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Project reference number: 2020-1-FR01-KA204-080632

Project title: The Missing Entrepreneurs: Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses

Introduction

What is Digital Entrepreneurship?

The phenomenon of digital entrepreneurship describes how start-ups or existing companies develop a digital business model or develop, test and finally establish digital products or services on the market. Through the use of technologies, new values and experiences are created with which a company gains a competitive advantage over its competitors. This primarily involves those areas of value creation that can be realised without physical resources, such as the development of new, digital ways of acquiring customers, product and service development, cost reduction, cooperation with partners, the use of platforms and much more.

It is still difficult to define digital entrepreneurship. This is partly due to the fact that digital technology and thus possible goals and contents of digital entrepreneurship are constantly evolving. However, it is already clear that we are living in a time of digital transformation and that there is a real need to better prepare (potential) entrepreneurs for the digital world and to open up a new path to entrepreneurship for more people.

One advantage of starting digital businesses is that they have fewer high hurdles than conventional start-ups, they are often less costly and risky. Digital entrepreneurship offers opportunities for almost anyone who is thinking of becoming an entrepreneur. Those who have certain basic digital entrepreneurship skills have an advantage. These basic skills include searching for new customers online, prototyping new business ideas and improving business ideas based on data.

Using these skills is in turn helped by a whole range of digital tools, many of them usable for free via open source, but in any case most of them available at (low) cost.

This learning platform provides an overview of useful digital tools for digital entrepreneurs. It shows how digital tools can help to build up or expand a business or to transform it digitally and provides assistance in getting to know these tools better and trying them out.

The learning opportunities are structured along what are considered to be particularly relevant functions or task areas of digital businesses. These areas have been bundled on the platform into so-called training paths.

<u>Overview of the training paths</u>

Training path "Ideation"

Ideation is the creative generation, development and communication of new ideas for product or service innovations or updates, which can be visual, concrete or abstract. As such, it is an essential part of a design process and is defined as the third phase of a design thinking process (Empathize, Define, Ideate, Prototype, Test). Ideation is typically an interactive, collaborative process in which multiple participants come together to address problems with an open mind in a facilitated, non-judgmental environment using methods such as brainstorming, brainwriting, Worst Possible Idea, sketching or prototyping.
Within the training path on Ideation you will get to know some digital tools that support you develop ideas, work on them and prototype them using graphical representations, alone or in collaboration with a team.

Go to "Ideation" here:
https://training.themissingentrepreneurs.eu/areas/Ideation

Training path "Minimum Viable Product - MVP"

The Minimum Viable Product (MVP) is the version of a product or service with essential features, sufficient to be used and validated by the first customers. It allows you to learn about your customers' needs before proceeding with the development of the final product. The training path on MVP will guide you through digital tools and resources that will optimise the path of your digital start-up or business: you will have an overview of the tools available for sketching up your ideas, websites and apps and present them to your stakeholders and clients, as well as of digital tools that will allow you to gather and analyse feedback directly from the final client.

Go to "Minimum Viable Product" here:
https://training.themissingentrepreneurs.eu/areas/MVP .

Training path "Launching"

This training path relates to the launch, introducing or putting into operation a new product or service.You will learn some tools to help you plan and execute a well-timed, notable launch that will make your potential customers aware of your product or service.

Go to "Launching" here:
https://training.themissingentrepreneurs.eu/areas/Product%20Launch

Training path "e-Commerce and Digital Business Models"

The implementation of an e-commerce system, especially related to online sales, can improve a company's competitiveness by facilitating and speeding up the sales process, providing additional marketing opportunities and offering flexibility and convenience to customers at a comparatively low cost.

In this training path you will learn about some of the most popular online marketplaces and retail service platforms with their functionalities and advantages and disadvantages for sellers.

Go to "e-Commerce and Digital Business Model" here:
https://training.themissingentrepreneurs.eu/areas/E-Commerce

Training path "Business Plan and Analytics"

Business Plan and Analytics is an area related to skills like business networking and data analytics and is very helpful to keep goals and objectives on track. A major part of business planning and analytics is to carefully analyse the direction that your company is headed and measure its potential for achieving company goals.

This Training Path on Business Plan and Analytics will engage you on several tools that will improve your business and your entrepreneurial side, by helping you organise your business and yourself, reduce costs, create a professional profile, set objectives and achieve your goals. This is the perfect guide for you to start planning and analysing your business!

Go to "Business Plan and Analytics" here:
https://training.themissingentrepreneurs.eu/areas/Business%20Plan%20%26%20Analytics

Training path "Project Management"

Project management is the process that guides the work of a team to achieve all project objectives within specific parameters. It can also be defined as the framework that leads your team to success and it is very important in order to provide motivation, leadership and remove the obstacles that hinder teams increase revenue and achieving company goals.

In this Training Path of Project Management, through all the digital tools provided, you will learn how to define goals, set strategies, devise a plan, outline actions, and then prioritise and track actions through to completion.

Go to "Project Management" here:
https://training.themissingentrepreneurs.eu/areas/Project%20Management

Training path "Invoicing, Accounting and Payroll"

Even though Invoicing, Accounting and Payroll are three different terms, they can be treated as one. They are very important for small business owners and choosing the right accounting software is halfway to success.

This Training Path will give you helpful guidance on choosing the best accounting software, monitoring your expenses and your products, as well as learning how to send invoices and receive payments easily. All of this through several digital tools related to this area.

Go to "Invoicing, Accounting and Payroll" here:
https://training.themissingentrepreneurs.eu/areas/Invoicing%2C%20accounting%20%26%20payroll

Training path "Branding"

Branding is the marketing technique used by companies to create the desired image of a product or company in the consumer mind.
A brand is the perceived image of the product being sold, and branding is the strategy you use to create that image.

A brand is the most important asset your product or service can have, allowing you to get close to your target market.
The *Branding* training path will guide you through the discovering of tools useful for creating the visual and written component of the brand, as well as tools that will help you brainstorm with your team.

Go to "Branding" here:
https://training.themissingentrepreneurs.eu/areas/Branding

Training path "Communication / Marketing"

Marketing and communication are two disciplines that complement each other, and both are necessary to grow your business.
Marketing is a comprehensive communication strategy that when used in the right way can have a major impact on the success of your business. It positions your business in the market, differentiates you from your competitors, and helps you find customers.
It is therefore essential because it actually narrows down the field of potential customers who may be interested in you and your products.

On this dedicated training programme you will be able to browse through learning resources and digital tools that will help you in conveying your marketing strategy in communication channels, developing and planning communication actions, and analyse the reach and results, along with the most common trends on the market.

Go to "Communication / Marketing" here:
https://training.themissingentrepreneurs.eu/areas/Communication%20%26%20Marketing
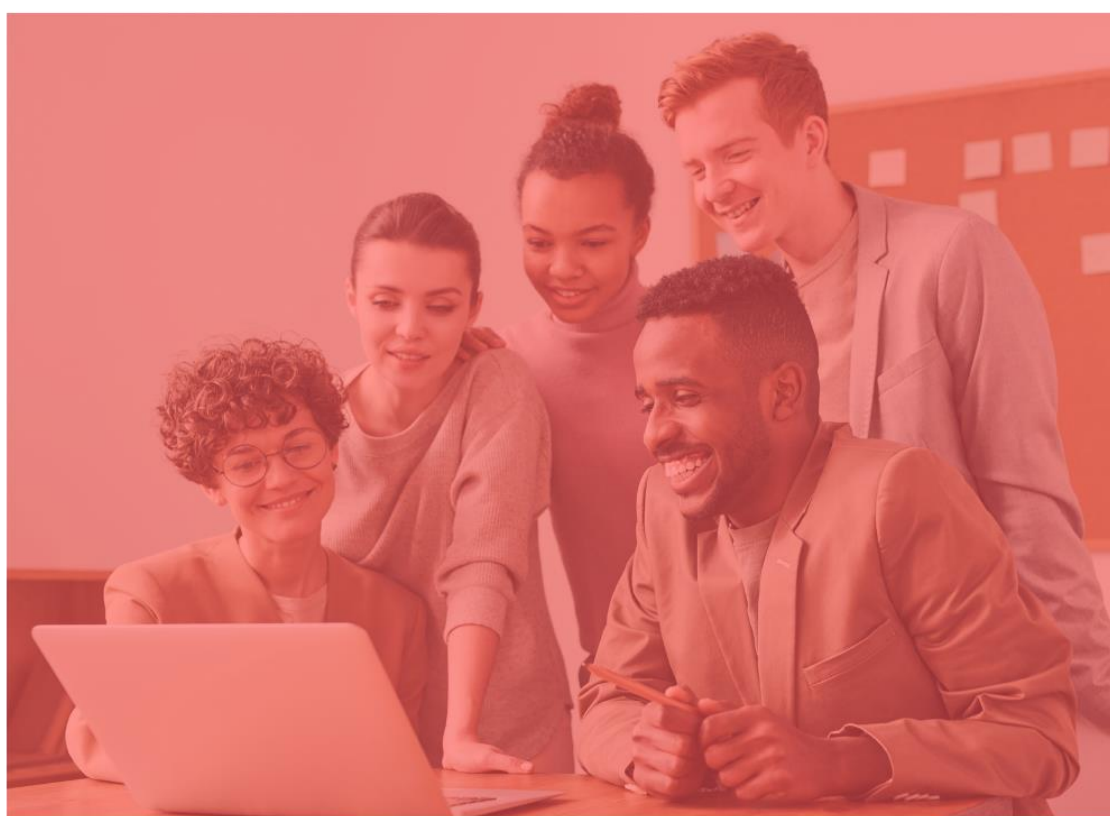
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Training path 1: Ideation

What is Ideation?

Ideation is the creative generation, development and communication of new ideas for product or service innovations or updates, which can be visual, concrete or abstract. As such, it is an essential part of a design process and is defined as the third phase of a design thinking process (Empathize, Define, Ideate, Prototype, Test). Ideation is typically an interactive, collaborative process in which multiple participants come together to address problems with an open mind in a facilitated, non-judgmental environment using methods such as brainstorming, brainwriting, Worst Possible Idea, sketching or prototyping.

Why is it important for entrepreneurs and businesses?

Ideation supports entrepreneurs and companies in developing ideas for products and services as well as business models, which then have to be put through their paces in a further step (see also Module 2: Minimum Viable Product). Ideation is therefore important for start-ups for their initial developments as well as for entrepreneurs who want to develop their business further.

Do you want to learn more about the concept behind?

There are plenty of free courses on Ideation. To learn more, we recommend you consulting:

Course/source title	Objective	Author	Link
DesignIT app-based learning game for promoting design thinking mindsets	Empowering entrepreneurship education in higher education by creative interdisciplinary project based learning with gamified design thinking approaches	Erasmus+ project "DesignIT"	https://projectdesignit.eu/
CreatINNES Free course module "Creative Thinking for innovation" (available in EN, DE, FR and other languages)	Providing support for CCI start-ups and freelancers by linking creativity and business knowledge	Erasmus+ project "CreatINNES"	https://moodle.creatinnes.eu/
Toolkit "Design Thinking for developing your business ideas"	Facilitating the development of mind-set and skills among young people. Toolkit to use on the go and try out and test ideas rapidly without major time and resource investment.	Erasmus+ project "Youth BIZ Skillset"	https://ec.europa.eu/programmes/erasmus-plus/project-result-content/fcfc45c8-a87b-43da-87da-1efbdd09943a/toolkit_eng.pdf

How can digital tools help you in Minimum Viable Product?

There are a variety of digital tools that can help you to manage Ideation. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:

- Adobe Fresco

- Idealflip
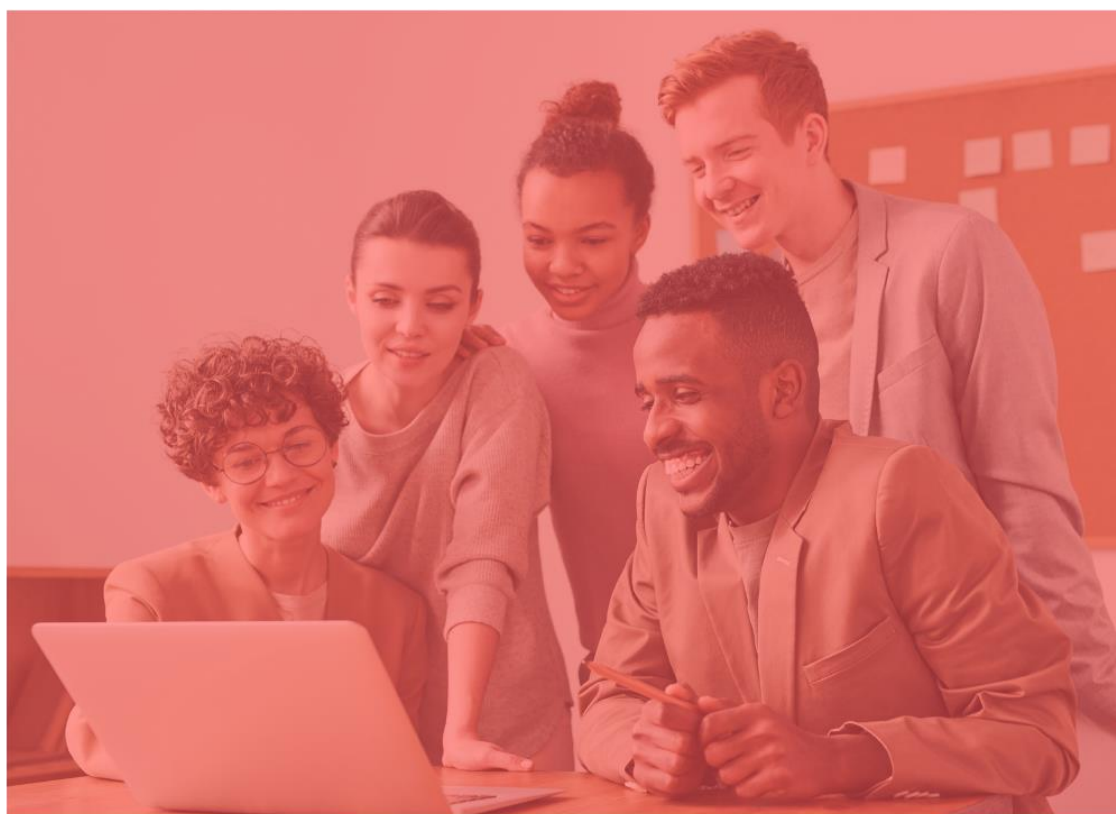- Mindmeister
- Miro
- Padlet
- Popplet

Training badges

The most relevant tools within this area are:
- Popplet
- Padlet
- Idealflip

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Co-funded by the
Erasmus+ Programme
of the European Union

Training path 2: Minimum Viable Product

What is Minimum Viable Product?

The Minimum Viable Product (MVP) is the version of a product or service with essential features, sufficient to be used and validated by the first customers. It allows to learn about your customers' needs before proceeding with the development of the final product.

The MVP term was created in 2001 by Frank Robinson, co-founder of SyncDev, to denote the product with the highest ROI (Return on Investment) in relation to risk.

Why is it important for entrepreneurs and businesses?

The Minimum Viable Product is the cornerstone of the business idea validation process, as it allows, without incurring high costs and time-consuming procedures, to avoid creating a product or service that the market does not demand, or that does not effectively solve any real problem. The latter is one of the main reasons why start-ups fail!

The Minimum Viable Product allows you to optimise the path a start-up takes to succeed.

Do you want to learn more about the concept behind?

There are plenty of free courses on Minimum Viable Product. To learn more, we recommend you consult:

Course title	Objective	Author	Link
Minimum Viable Product	- Define MVP - Short analysis of case studies - Steps for developing MVP	Young Entrepreneurs Teaching Initiative	http://www.yetierasmus.eu/course/young-entrepreneurs/lessons/minimum-viable-product/
Creation and partial analysis of MVP	This short course provides you: - Definition of MVP - MVP tools - Additional learning resources on MVP	Erasmus+ W.R.I.T.E project	http://erasmus.cfiformazione.it/pluginfile.php/132/mod_resource/content/3/html5.html
Launching the Imperfect Business- Lean Startup	This mini-course will help you understand what an MVP is and why companies don't need to have a perfect product to launch; you will better understand pivoting and when it is necessary.	LibreTexts	https://biz.libretexts.org/Sandboxes/Team_Sandbox%3A_PGCC_MGT1010/MGT_1010/05%3A_Book-_Entrepreneurship_(OpenStax)/5.10%3A_Launch_for_Growth_to_Success/5.10.02%3A_Launching_the_Imperfect_Business-_Lean_Startup
Building Minimal Viable Product with Michael Seibel | Decode Academy UC Berkeley Course Fall 2020	This course will give you: - Introduction to MVP - Presentation by Michael Seibel, founder of Twitch - Issues and accelerators in the start-up field - Struggles of building a start-up - Practical examples (Airbnb, Dropbox..)	Decode Youtube	https://www.youtube.com/watch?v=m4isFputh68&ab_channel=Decode

Minimum Viable Product and Pivoting: Crash Course Business Entrepreneurship #6	This course offers: - Basic concepts of MVP - Practical examples of design thinking: failure and success	CrashCourse Youtube	https://www.youtube.com/watch?v=kmfC-i9WgH0&ab_channel=CrashCourse
Product discovery tools	A short series of videos addressing the following topics: - MVP study cases and advantages - Types of MVP with practical examples - High and low fidelity MVP - Myths and facts of MVP - Proof of concept - Prototype - Minimum lovable product - Minimum marketable product - MVP with improved UX - How to to build an MVP - Value proposition Canvas - MVP success measurement: metrics - Lean Canvas examples - MoSCoW methodology to shape a product	Railsware Product Academy	https://www.youtube.com/playlist?list=PLlRtt3cDxl4VfHs-dpYEwoB9R6r0FSNCL
MVP - What you need to know	A series of videos will guide you through: - Explanation of MVP, with a particular focus on the meaning of "minimal" and "viable" - Examples of MVPs: Buffer, Zappos and Dropbox - A "deep dive" into the leanest type(s) of MVP - A real-life MVP Worked Example - The wizard of Oz MVP	Development that pays	https://www.youtube.com/playlist?list=PLngnoZX8cAn_AoG-r3_2aqYCHIu-dQXEh
How to Build an MVP (Minimum Viable Product): The Definitive Guide	-What You Need To Do Before Building an MVP -Define the Main Problem Your MVP Will Solve -Find the Early Adopters of Your Product -Does the Product Satisfy Strong Market Demand? -Analyze Your Competitors -List All Necessary Features and Prioritize Them	Andrej Gajdos	https://andrejgajdos.com/how-to-build-an-mvp-minimum-viable-product-the-definitive-guide/

	-Landing Page for Your MVP -Strategies for Building an MVP -MVP Toolkit -Front-end Frameworks -Back-end Languages -Function as a Service (FaaS) -Identity as a Service (IDaaS) -Database as a Service (DBaaS) -Payments as a Service (PaaS) -Cloud hosting		
Listening to the course	This course deals with the customer and emphasizes qualitative methods used in marketing research (interviews, focus groups, Voice of the Customer, composing questions for a survey)	MIT OpenCourseWare	https://ocw.mit.edu/courses/sloan-school-of-management/15-821-listening-to-the-customer-fall-2002/

## How can digital tools help you in Minimum Viable Product?

There are a variety of digital tools that can help you to manage Minimum Viable Product. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:

- Figma
- Bubble.io
- Balsamiq
- Thunkable
- Justinmind
- MockFlow
- Framer
- Similarweb
- Unicorn Platform
- Google Forms
- Mopinion
- Usersnap
- Hotjar

Training badges

The most relevant tools within this area are:
- Figma
- Justinmind
- MockFlow
- Similarweb
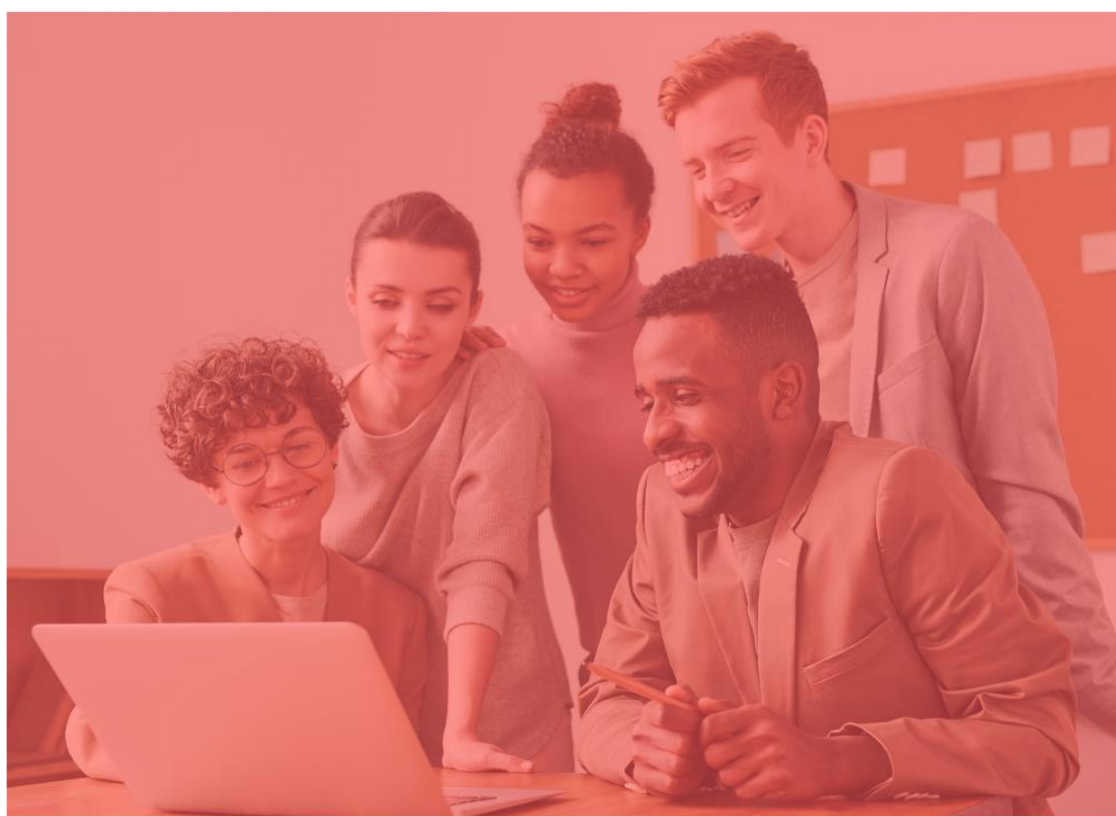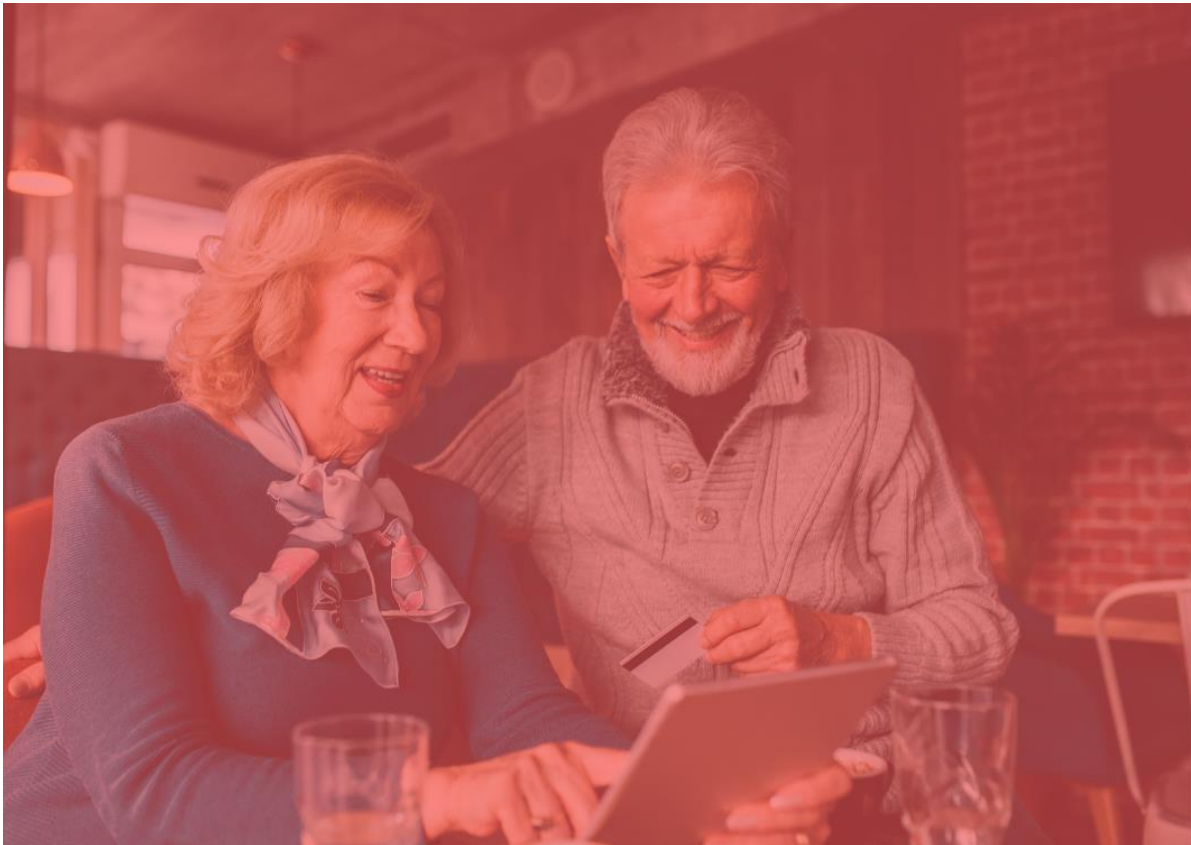
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Training Path 3: Launching

What is Launching?

Launching refers to beginning, introducing, or putting into operation something new, such as a product or a service. Once you have created a great business or product, if you want to be successful, you need to take steps to plan and execute a well-timed, memorable launch that will bring your product to the attention of your potential customers.

Why it is important for entrepreneurs and businesses?

A well-planned launching process of a new product or service is crucial to attain the success of your business. Its objective is to generate attention for the company, which can lead to a larger costumer base. Therefore, the reputation for developing industry-changing products and services, and bringing them to market should be done in a smart, strategic, and most effective way.

Do you want to learn more about the concept behind?

There are plenty of free courses on Launching. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Product Design: How to Launch Successful Products	Develop a creative vision and tactics for a successful launch in the marketplace. Receive practical tips for working with stakeholders, manufacturers, and marketers. Learn how to successfully negotiate the tension between your initial concept and practical outside forces. This class is especially geared towards those with an interest in launching their own products	Joey Roth	https://www.skillshare.com/classes/Product-Design-How-to-Launch-Successful-Products/1973712072?via=search-layout-grid
How to develop and launch new products	Identify the critical information needed to develop a product and brand strategy that generates both quick-wins and long-term value. It is a unique course which enables to first understand the importance of brand and product management and then use brand development, architecture and portfolios, in order to achieve success.	Luis Rodríguez Baptista	https://www.coursera.org/lecture/brand-management/1-5-how-to-develop-and-launch-new-products-r5gNZ?redirectTo=%2Flearn%2Fbrand-management%3Faction%3Denroll
Launch Your Online Business	- Gain an understanding of different business models - Learn strategies for naming their business - Create customer personas - Create their brand identity - Create their Unique Value Proposition and learn how to make their business stand out from their competitors - Know every step needed to build their website including best practices - Production do's and don'ts for copywriting, photography and video - Have a pre-launch checklist and website maintenance - Gain foundational knowledge of marketing and pr - Create a Pitch Deck about their business that they can deliver to potential partners and investors	Joann Decollibus	https://www.coursera.org/learn/launch-online-business

How digital tools can help you in Launching?

There are a variety of digital tools that can help you to manage Launching. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:
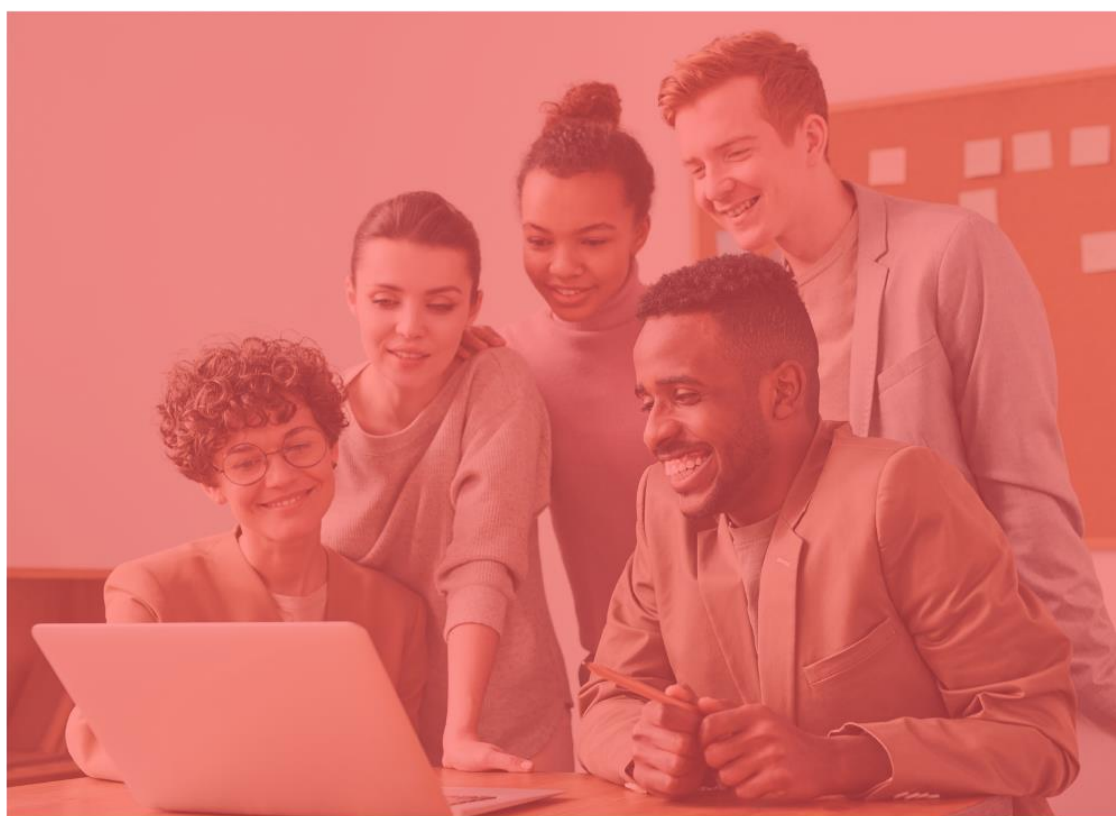- NameRobot
- Product Hunt

- Google Workspace
- UMSO
- Joomla!
- Weblium
- PageCloud
- WordPress

Training badges

The most relevant tools within this area are:
- NameRobot
- Product Hunt
- Google Workspace
- WordPress

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Training path 4: eCommerce

What is e-Commerce?

e-Commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. It's an umbrella term for any transaction done over the internet. e-Commerce includes retail stores, such as clothing and other physical products, and services of all types, from cyber security to booking a hotel.

Why it is important for entrepreneurs and businesses?

Nowadays, the most common way to facilitate online sales and transactions, is through a dedicated online store or e-Commerce platform. The implementation of an e-Commerce system improves the competitiveness and reputation of the business. Some of its main advantages are: faster and simplified selling process, cost reduction, affordable advertising and marketing, flexibility and convenience for costumers, no reach limitations, quick response to market demands, several payment modes, etc.

Do you want to learn more about the concept behind?

There are plenty of free courses on e-Commerce. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Ecommerce Marketing Training Course: Learn How to Use Ecommerce to Attract, Convert, and Delight More Customers	- Set goals for your ecommerce business - Attract people to your e-store, engage them on the path to purchase, and delight them to become repeat customers - Create an ecommerce inbound marketing strategy of your own	Ethan Griffin	https://academy.hubspot.com/courses/ecommerce-marketing
Creative Entrepreneurs Online	Online course to learn about: - Why sell online - Get ready to sell online - Discover online marketplaces - Ways to monetize your knowledge and sell your skills - Tips to sell online successfully - eCommerce pricing	Consortium funded under Erasmus programme, 2015-1-PL01-KA202-016707	https://ceo-project.eu/training/

How digital tools can help you in e-Commerce?

There are a variety of digital tools that can help you to manage e-Commerce. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:

- Xcart
- Shopify
- Ecwid
- Gumroad
- Zentail
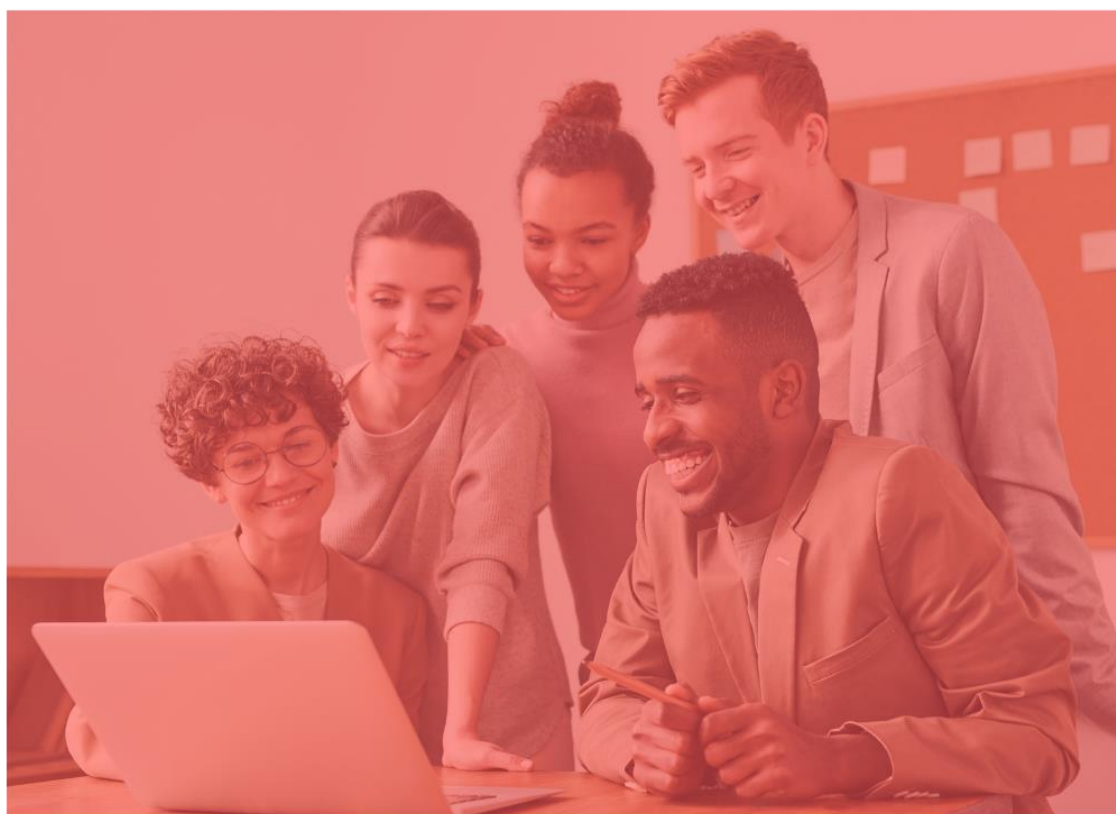- eBay
- Etsy
- Amazon
- AliExpress
- Bonanza

Training badges

The most relevant tools within this area are:
- Shopify
- Zentail
- eBay
- Amazon

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Training path 5: Business plan and analytics

What is Business Plan and Analytics?

Business Plan and Analytics is an area related to skills like business networking and data analytics. Business planning is necessary to keep goals and objectives on track. Successful business planning requires much more than writing out a set of ideas and aspiring to see them through. According to the Small Business Administration, business planning "guides you through various phases of your business." A major part of business planning and analytics is to carefully analyze the direction that your company is headed and measure its potential for achieving company goals. Organization is the most important part of a business plan.

Analytics is the process of discovering, interpreting, and communicating significant patterns in data. Analytics helps to see insights and meaningful data that we might not otherwise detect. Business analytics focuses on using insights derived from data to make more informed decisions that will help organizations increase sales, reduce costs, and make other business improvements.

Why it is important for entrepreneurs and businesses?

It gives entrepreneurs and business owners the ability to lay out their goals and track their progress as their business begins to grow. It should be the first thing to be done when starting a business; it is important for sharing the vision of your business with stakeholders and other relevant bodies. Business Plan and Analytics can help you with critical decisions, iron out the kinks and avoid the big mistakes, prove the viability of the business, set better objectives and benchmarks and communicate them, provide a guide for service providers, secure financing, better understand the broader landscape and reduce risk.

Do you want to learn more about the concept behind?

There are plenty of free courses on Business Plan and Analytics. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Young Entrepreneurs Training	This open and free course contains training modules for young entrepreneurs. You can learn among other on business models.	Young Entrepreneurs Teaching Initiative - Erasmus+ project	http://www.yetierasmus.eu/course/young-entrepreneurs/lessons/business-proposal/
BLUES (the Blended-Learning International Entrepreneurship Skills Programme)	In the third module of this course, you can learn about business analysis and strategic management.	The Blues Erasmus Project	https://eblues.eu/module-3-business-analysis-and-strategic-management/
Business plan free course - write a business plan like a professional	To learn how to write your business plan in the best manner: why writing a business plan is necessary; how to write it; business and products part of the business plan; etc.	Microsoft	https://www.microsoft.com/en-us/p/business-plan-free-course-write-a-business-plan-like-a-professional/9nxk99mw6tns?activetab=pivot:overviewtab
How to Design a Successful Business Model	In this business and management course, you will learn the key steps to take to design or	DelftX	https://www.edx.org/course/how-to-design-a-successful-business-model

	innovate your own business model.		
Business Planning Course	This course is divided into different lessons. Its objective is to teach about expenses forecast, sales, projected profit and loss, projected balance sheet and how to write a business plan.	Bookkeeping Master	https://www.freebookkeepingaccounting.com/free-business-plan

How digital tools can help you in Business Plan and Analytics?

There are a variety of digital tools that can help you to manage Business Plan and Analytics. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:

- LinkedIn;
- Hootsuite;
- Google My Business;
- Tableau;
- Enloop;
- Splunk;
- LivePlan;
- Apache Superset;
- Qlik Sense.

Training badges

The most relevant tools within this area are:

- Apache Superset;
- Enloop;
- Hootsuite;
- LinkedIn;
- Splunk.
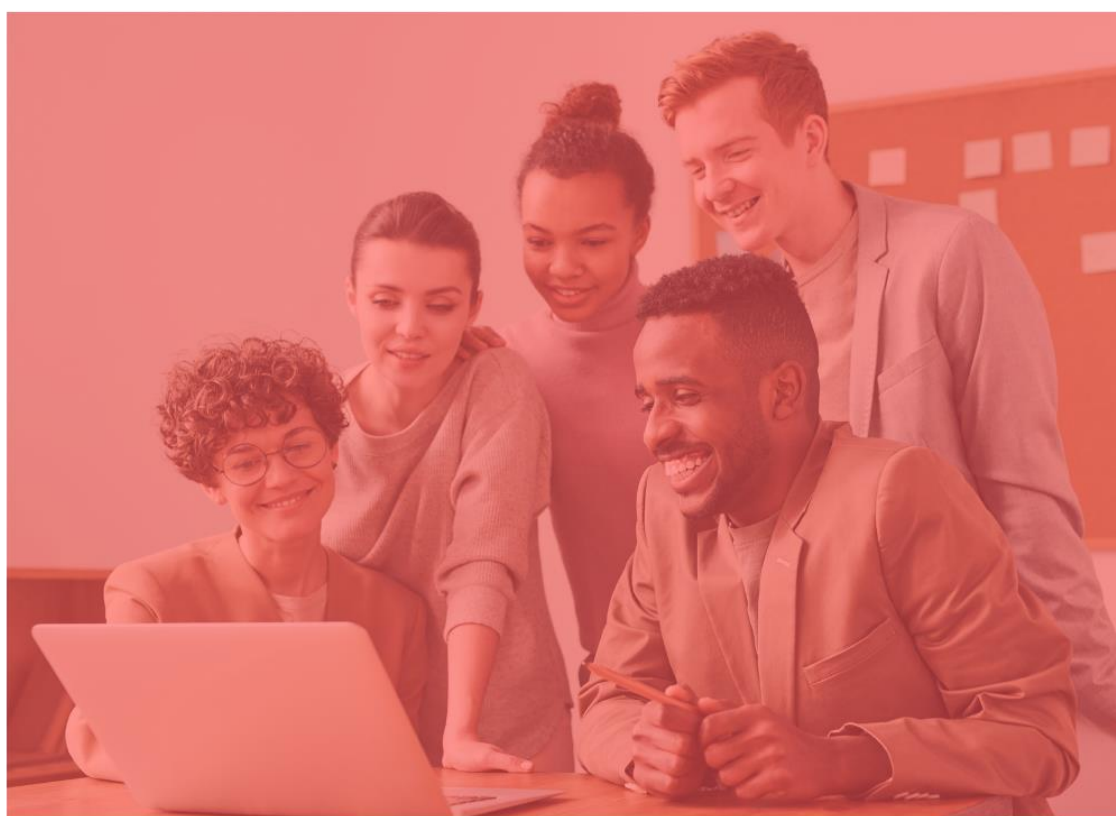
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Training path 6: Project Management

What is Project Management?

Project management is the process that guides the work of a team to achieve all project objectives within specific parameters. It can also be defined as the framework that leads your team to success. The use of specific knowledge, skills, tools, and techniques to deliver something of worth to people is also one of the characteristics of project management which also involves project documentation, planning, tracking, and communication. No matter what the industry is, every project needs a plan that outlines how things will start, will be built, and will be completed. All the above are coming with the aim of successfully delivering the project within the time limitation, scope, and budget.

Why it is important for entrepreneurs and businesses?

Project management is important because it provides the motivation, leadership and removal of obstacles that helps teams increase revenue and achieve company goals. By prioritizing the use of effective project management methods, organizations can proactively improve their workflows to avoid errors. Basic project management skills could help entrepreneurs and business include defining goals, setting strategy, devising a plan, outlining actions, and then prioritizing and tracking actions through to completion. Finally, it helps the organizations to get maximum return by using the minimum resources.

Do you want to learn more about the concept behind?

There are plenty of free courses on Project Management. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Project Management Principles and Practices Specialization	This intensive and hands-on series of courses gives you the skills to ensure your projects are completed on time and on budget while giving you the product you expect.	Coursera. - offered by the University of California, Irvine	https://www.coursera.org/specializations/project-management
Project Management	You can use templates to manage all your project information, track tasks and budgets, and update stakeholders.	Stepan Pachikov is the founder of Evernote	https://evernote.com/ https://evernote.com/templates?category=project-management
Module 3. Business analysis and Strategic Management	1. Market assessment & Customer development: main techniques 2. Lean StartUp. Business Model Canvas 3. Lifecycle management of entrepreneurial initiative: main techniques	Erasmus +	https://eblues.eu/module-3-business-analysis-and-strategic-management/
AdminProject	This software is specifically for the management of EU-funded projects	Gemma Brown is the business owner of adminproject.	https://www.adminproject.eu/

How digital tools can help you in Project Management?

There are a variety of digital tools that can help you to manage Project Management. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:
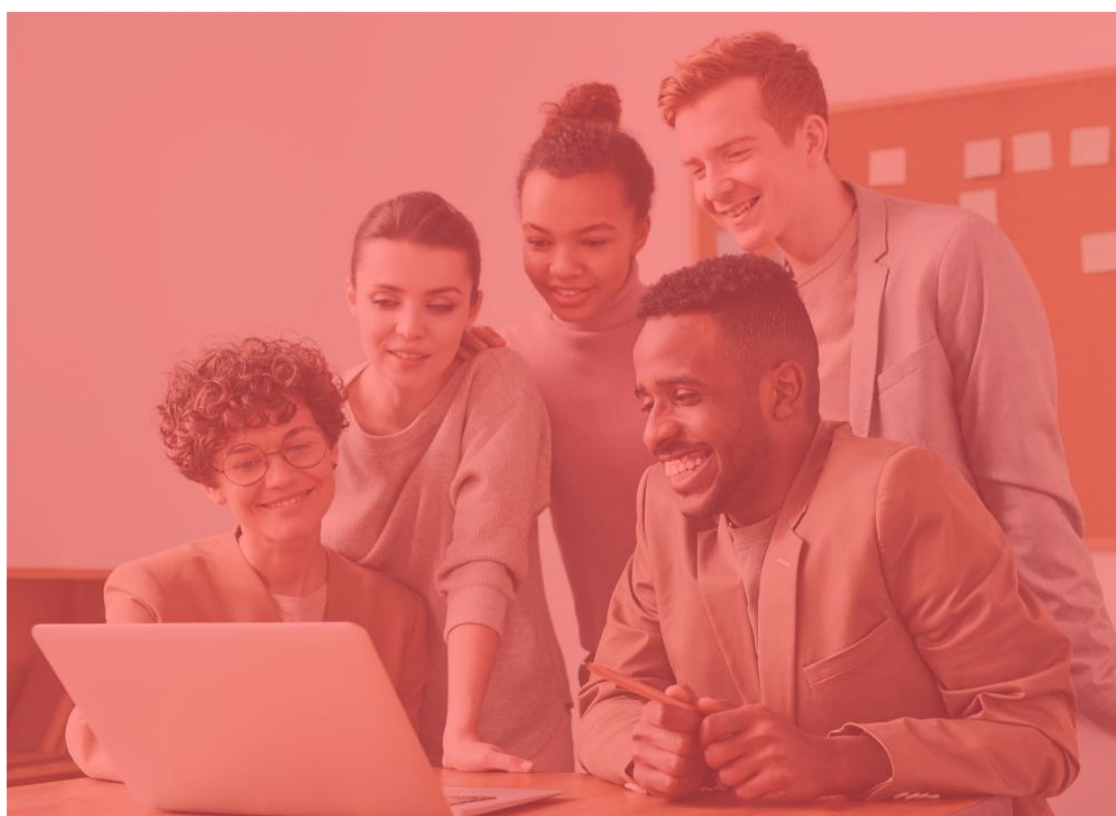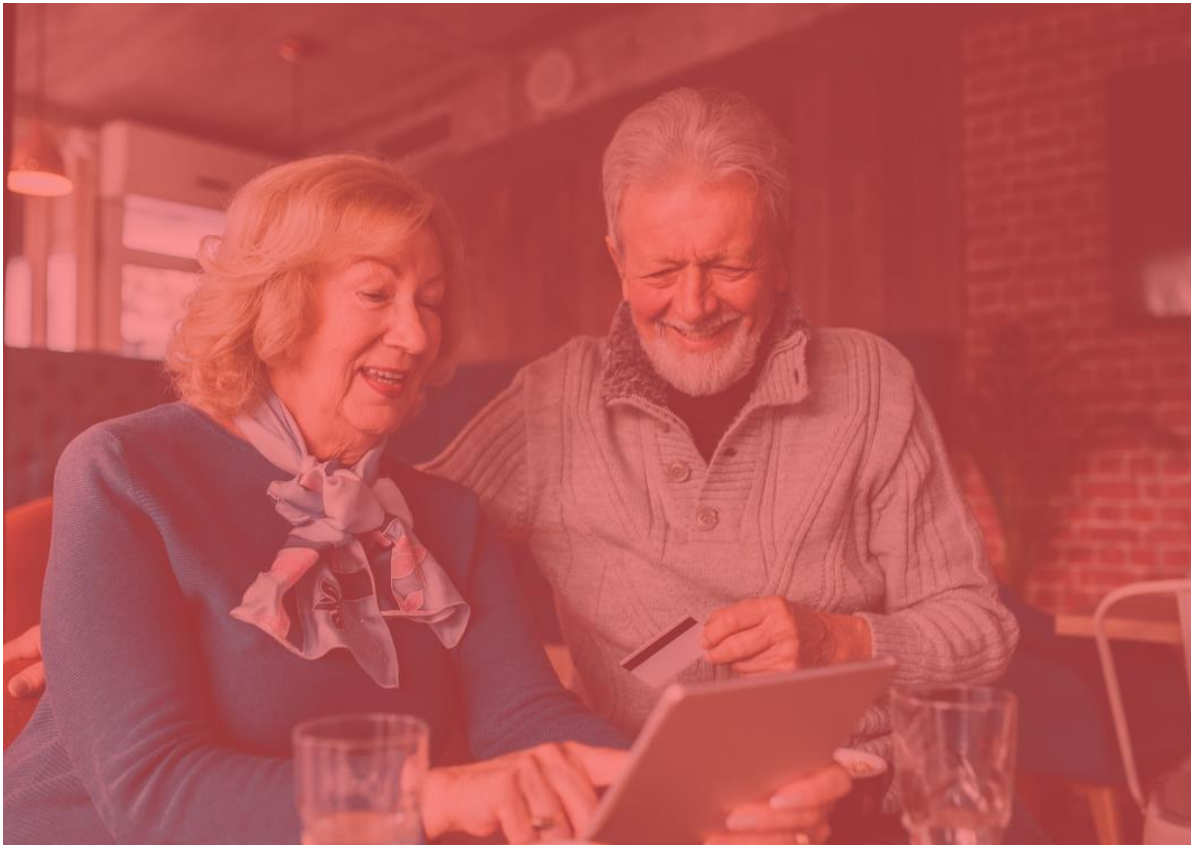
- Trello
- Monday
- nTask
- ClickUp
- Asana

Training badges

The most relevant tools within this area are:

- Trello
- Monday

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Training path 7: Invoicing, accounting, and payroll

What is invoicing, accounting, and payroll?

There are basic terms related to financials that are relevant for when carrying out a business.

- An *invoice* is a dated stamped commercial document that analyses and records transaction between a buyer and a seller. Types of invoices may include a paper receipt, sales invoices, or online electronic record.
- *Accounting* is the process of recording the financial transaction relating to a business. The accounting process involves summarizing, analyzing, and reporting these transactions to tax collection agencies. Financial statements used in accounting are a summary of financial transactions during an accounting period that summarizes the activities, financial position and cash flows of a company.
- A business must pay to its employees for a set period an amount that is called *payroll*. It is usually administered by the accounting department of a company.

Why it is important for entrepreneurs and businesses?

Not every small business owner has the knowledge or time to correctly handle the business's invoicing, and accounting requirements, although they are very important. Choosing the right accounting software is an important step for any businesses that can provide them with many cost-effective, and easy to use choices. Despite the current state of the economy, no business can survive long without monitoring every expense and pricing every product. Business owners need a reliable accounting application that allows them to download transactions and balance their accounts. Overall, business owners need to be able to send invoices and receive payments all on an easy-to-use software platform.

Do you want to learn more about the concept behind?

There are plenty of free courses on invoicing, accounting, and payroll. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Free Accounting lessons	The objective of this course is to introduce to management accounting and to overview the moving average crossover system in account through two 7 minutes videos.	Udemy business	https://www.udemy.com/topic/accounting/free/
Learn Accounting for Free - Financial Topics	Learn for free from Accounting Basics , bookkeeping, financial and payroll accounting through tutorials, quizzes and theoretical	Harold Averkamp author of Accounting Coach	https://www.accountingcoach.com/
Introduction to Finance and Accounting Specialization	You can learn the basics	University of Pennsylvania	https://www.coursera.org/specializations/finance-accounting#instructors

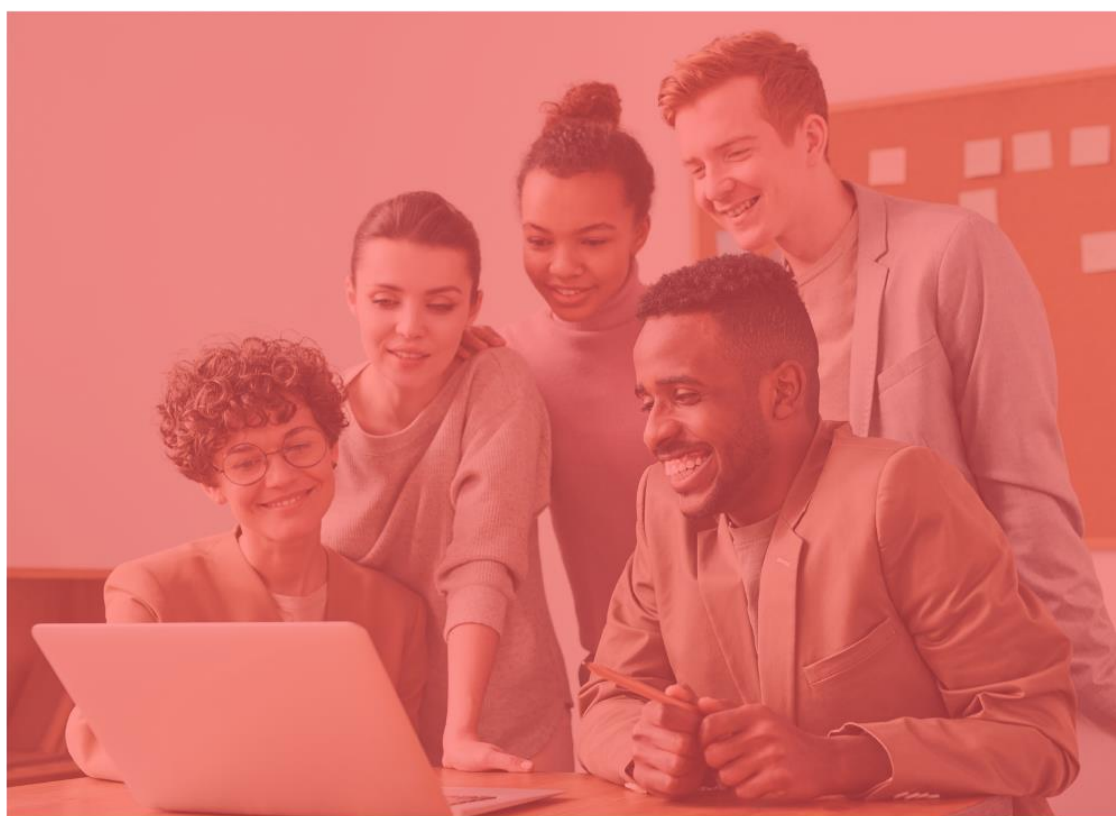**How digital tools can help you in Invoicing, accounting, and payroll?**
There is a variety of digital tools that can help you to manage invoicing, accounting, and payroll. On our platform, you can learn about the most interesting tools that can support you. To learn more, click on:
- Stripe
- Waveapps
- Factorial
- SAGE

Training badges
The most relevant tools within this area are:
- SAGE
- Waveapps

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ENTREPRENEURS

Training path 8: Branding

What is branding?

Branding is the process of defining, building and managing a brand. This procedure is carried out through the organized management of the corporate image and identity, the business colors used, as well as the tone of voice used in business communications.
The objective of branding is to manage the process of a brand so that it is placed in the minds and hearts of consumers. That's why a brand is much more than a logo and a visual identity, it is also defined by the set of feelings and experiences that the public lives from the products or services that are offered.

Why it is important for entrepreneurs and businesses?

Branding is the one that connects the company with the client and vice versa. A well-prepared branding strategy can help entrepreneurs to:
- Promote recognition of your company and raise awareness of your customers
- Help stand out from competitors
- Shows customers about business DNA, values and purpose
- Help your customers to know what to expect from your business
- Provide motivation and direction for to the staff

If you don't work on branding, it will be difficult to connect with customers and retain them. In the same way, it will be difficult to differentiate yourself from others who do the same as you.

Do you want to learn more about the concept behind?

There are plenty of free courses on branding. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Branding the creative journey	Understand what a brand is and how you can build a successful one.	Maria EizaguirreE Diéguez	https://es.coursera.org/learn/brand-identity-strategy?specialization=branding-the-creative-journey
Branding foundations	Learn how to define your core values, link them to your brand, and launch and communicate the brand effectively.	Drew Boyd	https://www.linkedin.com/learning/branding-foundations-2

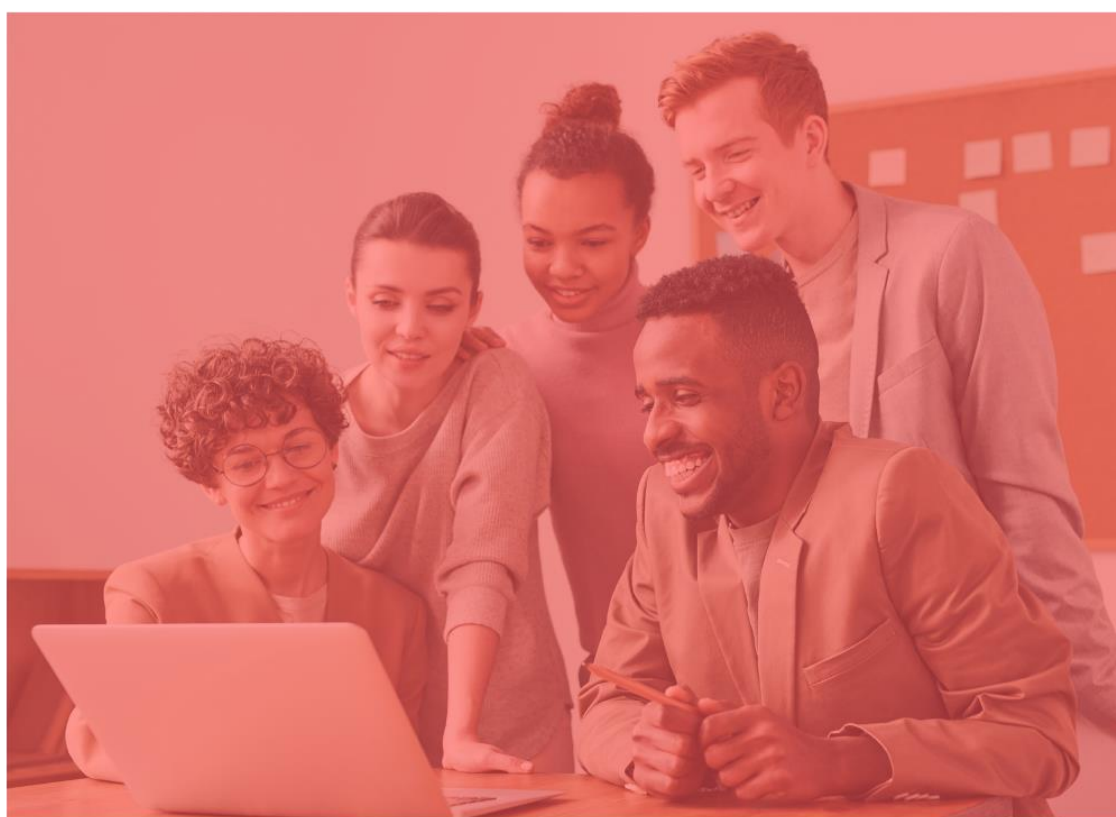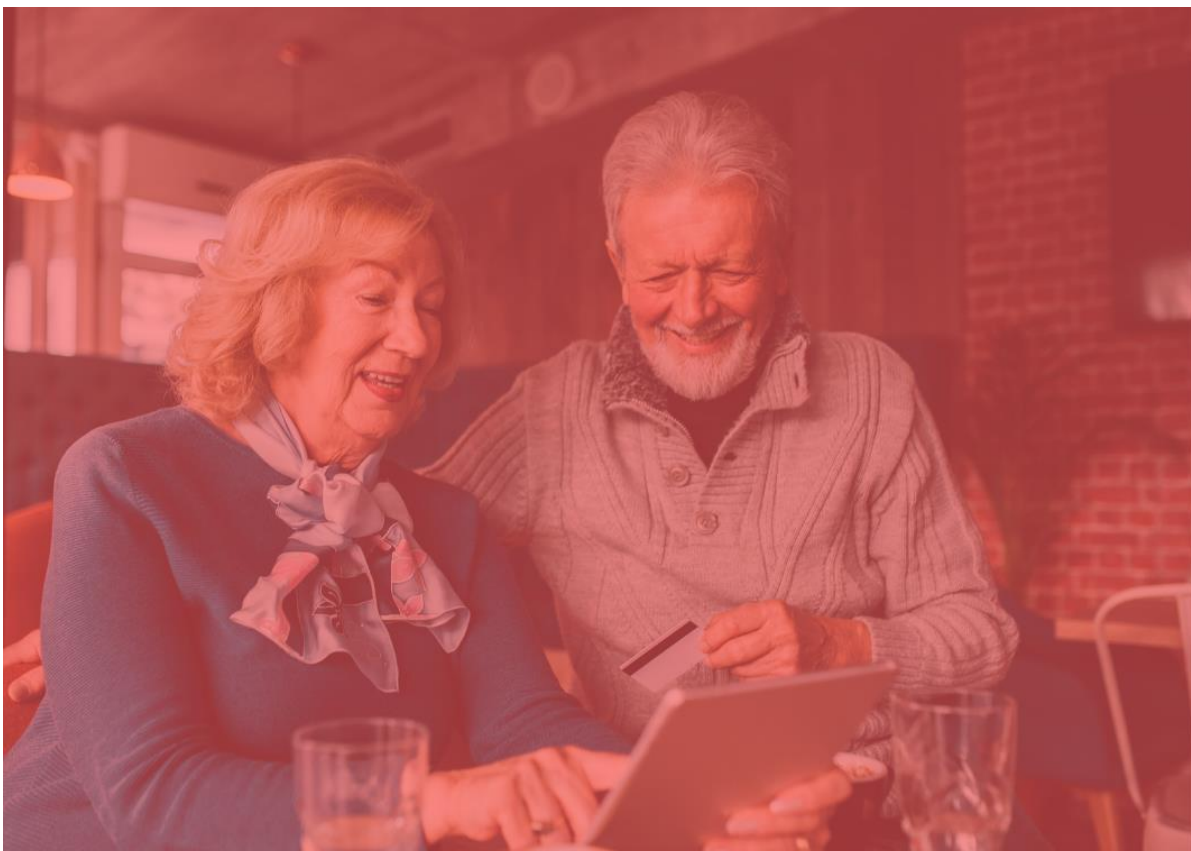## How digital tools can help you in branding?

There are a variety of digital tools that can help you to manage your branding. On our platform, you can learn out the most interesting tools that can support you. To learn more, click on:
- Canva
- Miro
- Grammarly
- Photoshop
- Ilustrator

Training badges

The most relevant tools within this area are:
- Canva
- Miro

Training path 9: Communication and marketing

What is Communication and Marketing?

Marketing and communication are two disciplines that complement each other, and both are necessary to grow your business.

Marketing is the discipline that deals with the relationship of your company with your public or with the market and has a very clear final objective: sell more. For this reason, marketing focuses on strategies that revolve around the product, how it is distributed, its price and how it is promoted.

Unlike marketing, the main objective of communication is to connect with your audience: tell who you are, what you offer and what you can do for the client.

Remember that marketing strategies always need communication in order to be carried out because in all of them they need to communicate ideas, values...

Why is it important for entrepreneurs and businesses?

When you are studying your market or sales potential and planning actions to sell your product, you are already doing marketing. Starting from this, it is simple to answer why it is important to carry out marketing actions for an entrepreneur. In fact, thinking about your product and how to promote it is probably the first thing you do, as it is essential for your business model. But with marketing you specially work on the short-term relationship with customers, the most direct sale. If you want to maintain the relationship, you must be consistent with the way in which you communicate with the client. Take care of the tone, be consistent with the company's values... if you don't, it will be difficult for the business to prosper.

Do you want to learn more about the concept behind?

There are plenty of free courses on communication and marketing. To learn more, we recommend you consulting:

Course title	Objective	Author	Link
Marketing Digitally for Entrepreneurs	This course will teach you what you need to know about digital marketing to become a successful entrepreneur.	Marketing Digitally Erasmus Project	https://learning.marketingdigitally.net/
Community Manager	This course can teach you about key aspects of online marketing and e-commerce (digital marketing, marketing tools, etc.)	e-Comma Erasmus Project	https://ec.europa.eu/programmes/erasmus-plus/project-result-content/3df9db3b-2f7e-4ba9-ab75-be6e967be238/Community_Manager_TM01_Digital_Marketing_Tools_en_presentation.pdf http://www.e-comma.eu/resources.html#!acc=community-manager/accid=17584
Fundamentals of digital marketing	Learn the fundamentals of digital marketing and help grow your business or career.	Google Activate in collaboration with the Open University and IAB	https://learndigital.withgoogle.com/digitalworkshop-eu/course/digital-marketing

Promote a business with online advertising	Discover the online tools you can use to promote a business online, create your marketing strategy, and attract the right customers.	Google Actívate	https://learndigital.withgoogle.com/digitalworkshop-eu/course/promote-business-online
Creating a communication strategy	discover ways to identify your audience, build a communications strategy, measure your results, and adjust to feedback	LInkedin Learning	https://www.linkedin.com/learning/creating-a-communications-strategy

How digital tools can help you in communication and marketing?

There are a variety of digital tools that can help you to manage communication and marketing. On our platform, you can learn out the most interesting tools that can support you. To learn more, click on:
- Mailchimp
- Buffer
- Google trends
- Medium

Training badges

The most relevant tools within this area are:
- Mailchimp
- Buffer
- Google trends