



THE ~~MISSING~~ ENTREPRENEURS



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

Training path 0: Introduction – Video Transcription

Introduction to topic / Definition of topic

The phenomenon of digital entrepreneurship describes how start-ups or existing companies develop a digital business model or create, test and finally launch digital products or services on the market. Our training will give you an overview of the main digital tools and learning resources related to different important fields. So let's have a closer look!

Ideation

It all starts with collecting ideas and exchanging thoughts or working together in a cooperative way. Meanwhile, there are many different, creative methods to foster ideation in order to shape your vision and your business.

Minimum Viable Product

The Minimum Viable Product is one of the core steps for the validation of a business idea. It allows you to gather feedback from the market on a specific product or service before developing the final version.

Launching

Successful product launching allows entrepreneurs to build awareness and credibility for the new product or service and the company itself. It can lead to a larger customer base and thus increase the success of your business.

E-commerce and digital business models

The implementation of an e-Commerce system improves the competitiveness and reputation of the business. Currently, almost every person in the world has access to the internet, so having an e-Commerce platform will help you to expand your customer base.

Business plan and analytics

Business Plan and analytics gives entrepreneurs and business owners the ability to lay out their goals and track their progress. It is important because it helps with critical decisions, the visibility of your business; set objectives, reduce risk and more.

Project management

Project management skills help entrepreneurs and businesses to define goals, set strategies, and get maximum return by using the minimum resources. Project management is essential to keep your team focused and motivated too.

Invoicing, accounting and payroll

Business owners need a reliable accounting application that allows them to download transactions and balance their accounts. Choosing the right accounting software is an important step for any business.

Branding

With a well-prepared branding strategy, you can for example promote your company and raise awareness for your services and products, stand out from other competitors and help your customers to know what to expect from your business.

Communication and marketing

Marketing and communication are both important for selling activities. Decide what you want to explain to your customer, set up a strategy and be real and consistent with your plans!

Training path 1: Ideation– Video Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

Ideation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and many other ideation techniques.

Why this topic is relevant for entrepreneurs?

Creative tools can support motivation in the conception and design phase. Among many benefits, such as strengthening team collaboration in the beginning stages, Ideation has two main goals:

- Collecting ideas about how to improve your product
- As well as improving the customer experience and brand loyalty

What kind of tools are included in the topic?

We would like to give you an insight into the most popular tools for promoting ideation through our training. Therefore, we have prepared a selection for you.

- Popplet is perfect for beginners to start collecting their ideas and thoughts.
- Padlet is a digital bulletin board that can be used as a team.
- Miro is an online whiteboard which enables real time and asynchronous collaboration.
- IdeaFlip helps you to organize ideas and thoughts through editing and managing sticky notes.
- With Mindmeister you can easily build mind-mapping digitally.
- Adobe Fresco is a drawing and painting program and great for the advanced creatives.

What skills can be acquired with our trainings?

All six introduced tools support the users creativity and Creative Thinking process, helps to develop management skills and promotes different ways to work as a team.

Training path 2: MVP– Video Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

The minimum viable product is the first version of a product or service that has essential features, which is thus sufficient to be used and validated by the first consumers.

Why this topic is relevant for entrepreneurs?

The Minimum Viable Product is one of the core steps for the validation of a business idea. It allows you to gather feedback from the market on a specific product or service before developing the final version.

In this way, you will cut on costs and understand whether the market needs your product, or service.

What kind of tools are included in the topic?

Through our training, we want to give you a peek into the most popular tools that can help you design and develop your Minimum Viable Product in the digital field.

Among the others, you will get an overview of:

- Figma, Justinmind, Thunkable, useful tools for the creation of a Minimum Viable Product of a website, platform or app;
- Similarweb, which enables you to get an insight on what your competitors are doing, what are the trends of your market area;
- Hotjar and Usersnap allow you to gather direct and indirect feedback from you customers

What skills can be acquired with our trainings?

With our training on MVP, you will understand the basic concepts behind MVP, popular examples, the main resources that you need to build one.

The main skills addressed are creativity, prototyping, web development and market analytics.

Training path 3: Launching – Video Transcription

Introduction to topic / Definition of topic

Launching refers to putting into operation something new, such as a product or a service.

Planning and executing a well-timed, memorable launch are key to bring your product to the attention of your potential customers.

Why this topic is relevant for entrepreneurs?

Successful product launching allows entrepreneurs to build awareness and credibility for the new product or service and the company itself. It can lead to a larger customer base and thus increase success of your business.

What kind of tools are included in the topic?

In our training we want to help you to learn on the most popular and useful digital tools that can support you in launching your products or services.

Among others, you will learn about:

- NameRobot which is a website that helps to find the best name for your business or product.
- Product Hunt which is a digital community to showcase your products and business ideas.
- Google Workspace which is a collaboration platform that facilitates the management of your business launch.
- WordPress which is a free tool to create your business websites.

What skills can be acquired with our trainings?

With our trainings, you will learn how to launch a product or service using the right tools to optimize your time and get the best outcomes.

Thus, you will acquire and improve your skills in areas such as creative thinking, project and operations management, teamwork, and even web development.

Training path 4: e-Commerce – Video Transcription

Introduction to topic / Definition of topic

e-Commerce is the activity of electronically buying or selling products or services over the Internet.

Without doubt, you have heard or even bought products through very popular and successful e-Commerce platforms, such as Amazon, eBay or Just-Eat.

Why this topic is relevant for entrepreneurs?

The implementation of an e-Commerce system improves the competitiveness and reputation of the business.

Currently, almost every person in the world have access to internet, so having an e-Commerce platform will help you to expand your customer base.

Digital marketplaces allow entrepreneurs to have a faster and simplified selling process. It helps to reduce costs, to enhance the flexibility for costumers and to make a quick response to market demands.

What kind of tools are included in the topic?

In our training we want to help you to learn on the most popular and cheap digital tools that can support you establishing the e-Commerce.

Among others, you will learn about:

- Shopify which is a cheap platform that allows you to set up an online store
- eBay, Amazon or AliExpress which are e-platforms that facilitate consumer-to-consumer and business-to-consumer sales through their websites

What skills can be acquired with our trainings?

With our trainings, you will get the knowledge on e-Commerce, and you will learn how to set-up digital business and manage commercial transactions with the use of Internet.

This way, you will improve your skills in digital marketing, project and operations management and web design and management.

Training path 5: Business Plan and Analytics– Video Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

Brief description of the topic. 2 short sentences.

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. It will help you increase sales, reduce costs and improve your business!

Why this topic is relevant for entrepreneurs?

Clear explanation of why this topic is relevant for entrepreneurs and what are the benefits for business.

Business Plan and analytics give entrepreneurs and business owners the ability to lay out their goals and track their progress. It is important in order to:

- to face critical decisions;
- to prove the visibility of your business;
- to set objectives and benchmarks;
- to secure financing and reduce risk.

What kind of tools are included in the topic?

A brief explanation of what the learner will learn without trainings on this topic.

You will find a variety of digital tools that will help you to manage Business Plan and Analytics.

Here are some examples:

- LinkedIn, so you can create your professional profile and promote your business;
- Hootsuite, where you can develop essential social marketing skills;
- Enloop, in order to create a complete business plan with text and financial forecasts.

What skills can be acquired with our trainings?

Brief explanation of what knowledge, skills and competences will be acquired with our trainings.

With our trainings, you will improve your knowledge of Business Plan and Analytics, and how to grow your business, through multiple tools with different difficulty levels. Therefore, you will acquire and improve your skills in data analytics, projects and operations management, finances, networking, communication, market analytics, among others.

Training path 6: Project Management – Video Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

Project Management refers to the process that guides the work of a team to achieve all project objectives within specific parameters.

No matter what the industry is, every project needs a plan that outlines how things will start, will be built, and will be completed.

Why this topic is relevant for entrepreneurs?

Project management is important because it provides the motivation, leadership and removal of obstacles that helps teams achieve company goals and increase revenues.

Basic project management skills could help entrepreneurs and business include defining goals, setting strategy, and outlining actions.

It helps the organizations to get maximum return by using the minimum resources.

What kind of tools are included in the topic?

In our training we want to help you to learn on the most popular and useful digital tools that can support you in project management.

Among other, you will learn about:

- Trello: a visual tool for organizing work and life.
- Monday: a tool where teams create workflow apps in minutes to run their processes, projects, and everyday work.
- Clickup: an app that organises all tasks, docs, chat, goals and more for project management.

What skills can be acquired with our trainings?

With our trainings, you will learn how the project management and the use of the right tools will optimize your time and get the best outcomes.

This way, you will acquire and improve your skills in areas such as project and operations management, teamwork, and even web development.

Training path 7: Invoicing, accounting, and payroll – Video Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

The invoicing, accounting, and payroll involves all aspects of calculating and paying compensation to employees.

The outcome of this process is documentation of the expenses associated with all types of benefits, as well as timely payments to employees and external providers.

Why this topic is relevant for entrepreneurs?

Choosing the right accounting software is an important step for any business to ensure them to have cost-effective, and easy to use option.

Business owners need a reliable accounting application that allows them to download transactions and balance their accounts.

What kind of tools are included in the topic?

In our training we want to help you to learn on the most popular and useful digital tools that can support you in invoicing, accounting, and payroll activities.

Among other, you will learn about:

- Stripe: Software allowing to build economic infrastructure such as online payment processing solutions.
- Waveapps: A tool useful to create accounting reports, create and send invoices, manage personal finances.
- Factorial: Human Resources software that has many features such as payroll summary, HR reports, time tracking or time off manager.

What skills can be acquired with our trainings?

With our trainings, you will learn how the invoicing, accounting, and payroll and the use of the right tools will optimize your time and get the best outcomes.

This way, you will acquire and improve your skills in areas such as finances, and project and operations management.

Training path 8: BRANDING – Video Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

Branding is the process of defining, building and managing a brand. The objective of branding is to manage the process of a brand so that it is placed in the minds and hearts of consumers.

Why this topic is relevant for entrepreneurs?

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

What kind of tools are included in the topic?

In our training we want to help you to learn on the most popular and cheap digital tools that can support you in your branding

Among others, you will learn about:

- Canva, to create social media materials among others.
- Grammarly, a fantastic tool for spelling and grammar corrections.
- Photoshop, to edit images.
- Illustrator, to create logos and vectors.

What skills can be acquired with our trainings?

With our training, you will gain knowledge on branding, and you will learn how to create your brand with good images and good communication skills.

Training path Communication and marketing : 8 – Video

Transcription

Please remember that when recording your video, you should not speak fast and leave 3-5 seconds between topic and topic (to leave enough time for the topic title appearance).

Introduction to topic / Definition of topic

Marketing is the discipline that deals with the relationship between your company, your public and the market. It has a very clear final objective: sell more.

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

Why this topic is relevant for entrepreneurs?

Both, marketing and communication are indispensable for selling activities. If you have a product but you don't work on marketing and communication, it will be very difficult to commercialize it. Decide what you want to explain to your customer and be real and consistent with your plans!

What kind of tools are included in the topic?

In our training we want to help you to learn on the most popular and cheap digital tools that can support you; with your marketing and communication strategy..

Among others, you will learn about:

- Mailchimp, a direct marketing platform focused on email marketing.
- Buffer, a social media planner.
- Google trends, a useful tool for research.
- Medium, a blogging and content platform.

What skills can be acquired with our trainings?

With our trainings, you will gain knowledge on marketing and communication, and you will learn different tools to create your marketing and communication materials and strategy.

This way, you will improve your skills in digital marketing, design and content management.