents while providing high-quality artworks at accessible prices. They also became the winners of the Bold Future Award, for their idea an implementation.

Website: <https://www.demailnart.com/-home/>

SANDRA MANAY

A Peruvian immigrant who sells Peruvian artisans and handmade pieces, to empower the local women of her community in Peru, through selling their products digitally and reaching many more people than any rural store could reach.

Story: <https://www.youtube.com/watch?v=784ruzmEbxg>

Website: <https://www.lunasundara.com>

DENISE WOODARD

Denise Woodard had a hard time finding healthy snacks for her daughter who was diagnosed with severe food allergies. Frustrated by the lack of options, she decided to start her own packaged goods company, but was rejected by 86 investors (!)

After finally securing the investment and building a Shopify store, Woodard saw her business take off. Her website has a range of delicious snacks, which she made herself along with a product developer.

Website: <https://partakefoods.com>

YAFFA LEVIN

Yaffa Levin comes from a line of entrepreneurial women in Mexico City, her craft is making hand made necklaces with precious stones. She always thought that platforms like amazon were for bigger businesses, however she still put her courage together and starting selling online. Today she's launched three brands, following in her grandmother's footsteps and passing that inspiration on to her kids.

Video of her story: <https://www.youtube.com/watch?v=xaO1zWu-2nQ>

Website: <https://umaiamber.com/collections/adult-amber-necklaces>

INAYAH MCMILLAN

Inayah Mcmillan is a 20 year old young lady from a minority background, starts an online business with airbnb through the concept of Rental arbitrage with a minimum amount to start off with, she became very successful in a short period of time.

Rental arbitrage is the practice of renting out a long-term rental on a short-term basis, for secure practices, one must check with their local laws and with their legal agreement with the house owner.

Her story: <https://www.entrepreneur.com/business-news/how-a-20-year-old-airbnb-host-made-375000-in-revenue-in/450644>

OTHER CASES OF ENTREPRENEURSHIP CREATED BY WOMEN.

Other Cases of Entrepreneurship created by Women.

Digital entrepreneur is a business owner who runs their company online. Podcasters, bloggers, digital retailers, online course creators, and some types of freelancers, such as virtual assistants and graphic designers, are a few examples of digital entrepreneurs.

Inspiring stories of younger than 15 year old girls being entrepreneurs

<https://ultra.education/amazing-female-entrepreneurs-on-the-rise/>

Amazon's 38 Inspiring Digital Business Ideas:

<https://sell.amazon.com/learn/online-business-ideas>

10 Brilliant Shopify Inspiring Stories

<https://wisepops.com/blog/shopify-success-stories>

Forbes published in the 2018 edition, the creative idea of 600 entrepreneurs in 20 different industries. The list of successful people is supported by statistics about some main aspects that characterize those entrepreneurs

**WHY DID YOUR STAR OWN
STARTUP/ENTERPRISE?**

SOLVE A PROBLEM (53%)

**HOW MANY HOURS PER
WEEK DO YOU WORK?**

60 HOURS (41%)

**WHERE WERE WHEN YOU
LAUNCHED YOUR STARTUP/
ENTERPRISE?**

HOME (43%)

**SINGLE MOST IMPORTANT
TRAIT FOR ENTREPRENEURS?**

GIRT (40%)

**HOW DO YOU DEFINE
SUCCESS?**

***ACHIEVING YOUR POTENTIAL
(51%)***

**WHAT LIVING PERSON IS
YOUR DREAM MENTOR?**

ELON MUSK (51%)

CHAPTER 1: DIGITAL ENTREPRENEURSHIP

In the ever-evolving landscape of the digital age, entrepreneurship has taken on a new dimension. The fusion of innovative ideas with digital technologies has given birth to a phenomenon known as digital entrepreneurship. This essay explores the concept of digital entrepreneurship, its significance in the modern world, the opportunities and challenges it presents, and the key qualities that define successful digital entrepreneurs.

Digital entrepreneurship is the process of creating, developing, and managing a business in the digital realm. It leverages digital technologies, online platforms, and the internet to identify opportunities, innovate solutions, and reach a global audience. Digital entrepreneurs are individuals or teams who venture into this dynamic space, driven by a vision to disrupt traditional industries, solve problems, and capitalize on the digital revolution.

DIGITAL ENTREPRENEURSHIP VECTORS

1. Innovation and Disruption: Digital entrepreneurship is synonymous with innovation. It disrupts traditional business models, challenging the status quo and pushing boundaries in various sectors such as e-commerce, fintech, healthcare, and education. This innovation fuels economic growth and empowers consumers with more choices.

2. Global Reach: Unlike traditional entrepreneurship, digital entrepreneurship has a borderless nature. Entrepreneurs can reach a global audience without the constraints of geographical boundaries, opening up unprecedented market opportunities.

3. Job Creation: The digital ecosystem spawns numerous job opportunities. From software development to digital marketing, digital entrepreneurship stimulates job creation and economic development.

OPPORTUNITIES IN DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship encompasses various types and forms, below are just a few examples, and the digital entrepreneurship landscape is continually evolving with new opportunities emerging as technology advances.

- **E-commerce:** Selling products or services online through a website or platforms like Shopify, Amazon, or eBay.
- **Content Creation:** Generating income through blogging, vlogging, podcasting, or other content platforms through ads, sponsorships, and affiliate marketing.
- **Social Media Marketing:** Running digital marketing agencies, managing social media accounts, or offering influencer marketing services.
- **Affiliate Marketing:** Promoting products or services from other businesses and earning a commission for each sale generated through your referral.
- **Dropshipping:** Managing an online store that sells products from suppliers, but you only purchase items when a customer makes a purchase.
- **Online Consultancy and Coaching:** Providing professional advice and coaching services on various subjects, such as business, health, or personal development.

- **App Development:** Creating and selling mobile apps or software applications.
- **Online Education:** Offering online courses, webinars, or digital training programs on various subjects.
- **Digital Products:** Creating and selling digital goods like e-books, templates, or software tools.
- **Affiliate Niche Sites:** Building websites focused on specific niches and earning income through affiliate marketing.
- **Digital Marketing and SEO:** Offering digital marketing services, search engine optimization, or pay-per-click advertising.
- **Freelancing:** Working as a freelance digital professional, such as a graphic designer, web developer, writer, or digital marketer.
- **Developing software as a Service:** Developing and offering software solutions or apps for businesses and consumers through subscription models.
- **Virtual Assistance:** Providing administrative, technical, or creative support to businesses remotely.
- **Drop Servicing:** Outsourcing services to freelancers and selling them to clients at a markup.

In this eBook, the focus will be on E-commerce, but this does not exclude any forms of online entrepreneurship.

CHALLENGES IN DIGITAL ENTREPRENEURSHIP

- 1. Competition:** The digital space is highly competitive, with numerous players vying for attention and market share. Entrepreneurs must find ways to differentiate themselves.
- 2. Cybersecurity:** With digital operations come cybersecurity threats. Protecting sensitive data and ensuring the security of online transactions is a constant concern.
- 3. Rapid Technological Changes:** Keeping up with evolving technologies and trends is essential. Entrepreneurs must embrace a culture of continuous learning and adaptation.

QUALITIES OF SUCCESSFUL DIGITAL ENTREPRENEURS

- 1. Vision:** Successful digital entrepreneurs possess a clear vision of what they want to achieve and how they will disrupt the market.
- 2. Adaptability:** The ability to adapt to changing circumstances and technologies is critical in the fast-paced digital world.
- 3. Resilience:** Digital entrepreneurship can be challenging, and setbacks are inevitable. Resilience is key to bouncing back from failures.
- 4. Networking:** Building a strong network of mentors, collaborators, and supporters is essential for growth and learning.

Digital entrepreneurship is a dynamic and transformative force in the modern world. It empowers individuals and teams to leverage digital technologies, innovate solutions, and reach a global audience. While it presents abundant opportunities, it also comes with its set of challenges. Successful digital entrepreneurs possess qualities such as vision, adaptability, resilience, and networking skills. As the digital landscape continues to evolve, digital entrepreneurship remains a compelling avenue for those who aspire to create, innovate, and lead in the digital age.

Here we present some main steps for creating an entrepreneurship business:

IDENTIFYING YOUR PASSION

IDENTIFY YOUR SKILLS

**ASSESSING YOUR READINESS
FOR ENTREPRENEURSHIP**

SETTING CLEAR GOALS

CHAPTER 2 – CASE STUDIES OF DIGITAL BUSINESS

PORTUGAL

mio - <https://www.mioelectric.com/>

Mio is a Portuguese company that set out to simplify electric mobility nationally and internationally. Mio's values are based on simplicity, transparency and reliability and serve electric vehicle charging for end consumers and companies. The app allows you to charge your electric vehicle at +60.000 charging stations spread across three major European countries: Portugal, Spain and France with just one card or application.

"By making electric mobility simpler and more accessible, doors are opened for anyone to switch to an electric vehicle." Daniela Simões - Co-Founder & CEO



Uniplaces - www.uniplaces.com

Uniplaces is a case of success of a Portuguese startup who went worldwide. Uniplaces is creating a trusted, global brand for student accommodation. Since launching in 2013, Uniplaces became the fastest-growing international website for booking student accommodation. Uniplaces has been making the process of finding a room easier for students all over the world.



BOLD
by devoteam

Bold - www.boldint.com

Bold was an IT startup and now is a big company and a case of entrepreneurship presented at the WebSummit 2017 with their augmented reality solutions.

BOLD International provides IT consultancy services, and specialises in delivering technological and functional solutions. It aims to inspire People to work with creativity, passion, optimism and excellence, but above all, to deliver cost-effective and innovative technical solutions their clients can capitalize on.

features | analytics

BELGIUM

Features Analytics - <https://features-analytics.com/>

Features Analytics: Last month, Cristina Soviany and team were selected to join the Microsoft ScaleUp Program, confirming their high growth trajectory. Features Analytics delivers AI powered surveillance solutions for financial markets and financial transactions. They already work with some of the top global investment banks in the US and Europe.



STORMBEE

Stormbee - <https://stormbee.com/>

Stormbee: Stormbee is a pioneer in mobile mapping solutions using Unmanned Aerial Vehicles. In 2019 they accelerated their international expansion and 2020 looks like a very promising year for Liesbeth Buyck and team.

ScriptBook

Scriptbook - <https://www.scriptbook.io/#/>

Scriptbook: Is probably our most popular Belgium startup. Nadira Azermai has given interviews to Vogue and CNN, to name just a few, about the AI analysis and financial projections of screenplays. They're now perfecting their automated AI scriptwriting, they believe co-authorship between humans and machines will soon become the norm.



GERMANY

audEERING - <https://www.audeering.com/>

audEERING® is a German company for Voice and Audio AI applications. They are a research-driven enterprise, focused on innovative B2B software products for voice and audio analysis. It's roots trace back to the AI research group by Prof. Björn Schuller (TUM). Together with Dagmar Schuller, Dr. Florian Eyben, Dr. Felix Weninger and Dr. Martin Wöllmer, the company was founded in 2012. audEERING® develops applications for voice analysis, Emotion Detection, voice biomarkers for detecting diseases.

Terraloupe - www.terraloupe.com/

The Munich-based company specialises in analyzing airborne images of large-scale areas through AI. The goal is to create digital models of cities and environments. Based on the variety of object detections, the startup has successfully supported companies in the field of autonomous driving, infrastructure, and insurance. For instance, Terraloupe can generate highly accurate HD maps for autonomous cars via deep learning using aerial images.

CEO and Co-founder Manuela Rasthofer studied electrical engineering and worked in the field of training and simulation before starting Terraloupe. In 2017, she received the first prize in the J.J. Darboven IDEE Award.

The logo for omni:us, featuring the text "omni:us" in white lowercase letters on a blue rectangular background.

Omni:us - <https://omnius.com/>

The startup offers a suite of insurance-focused AI tools developed to read and interpret claims documents. Insurers can develop their own modules and quickly deploy AI into their processes. This is allowing them to enhance and accelerate document intake, digital claims, and coverage checks. Omni:us is headquartered in Berlin, with a research partnership in Barcelona and representations in the UK, France and the US. The startup recently closed a \$13M investment round, enabling the company to accelerate its US expansion. CEO and co-founder Sofie Quidenus-Wahlforss is a serial entrepreneur and started her first business at the age of 21. She also was selected as one of Europe's Top 50 Women in Tech in 2018 by Forbes magazine.

CHAPTER 3: THE BUSINESS PLAN

1. WHAT IS A BUSINESS PLAN:

A business plan is a document a founder creates which outlines the goals, objectives, strategies, and detailed action plans for their business.

A business plan helps the founder to have a better vision of the business, it serves as a roadmap providing a structured framework to guide the development and management of their venture.

A Business plan is often requested by governmental institutions, banks and investors when kickstarting your business.

A well-written business not only helps the entrepreneur to clarify their business concept but also serves as a tool to attract investors, secure loans, and guide the business's growth and development over time.

It's a crucial document for both startup ventures and existing businesses looking to chart toward success.

A typical business plan would include the following topics:

- 1. Executive Summary:** A brief overview of the business, its mission, and the key points of the business plan.
- 2. Business Description:** Detailed information about the nature of the business, its products or services, and its target market.
- 3. Market Analysis:** Examination of the industry, market trends, and a competitive analysis to understand the business's position in the market.
- 4. Organization and Management:** Details about the structure of the business, key personnel, and their roles.
- 5. Product or Service Line:** In-depth information about the products or services offered, including their features and benefits.
- 6. Marketing and Sales Strategy:** A plan for promoting and selling the products or services, including pricing, distribution, and promotional strategies.
- 7. Funding Request (if applicable):** If the business is seeking funding, this section outlines the amount needed, the purpose of the funds, and how they will be used.
- 8. Financial Projections:** Forecasted financial statements, including income statements, balance sheets, and cash flow statements, providing a snapshot of the business's financial health over time.
- 9. Appendix:** Additional supporting documents and information, such as resumes of key team members, market research data, or any other relevant details.

Executive Summary:

The executive summary is the immediate summary of the overall business plan.

Normally, one should write this section last after concluding their business plan, but when presenting it, it is better to position it at the beginning of the document.

EXECUTIVE SUMMARY

COMPANY/PRODUCT/PROJECT TITLE

OVERVIEW

[In a sentence or two, explain the aim of the business/product/project and why readers should care.]

PROBLEM SUMMARY

[Give a brief summary of the problem you set out to solve.

- How widespread is the problem? What is the business value of solving it?
- Who is the target audience that face this issue?
- What do people with this problem do now? Include a discussion of competitive solutions.]

SOLUTION SUMMARY

[summarize the company/solution/product/project at a high level, including:

- How your company/product/solution/project solves the problem]

MARKET ANALYSIS

[Include a two or three-sentence overview of the market size of the opportunity, and how your approach will be positioned against the competition. Consider including supportive graphs, charts, and research.]

KEY NEXT STEPS

[List the critical next steps that will make the company/product/solution/project successful.

- How will you approach creating a go-to-marketing strategy?
- How much up-front investment is required and when will you hit a break-even point?
- What is the timeline for this?]

FINANCIAL SUMMARY

[If seeking funding, share a list of existing funding sources and your three-year revenue projections.]

2. BUSINESS DESCRIPTION:

Business Description section of a business plan provides a comprehensive overview of the enterprise, offering details that help readers understand the fundamental aspects of the business.

In this section you articulate what your business does. Explain the industry or sector in which your business operates and provide an overview of the products or services it offers while highlighting any unique aspects or innovations that set your business apart from others in the same industry. Explain the legal structure of the business, location, founding date, partners, etc.

2.1 LEARNING ACTIVITY

Use a creativity tool in order to define your social business model idea - for instance, the Mind Map.

Orientations for the learning activity resolution

A **Mind Map** is a diagram used to represent words, ideas, tasks or other items connected to a central concept and arranged radially around this concept. It is a diagram that represents connections between information about a theme or task. Concepts are organized into groups, branches, or areas.

Also try this quiz: <https://www.mindtools.com/a571978/how-creative-are-you>

Here is an example of a mind map:

2.2 LEARNING ACTIVITY

Define your Vision, Mission, Values and Goals

Orientations for the learning activity resolution

To create a vision statement: Know your goals; and consider values in your company vision.

Company vision examples

This is Coca Cola's vision statement.

"Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities, and our planet."

Nike's vision statement is:

"We see a world where everybody is an athlete — united in the joy of movement. Driven by our passion for sport and our instinct for innovation, we aim to bring inspiration to every athlete in the world and to make sport a daily habit."

Mission statement

A mission statement defines the organization's business, its objectives, and how it will reach these objectives.

Watch the next video to understand better how to define a company mission:
https://www.youtube.com/watch?v=LJhG3HZ7b4o&t=2s&ab_channel=FastCompany

NO.	COMPONENT	REMARK
A	CUSTOMERS	WHO ARE THE ENTERPRISE'S CUSTOMERS?
B	PRODUCT OR SERVICES	WHAT ARE THE FIRM'S MAJOR PRODUCTS OR SERVICES
C	MARKETS	WHERE DOES THE FIRM COMPETE?
D	TECHNOLOGY	WHAT IS THE FIRM'S BASIC TECHNOLOGY?
E	CONCERN FOR SURVIVAL, GROWTH, AND PROFITABILITY	WHAT IS THE FIRM'S COMMITMENT TO ECONOMIC OBJECTIVES?
F	PHILOSOPHY	WHAT ARE THE BASIC BELIEFS, CORE VALUES, ASPIRATIONS, AND PHILOSOPHICAL PRIORITIES?
G	SELF - CONCEPT	WHAT ARE THE FIRM'S MAJOR STRENGTHS AND COMPETITIVE ADVANTAGES?
H	CONCERN FOR PUBLIC IMAGE	WHAT IS THE FIRM'S PUBLIC IMAGE?
I	CONCERN FOR EMPLOYEES	WHAT IS THE FIRM'S ATTITUDE/ORIENTATION TOWARD EMPLOYEES?

Values

To define the values of your business, follow the steps:

1. Brainstorm values.
2. Group and eliminate.
3. Finalize core values.
4. Communicate the values of your business.

To know more about values, search this link:

<https://www.workhuman.com/blog/company-values-examples/>

Goals

1. Identify your company's short-term business goals for a set period of time.
2. Break down each goal into actionable business objectives.
3. Ensure your objectives are measurable.
4. Assign goal-related tasks to employees.
5. Measure progress regularly.

EXAMPLES OF VALUES:

INTEGRITY AND ETHICS

RESPECT

INNOVATION

SUSTAINABILITY

QUALITY

EXAMPLES OF GOALS:

MAXIMIZE PROFITS.

INCREASE REVENUE.

LAUNCH NEW PRODUCTS.

IMPROVE CUSTOMER SERVICE.

**INCREASE THE COMPANY'S SOCIAL
MEDIA PRESENCE.**

3. MARKET RESEARCH:

Market research is a process in which the founder collects, analyzes, and finds crucial information about a market, such as who are your competitors, and the overall industry.

Market research is one of the most critical steps before starting a business because it provides valuable insights that can inform key decisions and increase the chances of success. Here's an overview of the key components and purposes of market research: it helps to understand the industry, target market, and competitors. It is important to analyze the market size, trends, and growth potential.

1. Define Objectives: Clearly outline research goals and what you want to achieve through market research.

2. Identify Target Audience: Determine ideal customer profile, including demographics, preferences, and pain points.

3. Competitor Analysis: Study competitors in the digital space, analyzing their products, marketing strategies, pricing, and customer reviews.

Competitor analysis is a vital part of any digital entrepreneurship project. It helps you understand competition and identify opportunities and threats in market. Here's how to conduct a comprehensive competitor analysis for digital venture:

1. Identify Competitors: Begin by identifying who main competitors are. This includes direct competitors who offer similar products or services and indirect competitors whose offerings may indirectly fulfil the same customer needs.

2. Analyze Their Digital Presence: Examine their online presence, including their website, social media profiles, blog, email marketing, and any other digital channels they use. Look at the design, content, user experience, and overall functionality of their digital assets.

3. Product or Service Comparison: Compare product or service offerings to those of competitors. What are the features, pricing, and unique selling points (USPs) of their offerings? How does the project compare in terms of quality and value?

4. Customer Reviews and Feedback: Read customer reviews and feedback on various platforms such as Google Reviews, Yelp, Trustpilot, app stores, or social media. Pay attention to what customers like and dislike about competitors' products or services.

5. Market Positioning: Determine how competitors position themselves in the market. Are they targeting a specific niche or demographic? What is their brand image and messaging?

6. Pricing Strategy: Analyze their pricing strategy. Are they using discounting, subscription models, or other pricing tactics? How do their prices compare to the perceived value?

7. Marketing and Advertising: Review their marketing strategies. What marketing channels are they using, and what kind of content are they promoting? Look for their keywords, ad campaigns, and the frequency of their marketing efforts.

8. Social Media Analysis: Analyse their social media presence. What platforms are

they active on, and how often do they post? Examine their engagement with followers, the types of content they share, and their follower growth.

9. SEO and Content Strategy: Evaluate their search engine optimization (SEO) efforts. What keywords are they targeting, and how well do they rank on search engine results pages (SERPs)? Assess their content marketing strategy, including blog posts, articles, videos, and other content assets.

Compile the information you gather into a comprehensive industry research report. Use these insights to inform digital entrepreneurship project strategy, including product development, marketing, and competitive positioning.

After analysing all the information and get to know the market, define your Market plan in a **5-step process** to make a product more desirable:

- 1) Analysing marketing opportunities;**
- 2) Selecting target markets;**
- 3) Designing marketing strategies;**
- 4) Developing market programs;**
- 5) Execution or managing the marketing effort.**

It is important to note that for collection of data there are various published sources.

Types of data collections

1. Survey Method or Questionnaire Method: either by face-to-face oral communication or by other means like telephone, mails etc.
2. Observation Method: The act of carefully recognizing and noting facts or occurrence. There are 2 types: Live observation and Record observation.
3. Panel Method: Panel method is a hybrid method. All the methods are used to collect data from the panel. Panel can be defined as: The fixed and relatively permanent sample/group of respondents to obtain information continuously or intermittently (periodical) basis.
4. Social Media Listening: Monitor social media platforms for conversations, mentions, and discussions related to project, industry, or competitors. Tools like Hootsuite or Mention can help with social listening.

LEARNING ACTIVITY 3

Develop a Marketing Research Survey for your business. For example, a survey or a focus group script

CHAPTER 4: FINANCIAL MANAGEMENT

Creating financial plan for digital entrepreneurship business is crucial for obtaining funding. It involves estimating future income, expenses, and overall financial performance, based on research findings to estimate market size, revenue, and costs for project.

Here's a step-by-step guide:

1. Define your main costs: Start by identifying the costs for materials, marketing, and human resources.

Estimate operating expenses, which can include salaries, marketing expenses, office rent, utilities, software subscriptions, and any other recurring expenses. Categorize these expenses as fixed (e.g., rent) and variable (e.g., marketing). For example:

NO. TYPE OF EXPENSE

1	EXPECTED SALARY OF THE BUSINESS OWNER
2	STAFF SALARIES
3	RENT
4	RENT/LEASE OF MACHINERY
5	ADVERTISING
6	BUSINESS SUPPLIES
7	DELIVERY EXPENSE / TRANSPORTATION
8	TELEPHONE, FAX, INTERNET SERVICE
9	ELECTRICITY / POWER BILL
10	OTHER UTILITIES
11	INSURANCE
12	TAXES INCLUDING EMPLOYMENT INSURANCE
13	INTEREST
14	LEGAL AND OTHER PROFESSIONAL FEES
15	MAINTENANCE COSTS
16	MISCELLANEOUS
EXPENSES ONLY FOR THE STARTUP OF THE BUSINESS	
1	FIXTURES AND EQUIPMENT
2	DECORATING AND REMODELING
3	INSTALLATION OF FIXTURES AND EQUIPMENT
4	STARTING INVENTORY
5	LEGAL AND OTHER PROFESSIONAL FEES
6	DEPOSITS WITH PUBLIC UTILITIES
7	LICENSES AND PERMITS
8	ADVERTISING AND PROMOTION FOR OPENING
9	INITIAL CAPITAL OF THE COMPANY
10	MISCELLANEOUS

2. Define your income: Mainly the sales revenues.

Next it will be presented a template for a Startup Financial Plan:

Example of a financial plan for a business

<https://www.commbank.com.au/content/dam/commbank/business/betterbusiness/tools-templates/financial-plan-template/financial-plan-template.xls>

Watch those videos:

Video 1: Setting prices for services and products
https://www.youtube.com/watch?v=jY_0vZ1kv48

Video 2: basic accounting concept
<https://www.youtube.com/watch?v=N2YyiVAO5Do>

3. Funding Raising: Specify how much funding you need and how you'll use it. If seeking external financing, explain the type (e.g., equity, debt) and terms.

Video 1: What is Crowdfunding?/ Investors Trading Academy
<https://www.youtube.com/watch?v=y6dKoWljf4>

Video 2: What is Venture Capital?/ Investors Trading Academy
https://www.youtube.com/watch?v=B3FHsVq3_-k

Crowdfunding platforms

[Kickstarter](#)

[Indiegogo](#)

[Razoo](#)

[CrowdRise](#)

[Bolstr](#)

[AppsFunder](#)

[MicroVentures](#)

[Crowdfunder](#)

[FundersClub](#)

[CircleUp](#)

[SeedInvest](#)

[Fundable](#)

[EarlyShares](#)

LEARNING ACTIVITY 4

Structure of your business case:

- 1. Introduction**
- 2. The Idea**
- 3. Marketing Strategy**
- 4. Financial Instruments**
- 5. Support Mechanisms**
- 6. Conclusion**
- 7. References**

Appendix for the business plan:

- Include any additional information, such as resumes of key team members, market research data, product/service prototypes, and legal documents.

CHAPTER 5: MARKETING STRATEGY AND BUILDING YOUR ONLINE PRESENCE

Creating an online presence for digital business is crucial for visibility, brand awareness, and attracting potential customers – define your Marketing Strategy.

Marketing is not limited with advertising and selling the product, it is a process of planning and developing the product with taking into consideration of customers' needs and trends in markets therefore it is a very dynamic and constantly changing and helpful process for people since it meets people need and satisfies them.

Marketing mix

Here's a step-by-step guide on how to establish a strong online presence for digital business plan:

PRODUCT

PRODUCT VARIETY, QUALITY, DESIGN
FEATURES, BRAND NAME, PACKAGING,
SIZES, SERVICES, WARRANTIES, RETURNS

PRICE

LIST PRICE, DISCOUNTS, ALLOWANCES,
PAYMENT PERIOD, CREDIT TERMS,
PAYMENT METHODS, STRATEGY

MARKETING MIX

PLACE

CHANNELS, COVERAGE, ASSORTMENTS,
LOCATIONS, INVENTORY, TRANSPORT

PROMOTION

SALES PROMOTIONS, ADVERTISING,
SALES FORCE, PUBLIC RELATIONS,
DIRECT MARKETING, SOCIAL MEDIA

1. Online Marketing

2. Website Development:

- Register a domain name that reflects brand or business.
- Choose a reliable web hosting provider.
- Develop a professional, user-friendly, and mobile-responsive website. You can use platforms like WordPress, Wix, or Squarespace to create a website without extensive coding knowledge.

3. Search Engine Optimization (SEO):

- Optimize website for search engines to improve its visibility in search results.
- Conduct keyword research to identify the keywords target audience uses.
- Optimize on-page elements (title tags, meta descriptions, headers, and content) with relevant keywords.
- Build high-quality backlinks to website from reputable sources.

4. Content Creation:

- Develop valuable and relevant content for target audience. This can include blog posts, articles, videos, infographics, and podcasts.
- Consistently create and share content that positions you as an expert in field and addresses the needs and interests of audience.

5. Social Media Presence:

- Establish and maintain active profiles on social media platforms relevant to business and audience (e.g., Facebook, Twitter, Instagram, LinkedIn, Pinterest).
- Share engaging content, interact with followers, and use social media advertising to reach a broader audience.

6. Email Marketing:

- Build an email list of interested subscribers by offering incentives like newsletters, e-books, or exclusive content.
- Create targeted email campaigns to nurture leads, engage customers, and promote products or services.

7. Online Advertising:

- Use online advertising platforms like Google Ads and social media advertising (e.g., Facebook Ads, Instagram Ads) to reach target audience.
- Develop ad campaigns with compelling copy and eye-catching visuals to drive traffic and conversions.

8. Online Communities and Forums:

- Participate in online forums, discussion groups, and communities where target audience gathers. Offer helpful advice and contribute to discussions while subtly

ONLINE MARKETING PLAN

SEARCHING ENGINE OPTIMIZATION (SEO)

PROCESS OF GETTING TRAFFIC FROM THE “FREE”, “ORGANIC”, “EDITORIAL” OR “NATURAL” LISTINGS ON SEARCH ENGINES.

PAY PER CLICK

PAY PER CLICK IS USED ON A WIDE RANGE OF WEBSITES, INCLUDING SEARCH ENGINES, WHERE THE ADVERTISERS ONLY PAYS IF A WEB USER CLICK ON THEIR AD.

ADVERTISERS PLACE BIDS ON KEYWORDS THAT THEY THINK THIER TARGET AUDIENCE WOULD TYPE IN A SEARCH FIELD IN SEARCH OF SPECIFIC GOODS OR SERVICES

SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING USES SOCIAL MEDIA AS A MARKETING SUPPORT; IT GIVES EMPHASIS TO THE ROLE OF SOCIAL MEDIA AS A MEDIUM, AND THE MEDIUM IS ONLY A VEHICLE THAT AMPLIFIES SOCIAL BEHAVIOR.

CONTENT MARKETING

CONTENT MARKETING CREATES MEDIA CONTENT WITH THE INTENTION OF CHANGING OR ENHANCING CONSUMERS BEHAVIOR AND IT FOCUSES ON OWNING MEDIA, NOT RENTING IT.

BASICALLY, ONE CAN SAY THAT CONTENT MARKETING IS WHAT YOU GET WHEN YOU DEVELOP SEO AND SOCIAL MEDIA DRIVEN CONTENT

promoting expertise and business.

9. E-commerce Platforms:

- If you sell products online, consider setting up an e-commerce store on platforms like Shopify, WooCommerce, or Magento. Ensure a smooth shopping experience for customers.

10. Online PR and Guest Blogging:

- Write guest blog posts for reputable websites in industry. This helps you establish authority and build backlinks to site.
- Engage with online media, influencers, and bloggers to get coverage for business or product.

11. How to create a shopify

Creating a Shopify store is a straightforward process, and Shopify provides a user-friendly platform to set up and manage online store. Here's a step-by-step guide on how to create a Shopify store:

1. Sign Up for Shopify:

- Visit the Shopify website (www.shopify.com).
- Click on "Get Started" or "Start Free Trial."

2. Create Account:

- Fill out the required information, including email address, password, and store name.

3. Enter Store Details, Customize and add products:

- After signing up, you'll be prompted to enter more details about store.
- Include information like physical address and the nature of business.
- Fill out the product details, including title, description, price, and images.

7. Set Up Payment Gateways:

- Go to "Settings" and then "Payments."
- Choose the payment gateways you want to offer to customers. Shopify offers a variety of options, including Shopify Payments, PayPal, and more.

8. Configure Shipping Options:

- In the "Settings" section, click on "Shipping and delivery."
- Define shipping zones, rates, and methods.

LEARNING ACTIVITY 5.1

Define your Marketing Strategy:

Business

1-Introduction

2-Definiton of the Marketing Strategy:

- Product/Service:** What are you selling?
- Price:** What will it cost to get your product or service?
- Place:** Where will your products and services be available for purchase?
- Promotion:** How are you doing to let the market know about your product or services?
- People:** People involved in helping you create or deliver your product or service.

3-Conclusion

4-Reference

Learning Activity 5.2

Build your business model:

The Business Model Canvas

Designed for:
Designed by:
Date:
Version:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

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CHAPTER 6: LEGAL AND REGULATORY CONSIDERATIONS

- **Choosing the Right Business Structure**
- **Registering Your Business**
- **Taxation and Legal Compliance**
- **Intellectual Property Rights**

1 - The legal structure of the business

When starting a business, it is important to decide on the legal status or structure of the company. It will have implications on taxes and accounts.

The most widely used business legal structures are:

1. Limited Partnership: A limited partnership is a business structure where two or more individuals manage a business. This structure comprises general partners who operate the business and have unlimited liability for the company's debts, and limited partners who invest in the business but have limited liability, meaning their potential loss is confined to their investment.

2. Sole Proprietorship: A sole proprietorship is the simplest form of business where an individual runs and owns the business. In this setup, there's no legal distinction between the business and the owner, meaning the owner has unlimited liability for the company's debts. They're also entitled to all the profits.

3. Limited Liability Company (LLC): An LLC is a hybrid business structure that provides limited liability to its owners (members) while allowing for the pass-through taxation of a partnership or sole proprietorship. It combines the benefits of a corporation's limited liability with the flexibility and tax efficiency of a partnership.

4. Corporation: A corporation is a legal entity separate from its owners (shareholders). It's owned by shareholders, managed by a board of directors, and operated by officers. Corporations offer limited liability to their shareholders, meaning their personal assets are protected from the company's liabilities. They also have more complex legal and operational requirements compared to other business structures.

5. S-Corporation: An S-corporation is a special type of corporation that elects to pass corporate income, losses, deductions, and credits through to their shareholders for federal tax purposes. It's similar to a regular corporation but has the benefit of pass-through taxation, meaning the business itself is not taxed but rather the shareholders report the income on their individual tax returns.

Each of these business structures comes with its own advantages and disadvantages, so the choice of structure often depends on the specific needs and goals of the business and its owners.

2 - Intellectual Property and Trademark

Before selecting the business's official name, it is important to perform a meticulous search first. Find out if there is another business operating under the same name of the new venture. This will avoid infringing upon another company's trademark and getting caught up in a trademark opposition action.

Once the official company name is selected, consider registering the trade name and logo as a trademark. This will prevent others from registering their company under the same name.

Consider the following issues regarding the intellectual property:

- 1. Copyrights:** Protect your software code, website content, designs, and any original content created by your startup. Copyright gives exclusive rights to reproduce, distribute, and display these works.
- 2. Patents:** If your startup has a unique invention or process, consider applying for patents to protect your innovations. In the digital realm, this might involve unique algorithms, software processes, or technological solutions.
- 3. Trade Secrets:** Protect sensitive information, like algorithms, customer lists, or unique processes, by keeping them confidential. Have non-disclosure agreements in place for employees and collaborators.
- 4. Terms of Service and Privacy Policies:** Draft comprehensive terms of service and privacy policies for your digital platform. These agreements outline how users can interact with your product, their rights, and how their data is handled.

Remember, seeking legal counsel from an attorney specializing in intellectual property is highly recommended to ensure proper protection and enforcement of your business intellectual property rights.

3 - Licenses

Several types of licenses or permits before the opening of the business are needed. The number of licenses the business will require will depend on the kind of establishment. At least, the company will need a business license, trading license, and sales tax permit. Consult the governing body to verify the relevant permits needed.

4 - Insurance

For some business, depending on the country, it is required to get employer's liability insurance.

5 - Confidentiality and Non-Disclosure Agreements

When working with suppliers and other partners there is a need for confidentiality and non-disclosure agreements. These parties will have access to business information that you may want to keep private and, as such, you should consider preparing these contracts. Make sure the partners and suppliers sign them as well.

Also, use contracts for employees, freelancers, and partners, clearly stating that the products or services created during their work for the company belongs to the company. Non-compete and non-disclosure agreements can further safeguard your interests.

REFERENCES TO BE CONSULTED:

1. Books:

- “The Lean Startup” by Eric Ries: This book explores the principles of creating successful digital startups using lean methodologies.
- “Zero to One” by Peter Thiel: Peter Thiel, a co-founder of PayPal, provides insights into building a successful tech startup.
- “The Four Steps to the Epiphany” by Steve Blank: This book focuses on the customer development process for startups.
- “The Innovator’s Dilemma” by Clayton Christensen: Christensen explains how companies can innovate and disrupt markets through digital entrepreneurship.

2. Online Courses:

- Coursera (coursera.org) and edX (edx.org) offer various courses on digital entrepreneurship from top universities and institutions.

3. Blogs and Websites:

- TechCrunch (techcrunch.com): A popular tech news website that covers startups and entrepreneurship.
- Entrepreneur (entrepreneur.com): Offers articles and resources for entrepreneurs, including digital entrepreneurs.
- Neil Patel’s Blog (neilpatel.com/blog): Neil Patel shares digital marketing and entrepreneurship insights.

4. Podcasts:

- “How I Built This” by NPR: This podcast features interviews with founders and entrepreneurs discussing how they built their businesses.
- “StartUp” by Gimlet Media: A podcast that provides an inside look at the struggles and successes of starting a company.
- “The Tim Ferriss Show”: Tim Ferriss interviews top performers, including entrepreneurs, and discusses their strategies and tactics.

5. Online Communities:

- Reddit’s /r/entrepreneur: A subreddit for entrepreneurs to discuss digital and traditional entrepreneurship.
- Indie Hackers (indiehackers.com): A community of solo founders and indie entrepreneurs who share their experiences and advice.

6. YouTube Channels:

- GaryVee (Gary Vaynerchuk): Gary Vaynerchuk shares insights on entrepreneurship, marketing, and business in the digital age.

- Valuetainment (Patrick Bet-David): Patrick Bet-David's channel covers a wide range of entrepreneurship topics.

7. Academic Journals:

- You can find academic research on digital entrepreneurship in journals such as the Journal of Small Business Management and the Journal of Business Venturing.

8. Incubators and Accelerators:

- Check out well-known startup incubators and accelerators like Y Combinator, Techstars, and 500 Startups for resources, advice, and mentorship.

9. Social Media:

- Follow influential digital entrepreneurs and thought leaders on platforms like Twitter and LinkedIn to stay updated on trends and insights.

10. Online Forums:

- Platforms like Quora and Stack Exchange often have discussions related to digital entrepreneurship.

DIGI – WOMEN COURSE

TRAINING SCHEDULE AND CONTENT

Day 1 (Entrepreneurship)

At the end of the day the participants will:

- understand the concept of entrepreneurship and the digital entrepreneurship
- understand how to do market research
- have done the necessary market research for their business idea
- have a clearly defined business idea (innovation / price / demand / quality)

Day 2 (Finance)

At the end of the day the participants will:

- have an understanding of finances (how to calculate profit and costs, taxes, etc)
- have created a financial plan
- understand about rules and regulations, especially concerning taxes
- Have learned how register the business or become freelance

Day 3 (Marketing and management)

At the end of the day the participants will:

- understand what marketing is and how to use it
- understand which social media to use to market their business
- have built a simple website for their business
- have created a marketing strategy for their business
- understand how to create a brand

Day 4 (business strategy)

At the end of the day the participants will:

- have created a business strategy
- have learned how to communicate in professional language
- understand the concept and good examples of customer service

Day 5 (Business plan and management)

At the end of the day the participants will:

- have created final running website and social media presence
- have created a simple business plan
- have created a list for the future next steps with deadlines

LIST OF INSPIRATIONAL BUSINESS

The European Commission have been proposed several policies for the benefit of European start-ups, such as the Capital Markets Union, the Single Market Strategy or the Digital Single Market. It precises the initiatives and actions of the Member States, which have supported companies that have now become market leaders, such as :

SPOTIFY

Spotify , is a music, podcast, and video streaming service that was officially launched on October 2008. It is developed by startup Spotify AB in Stockholm, Sweden. Spotify provides access to more than 30 million songs. As of June 2017, it had more than 140 million monthly active users and more than 70 million paying subscribers as of 4 January 2018 (source: Wikipedia.org).

DELIVEROO

Deliveroo , is a British tech success story. After moving from New York to London, our founder was surprised to find it was nearly impossible to get great quality food delivered.

He made it his personal mission to bring great restaurants closer to their customers.

We now operate in over 100 towns and cities across the UK, employing over 600 software engineers and employees in our UK headquarters, working with more than 8,000 partner restaurants and engaging 15,000 riders (source: Wikipedia.org).

KLARNA

Klarna , is a Swedish bank that provides online financial services such as payment solutions for online storefronts, debt collection, credit payments and more. Their core service is to assume stores' claims for payments and handle customer payments, thus eliminating the risk for seller and buyer. About 40% of all e-commerce sales in Sweden goes through Klarna. The company has more than 1600 employees, most of them working at the headquarters in Stockholm. In 2014, the company handled about \$10 billion in online sales (source: Wikipedia.org).

CABIFY

Cabify , is a Spanish transportation network company. It provides vehicles for hire via its smartphone mobile app. Vehicles are driven by their owners, who must pass a rigorous selection process. Operating in Latin America, Spain, and Portugal, the company offers two services, one for businesses and another for individuals. As one of the biggest transportation network companies in the Spanish- and Portuguese-speaking world, Cabify operates in Mexico, Chile, Colombia, Peru, Brazil, Panama, Ecuador, Portugal, Spain, Argentina, Dominican Republic, and Uruguay. In early 2016, Cabify reported over one million installations globally, of which the majority were in Latin America and the rest in Spain (source: Wikipedia.org).

N26

N26 , the German startup, founded in 2014, which takes its name from the Rubik's cube, has raised over 50 million dollars and has 300 thousand customers in Europe. It allows to open and manage an account only with the smartphone (source: Wikipedia.org).

GLOSSARY OF DIGITAL ENTREPRENEURSHIP TERMS

- 1. Accelerator:** A program that offers startups mentorship, networking, and funding opportunities in exchange for equity.
- 2. Agile Development:** A software development methodology that emphasizes flexibility, collaboration, and incremental progress.
- 3. Agile Marketing:** Applying agile development principles to marketing, allowing for rapid, data-driven adjustments to campaigns.
- 4. Angel Investor:** A high-net-worth individual who provides financial support to startups in exchange for equity or convertible debt.
- 5. B2B (Business-to-Business):** Companies that provide products or services to other businesses rather than consumers.
- 6. B2C (Business-to-Consumer):** Companies that sell products or services directly to individual consumers.
- 7. Bootstrapping:** The practice of building a startup with minimal external funding, often relying on personal resources and revenue generated by the business.
- 8. Business Model:** A strategic plan that outlines how a company intends to make money, including revenue sources and cost structure.
- 9. Content Marketing:** Creating and distributing valuable content to attract and engage a target audience, often used for branding and lead generation.
- 10. Customer Acquisition Cost (CAC):** The cost associated with acquiring a new customer, including marketing and sales expenses.
- 11. Customer Retention:** The practice of keeping existing customers engaged and satisfied to foster loyalty.
- 12. Digital Marketing:** The use of digital channels, such as social media and email, to promote products or services.
- 13. Digital Nomad:** A person who works remotely and travels while utilizing digital technology for work.
- 14. E-commerce:** The buying and selling of products and services over the internet.
- 15. Elevator Pitch:** A concise and compelling summary of a startup's value proposition, delivered in the time it takes to ride an elevator.
- 16. Entrepreneur:** An individual who initiates, organizes, and manages a business, often with innovative or disruptive ideas.
- 17. Incubator:** An organization that provides resources, mentorship, and support to early-stage startups to help them grow.
- 18. Innovation:** The introduction of new ideas, processes, or products, often associated with solving problems or meeting market demands.

- 19. Lifetime Value (LTV):** The predicted net profit a company can expect to earn from a customer throughout their relationship.
- 20. Market Research:** The process of gathering and analyzing information about a target market, including customer preferences and competition.
- 21. MVP (Minimum Viable Product):** The simplest version of a product that allows a startup to test its concept and gain user feedback.
- 22. P&L Statement (Profit and Loss):** A financial statement that summarizes a company's revenues, costs, and expenses during a specific period.
- 23. Pitch Deck:** A presentation that outlines a startup's business plan, target market, and financial projections when seeking funding.
- 24. Pivot:** A strategic shift in a startup's direction or product to adapt to changing market conditions or customer feedback.
- 25. Product-Market Fit:** The stage at which a product or service satisfies a target market's needs and demands.
- 26. ROI (Return on Investment):** A measure of the profitability of an investment or marketing campaign, often expressed as a percentage.
- 27. SaaS (Software as a Service):** A software delivery model in which software is hosted on the cloud and provided on a subscription basis.
- 28. Scalability:** The ability of a business to grow without a proportional increase in resources or costs.
- 29. Scale-up:** The phase in which a startup experiences rapid growth, often requiring increased resources and infrastructure.
- 30. Seed Funding:** Initial capital provided to a startup to prove its concept and develop a prototype.
- 31. SEO (Search Engine Optimization):** The practice of optimizing a website to rank higher in search engine results, increasing organic traffic.
- 32. Startup:** A newly established business venture, typically in the tech or digital sector, designed to grow rapidly.
- 33. Sustainability:** The ability of a startup to maintain its operations and growth over the long term.
- 34. SWOT Analysis:** A strategic planning tool that assesses a company's strengths, weaknesses, opportunities, and threats.
- 35. User Acquisition:** The process of gaining new users or customers for a digital product or service.
- 36. User Experience (UX):** The overall experience a user has when interacting with a product or website, including ease of use and satisfaction.
- 37. Venture Capital:** Funding provided by venture capital firms to startups in exchange for equity in the company.

DIGI-WOMEN PROJECT



EMPOWER DIGITAL
WOMEN ENTREPRENEURS