

THE ~~MISSING~~ ENTREPRENEURS



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Content Template to be done for each Tool



Link to the Tool:

<https://www.popplet.com>

Description

Popplet is open and free to use. You can collect your first ideas and share them with others. You will learn how you can present your content in Popplet and collect your ideas and thoughts with text, images, video, drawings and draw the relations between each other. The presentation mode is rather unusual for a mindmapping tool, but very practical. Popplet is easy to use and ideal for beginners. You can use it for different and creative purposes. Whether it is in the classroom with your students or for ideation, brainstorming and creating ideas for your new business.

TOP 3 Functionalities (only free ones)

Title. <i>Max 10 Words</i>	Description . <i>Max 30 Words</i>
Creating New Popplets	After the registration you can create a new popplet. This will be your wall to share. You have to give it a name and a background color.
Editing Popples	With a double click a popple pops up, which can be easily edited and filled with content. You can insert images, videos, change the color, and much more.
Share Popplet	With the "Share" button a popplet can be made publicly visible, also on Facebook and Twitter. Using the "add collaborator" button it's possible to share it with other people, who need to have an account too.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=HdGbELqalYk	Popplet Tutorial	Rachel Mandel	Here you will learn basically how to use Popplet.
https://www.youtube.com/watch?v=V-DPJ1szYTk	Popplet - How to use the App	Oliver Tompkins	In this video you will learn how to use the Popplet Application on your Smartphone.

Other Resources

Link	Title	Author	Description
https://www.popplet.com/blog/tutorial-getting-started-all-about-popples	Tutorial: Getting Started – All About Popples	By Gary Darling	Here you will learn everything about popples and how to edit them.

Competences acquired (check the list of skills done by AMARIS)

Creativity, Prototyping, Teamwork, Communication

Difficulty level

Basic

Practice your skills

Imagine you have to organise an event. The event should have a certain concept. Now you have to think with your colleagues about what you must be careful not to forget. The invitations, the food, and so much more. To collect all of this, you can brainstorm together with your colleagues and create a popplet first and also add useful links from website or even inspirational pictures as a reference for the event.

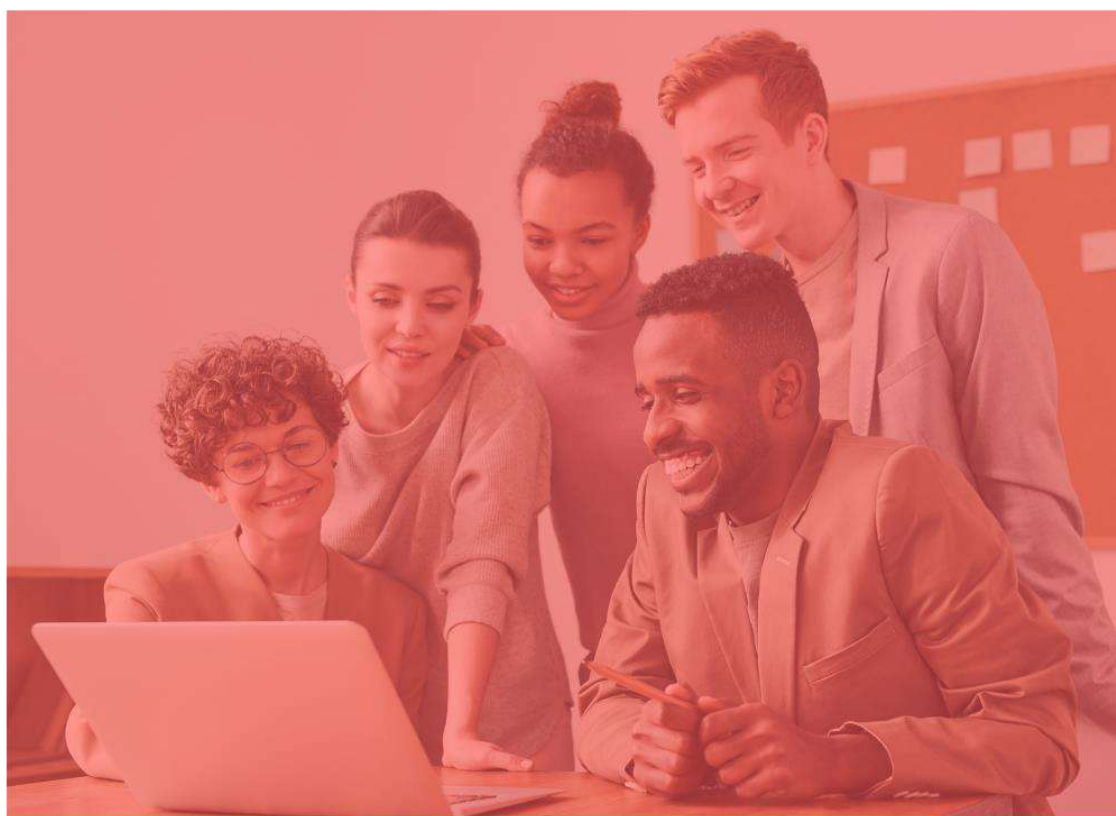
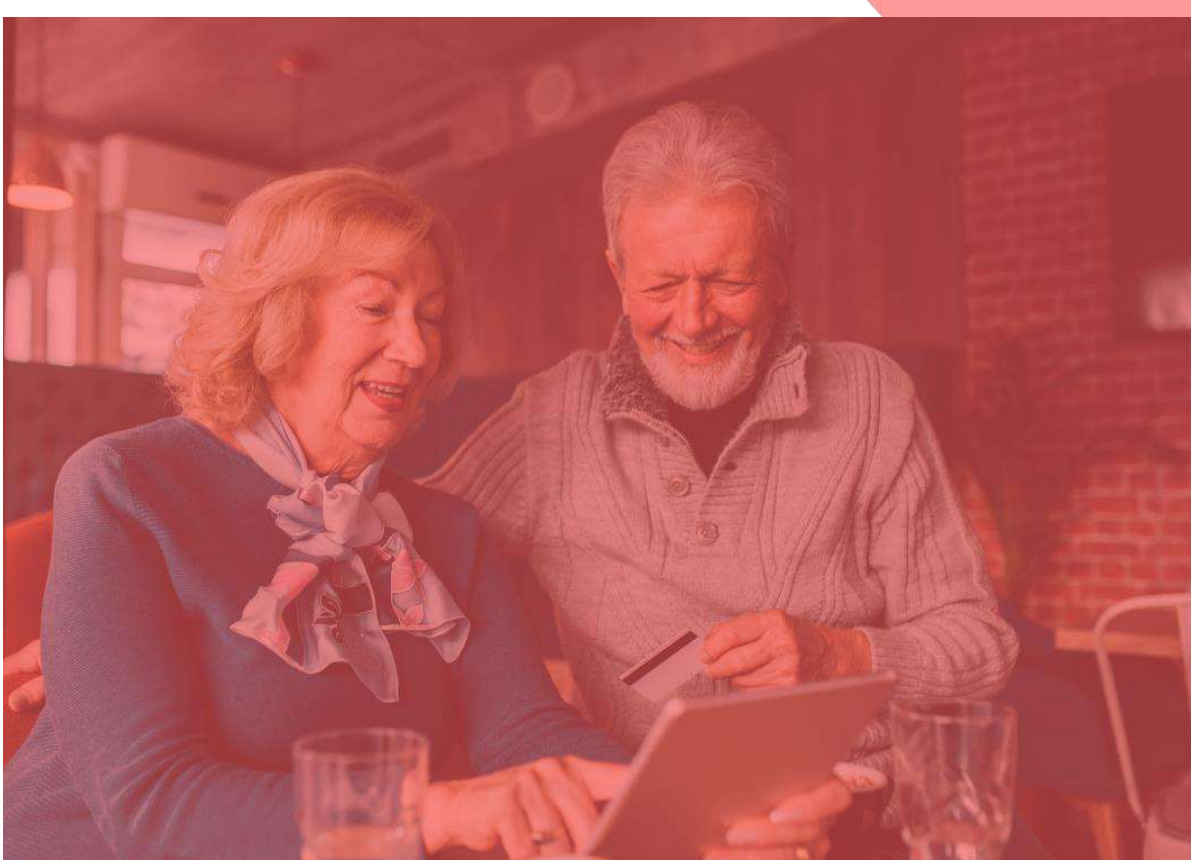
Quizz (Write the correct answer in green):

Q1: Can you share your Popplet on Facebook too?

- Yes
- No

Q2: How are the little boxes called?

- pepples
- papples
- pipples
- popples



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Content Template to be done for each Tool



Link to the Tool:

<https://www.adobe.com/at/products/fresco.html>

Description

Adobe Fresco is a drawing and painting program. You can start with a free trial and upgrade to a paid version. It is perfect for people with artistic interest, who like to sketch their ideas and working process in a more creative way. Adobe Fresco has various brushes and other interesting functionalities you can use for designing your thoughts.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Brush Presets	Adobe Fresco allows you to use many different kind of brush types to simulate physical paintings.
Good alternative for Adobe Photoshop	Although there are some limitations, the main functions are similar to Adobe Photoshop, for example layer structures and importing pictures.
Creating animations	Adobe Fresco enables people to create their own animations frame by frame. An easy way to illustrate your own gif.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=hmcTp-GLkQ4	Adobe Fresco Tutorial for Beginners	Graph Desk	This online tutorial is a perfect start for the creative ones who want to start using Adobe Fresco.
https://www.youtube.com/watch?v=2RuDvTioQf4	10 Must know Adobe Fresco tips! 2020!	Print Me Some Color	This video shows you some incredible tips you need to know when using Adobe Fresco.

Other Resources

Link	Title	Author	Description
https://helpx.adobe.com/de/fresco/tutorials.html	Tutorials zu Adobe Fresco.	Adobe Fresco	On this website you can find a various list of videos that shows you how to get started with Adobe Fresco.

Competences acquired (check the list of skills done by AMARIS)

Creativity / Creative Thinking, Prototyping, Graphic design

Difficulty level

Advanced

Practice your skills

Adobe Fresco enables creative minds to let their thoughts run free. In this program you can create from advertising posters to small animations, as well as design campaigns and make drafts. The progress can be played back as a time-lapse generated by Adobe Fresco, which someone like an artist can post on social media for instance.

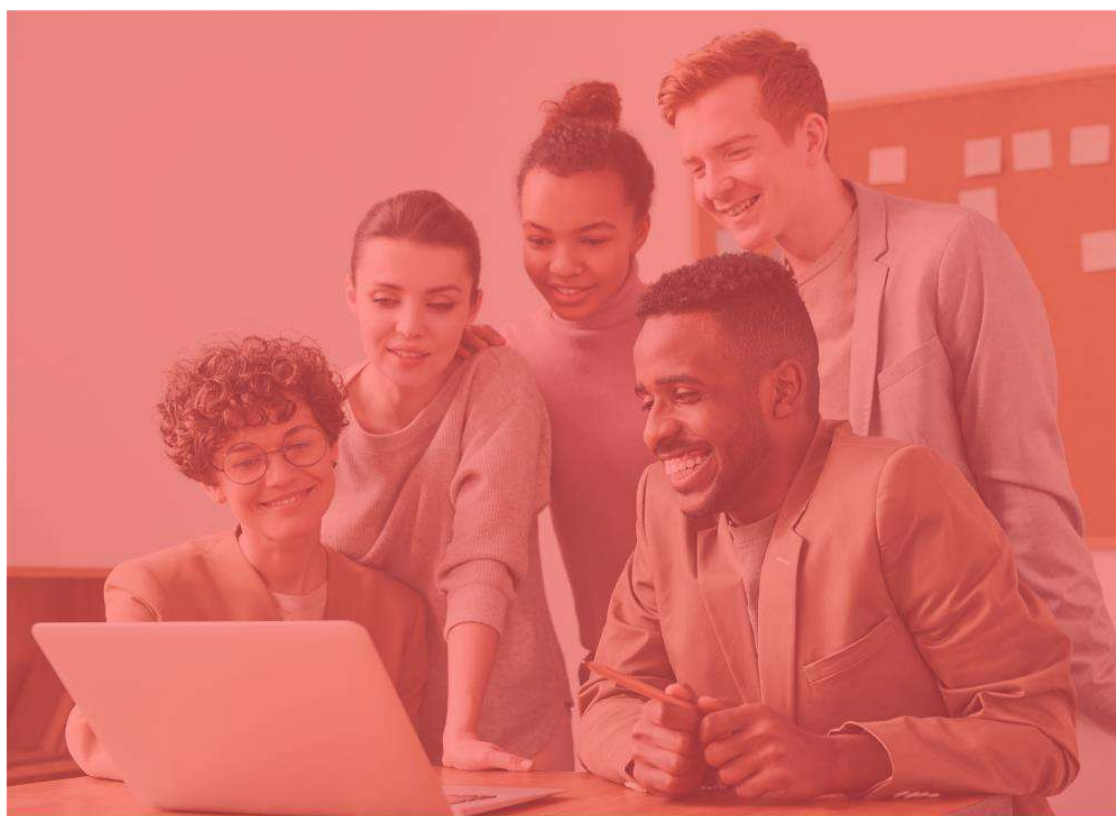
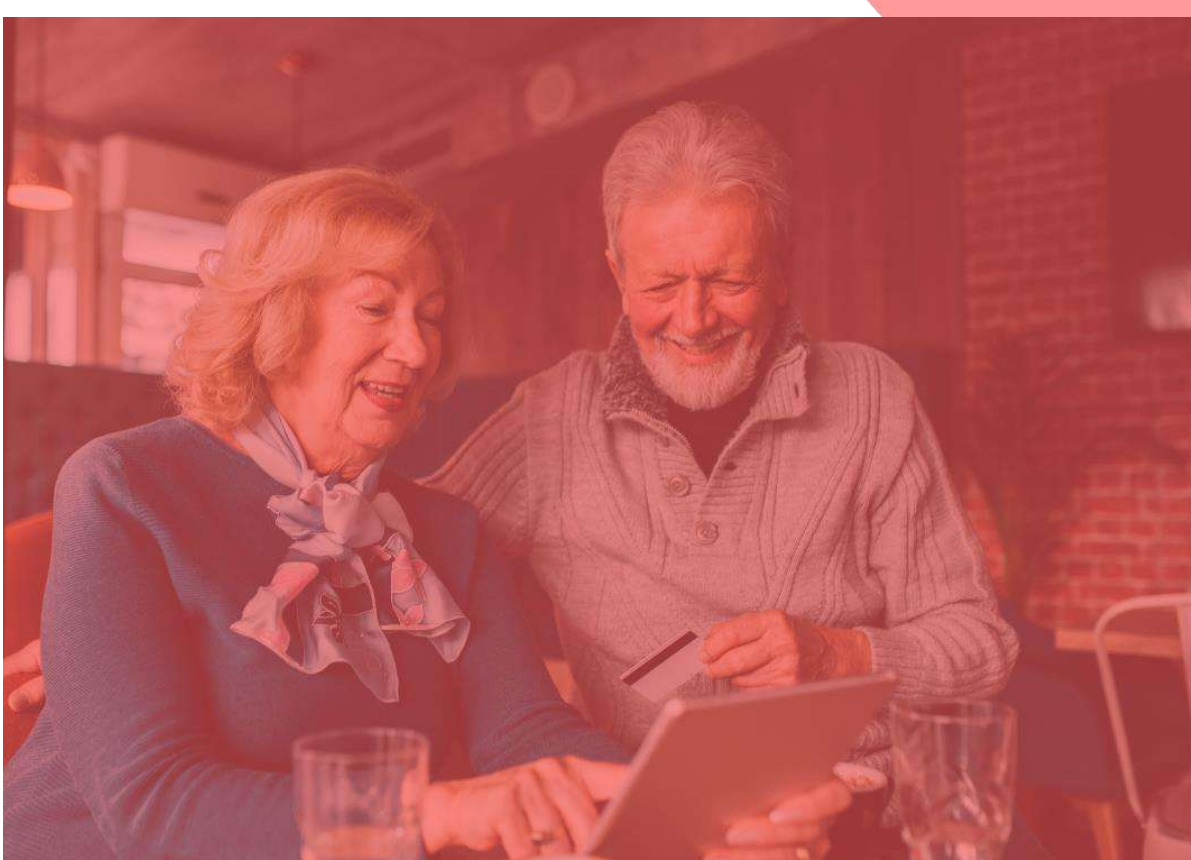
Quiz (Write the correct answer in green):

Q1: In what files can be the final artwork exported?

- Only as a fresco file.
- any file type, including as a photoshop file
- jpeg and png
- gifs only

Q2: Which is in the freemium included?

- the brush preset with the star is included in the freemium package
- 100 GB of the cloud storage
- Access to other Adobe Programmes
- 2 GB of the cloud storage and the freemium is time unlimited



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Content Template to be done for each Tool

IDEA FLIP

Link to the Tool:

<https://ideafliip.com/>

Description

Ideafliip let you create and edit sticky notes online together with your team. It helps you collect new ideas, organize your thoughts and visions, comment on them and vote on them. All you need to do is take post-its and then group them manually or connect them with either preset or freely drawn shapes.

TOP 3 Functionalities (only free ones)

Title. <i>Max 10 Words</i>	Description . <i>Max 30 Words</i>
Notes	You have many colorful sticky notes that can easily be edited.
Pre-designed templates	You can start with a blank side, or you can use one of many pre-designed templates.
Voting	Pre-designed stickers make it easier to vote on the best comments and notes.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=6_kNB-tFv7s	Ideafliip - Realtime brainstorming and affinity diagrams	IdeaFlip	In this video, you will learn how to do Realtime brainstorming and affinity diagrams with Ideafliip.
https://www.youtube.com/watch?v=mTvgBmN0VD8	Making use of the basics	IngeniousPeoplesKnowledge	In this video, you will learn how to make use of the basics functionalities of Ideafliip.

Other Resources

Link	Title	Author	Description

Competences acquired (check the list of skills done by AMARIS)

Creativity / Creative Thinking, Product service development, Teamwork

Difficulty level

Basic

Practice your skills

You would like to do a SWOT analysis with your colleagues. Consider what are the Strengths, Weaknesses, Opportunities and Threats in your business. Idealflip has a predefined template that you can use to do this in real time and online.

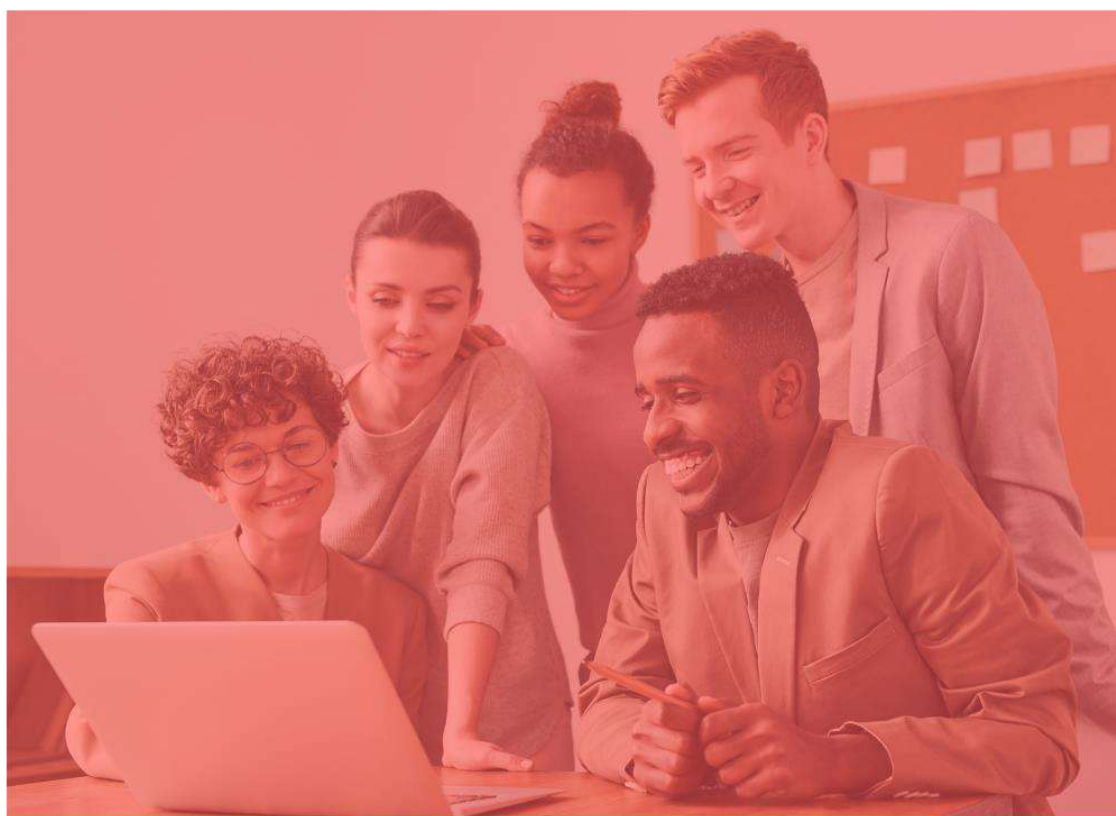
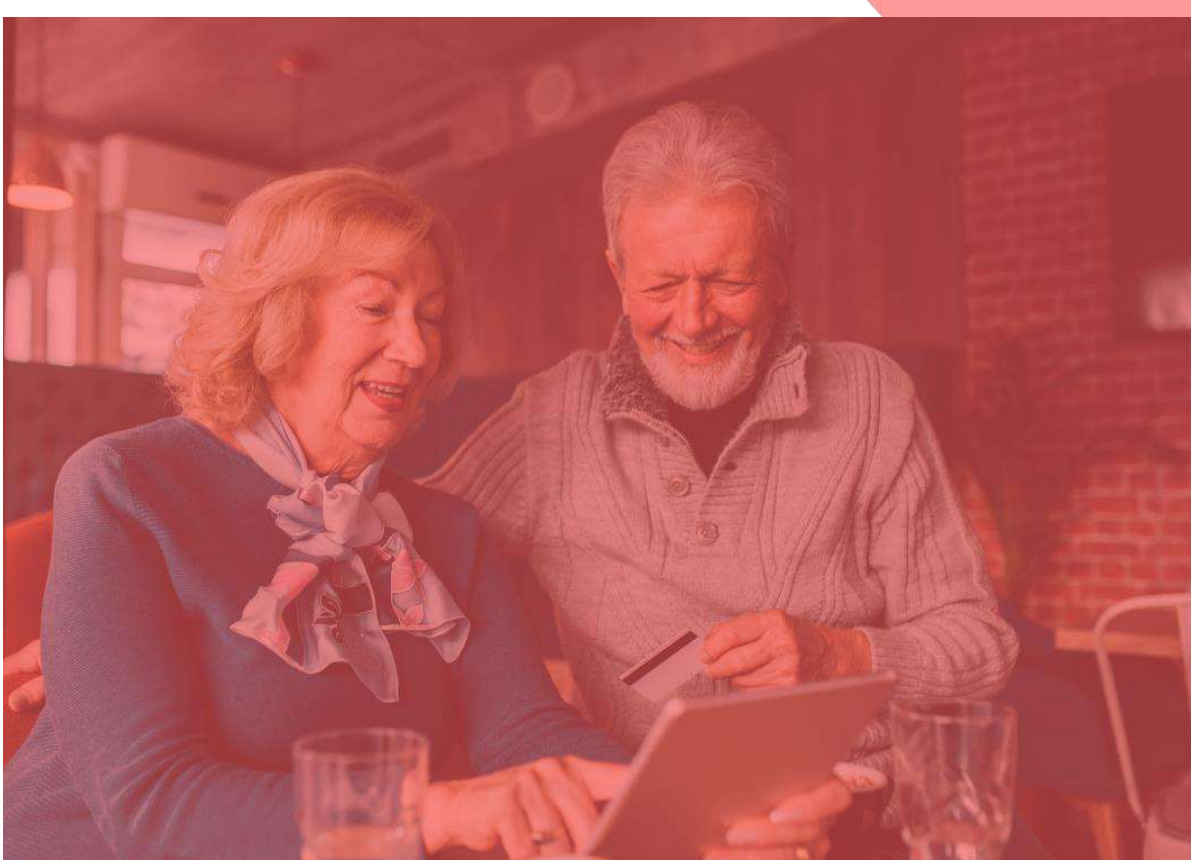
Quizz (Write the correct answer in green):

Q1: Idealflip allows you to

- share your sticky notes publically
- **vote on each others notes**
- insert another board to this

Q2: Does Idealflip has pre-designed templates?

- **Yes**
- Maybe
- No



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Content Template to be done for each Tool



Link to the Tool:

<https://www.mindmeister.com>

Description

With Mindmeister you can build mind-mapping digitally. All you need to remember are 2 key combinations that will let you create new branches as well as new subcategories. You will learn how to insert and also change the content, color code as well as insert emojis or even videos to make the whole thing more attractive. Thus, you'll turn boring mind maps into something more visually appealing masterpiece.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Themes	You can choose of the pre-designed themes. There are many you can select on the toolbar.
Action Items	You can apply action items like media, documents, comments to the notes.
Layout and Style	You can easily edit and choose different layouts to customize your map to your needs and topic.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=LK031sB5sb8	Introducing MindMeister: First look at the new map editor	Mindmeister	This video is an introduction to MindMeister providing you a first look at the new map editor.
https://www.youtube.com/watch?v=VHgU9mv9mD4	How to use Mindmeister	Daulat Hussain	In this video you will learn how to use Mindmeister.
https://www.youtube.com/watch?v=mgp20KuenE4	MindMeister for Startups	Biggerplate	This video explains how MindMeister can be used for Startups.

Other Resources

Link	Title	Author	Description

Competences acquired (check the list of skills done by AMARIS)

Creativity / Creative Thinking, Project and operations management, Teamwork

Difficulty level

Basic

Practice your skills

You have a new team and a challenging new task. To visualize the whole thing in a better way, you use Mindmeister to create a mind-map to talk about roles, responsibilities and task distribution. So you create it in a more attractive way, instead of listing these points on a boring document.

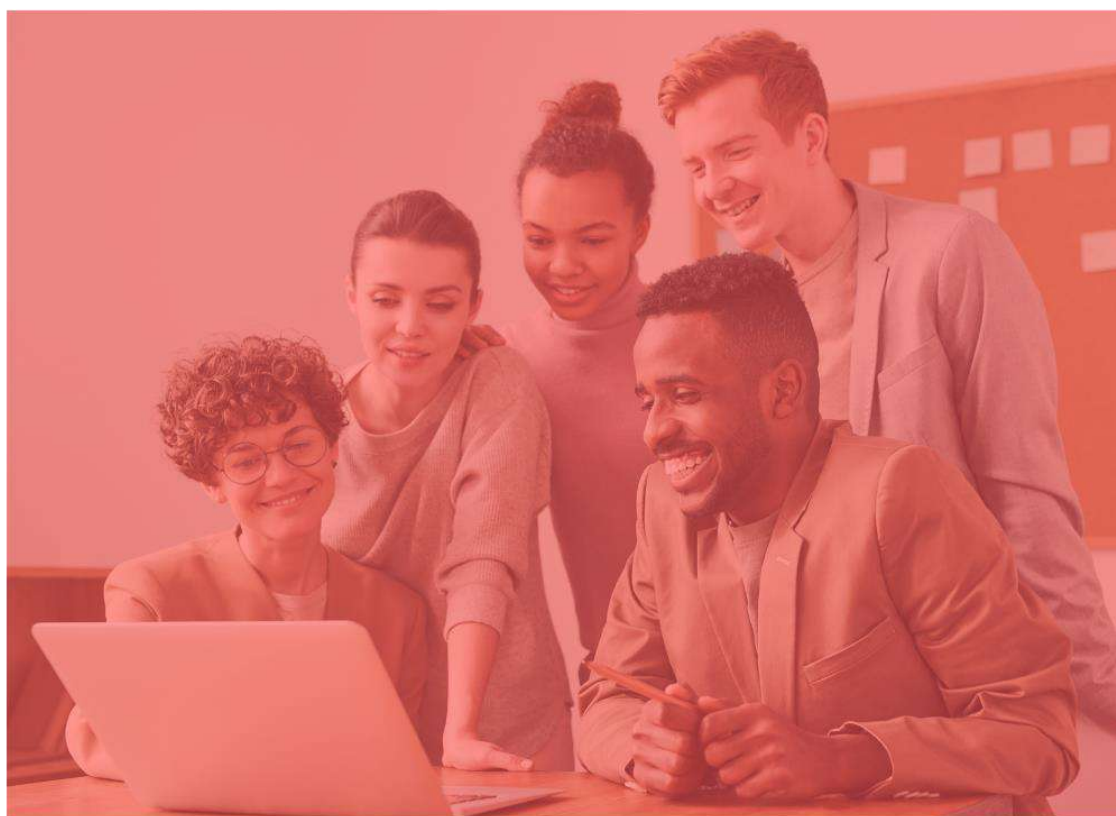
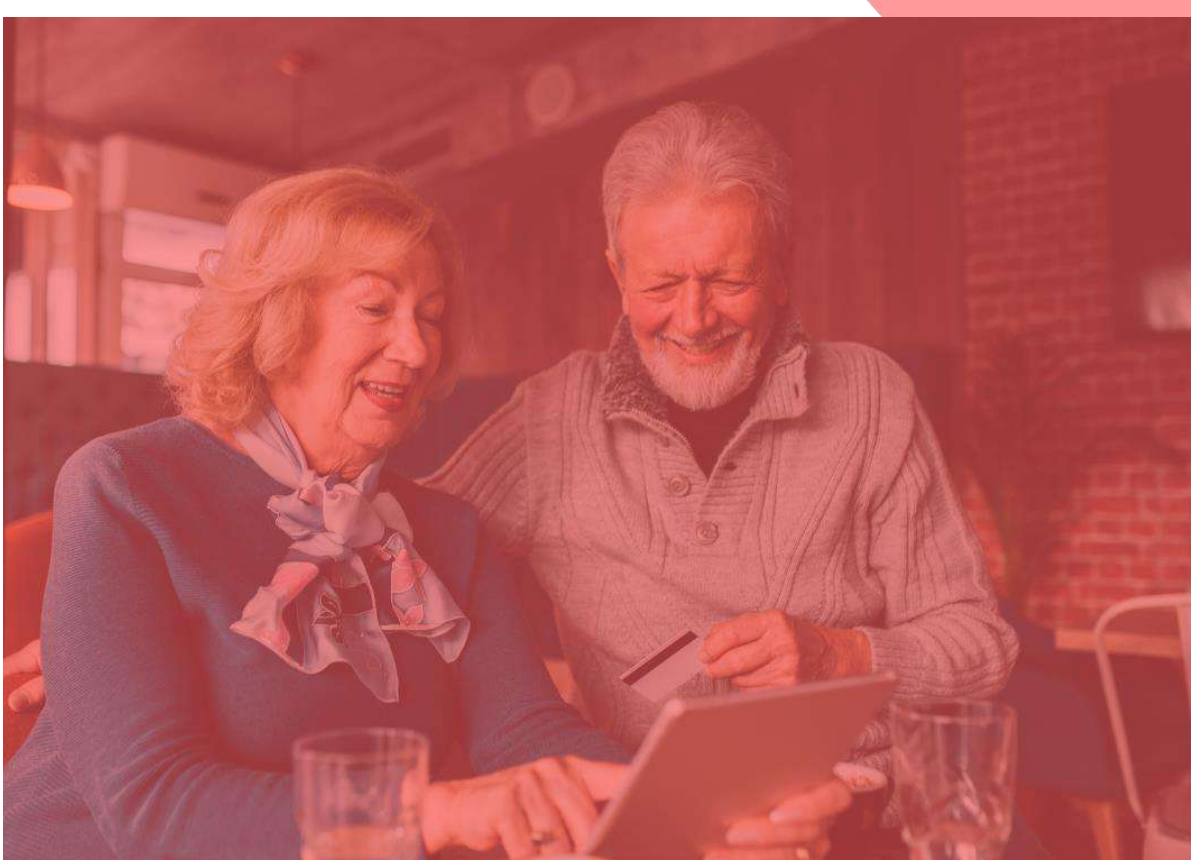
Quiz (Write the correct answer in green):

Q1: Mindmeister is a

- strategy building tool
- **mind-mapping tool**
- feedback tool

Q2: How many key combinations are necessary to start with Mindmeister?

- 1
- **2**
- 3
- 4



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Content Template to be done for each Tool



Link to the Tool:

<https://miro.com/>

Description

Miro is an online whiteboard, which is actually very multifaceted. You may already know that a whiteboard can be very helpful for working in teams or project groups. Here you learn how to collaborate with your teams in real time, but also in an asynchronous way. Whether for brainstorming, project management or meetings, you can use Miro in various ways. On the whiteboard, you can make drawings, add virtual post-its, draw shapes and arrows, and so much more.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Connection to Google	Miro board is directly connected to the Google image search, which makes it easy to include pictures from the internet.
Many templates	There are many pre-designed boards that you can simply use as a template.
Active collaboration	Miro can be easily shared with others, which don't need to create an account. And you can see who's actively working on the board.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=aHkUlyUEX&list=PLmiHe0R4hbzRbpqJVs2HlInjhrTeiDVSE&index=3	How to create content in Miro	Miro	This video explains how to create content in Miro.
https://www.youtube.com/watch?v=uEf3cwlRHJA&list=PLmiHe0R4hbzRbpqJVs2HlInjhrTeiDVSE&index=4	How to collaborate in Miro	Miro	In this video you will learn how to collaborate in Miro.
https://www.youtube.com/watch?v=ynxou4zwwA&list=PLmiHe0R4hbzRbpqJVs2HlInjhrTeiDVSE&index=5	How to move around a board in Miro	Miro	This video explains how to move around a board in Miro.

Other Resources

Link	Title	Author	Description
https://www.youtube.com/channel/UCfhGfgBKDcFI74bBJ9yjLDQ	Miro - Official Channel	Miro	It is the official Youtube Channel of Miro with a lot of tutorials and how-to videos.

Competences acquired (check the list of skills done by AMARIS)

Project and operations management, Teamwork, Creativity,

Difficulty level

Intermediate

Practice your skills

Let's say you and your colleagues are working in different locations. However, an important online course is coming up that needs to be planned and coordinated among you all. So you decide to use Miro and set up an online whiteboard. You invite your colleagues to work on the same whiteboard at the same time. In addition to writing down various topics, you also collect links and photos that are helpful to visualize the content of the course.

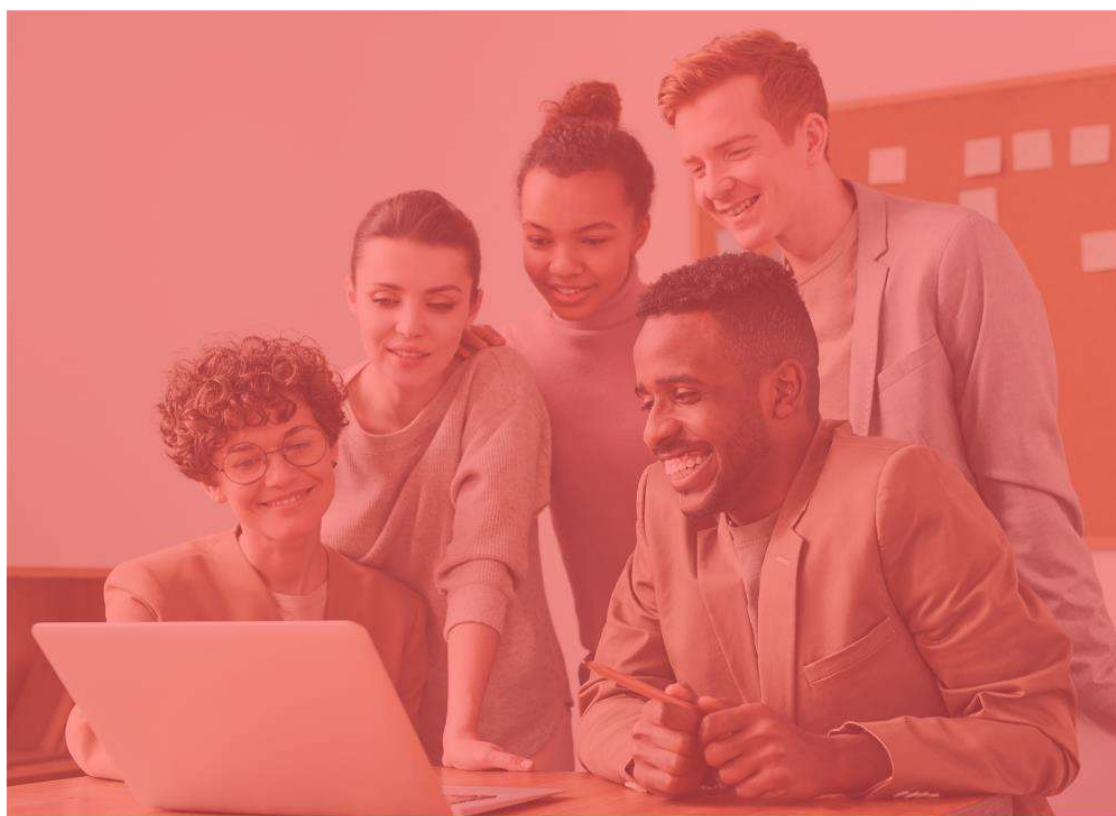
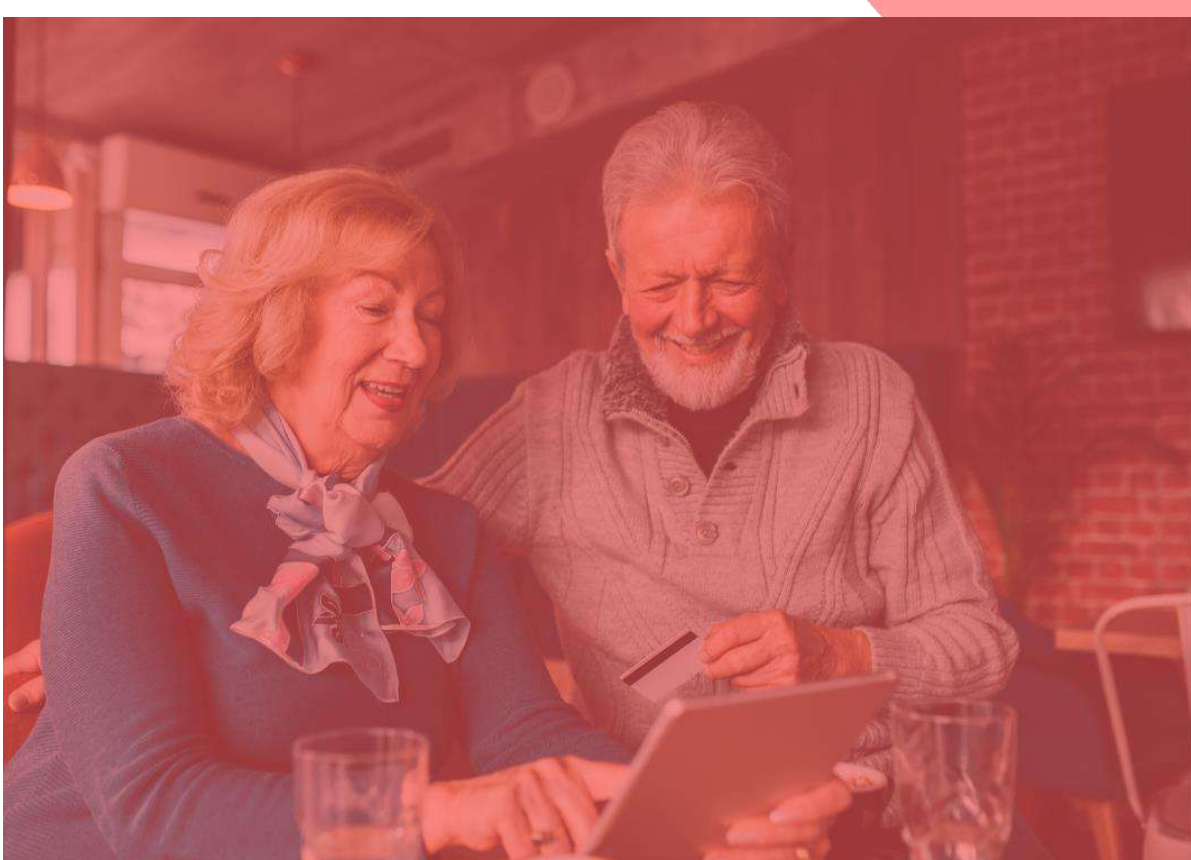
Quizz (Write the correct answer in green):

Q1: Miro is a

- digital window
- digital whiteboard
- digital space

Q2: Miro can be used

- asynchron
- realtime
- asynchronous and real time.



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Content Template to be done for each Tool



Link to the Tool:

<http://www.padlet.com>

Description

Padlet is perfect to use for interactive teamwork. It is a digital bulletin board that allows you to include images, texts, drawings and links. Padlet offers some predefined templates for beginners, which you can use right away. Besides, you can chat with the participants while you work together on your digital pinboard. You can easily customize the title, layout, as well as private settings.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Adding Boxes	In this box you can enter text, insert links, add audio or video clips, drag in documents.
Approve Posts	As moderator of Padlet you have the option to approve each post before it appears on the page to have control over the content.
Privat vs Public Share	The padlet can be made private or public. With a link or QR code you can access the padlet. You can also protect it with a password.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=U3P5QySmLeU	Introduction to Padlet	Padlet	A quick introduction to Padlet to learn how to easily set up a board and share it with others.
https://www.youtube.com/watch?v=1wl2awEEx10	Padlet Examples and Ideas	21st century education by Katie	It shows you different ideas for Padlet.
https://www.youtube.com/watch?v=OPkq5q8nRbM	Padlet Tutorial - How to get started Guide	Evgenii Permiakov	This video explains how to invite other people and how to moderate online discussions.

Other Resources

Link	Title	Author	Description

Competences acquired (check the list of skills done by AMARIS)

Creativity / Creative Thinking, Teamwork, Prototyping

Difficulty level

Basic

Practice your skills

Let's say you have a project and want to make a nice division. In doing so, you create a list with the names of your colleagues on it. Then you create individual cards with the most important to-do's for this project. Afterwards you invite your colleagues to this padlet board and discuss this arrangement with them. You and your colleagues can move the cards back and forth and add more cards if needed.

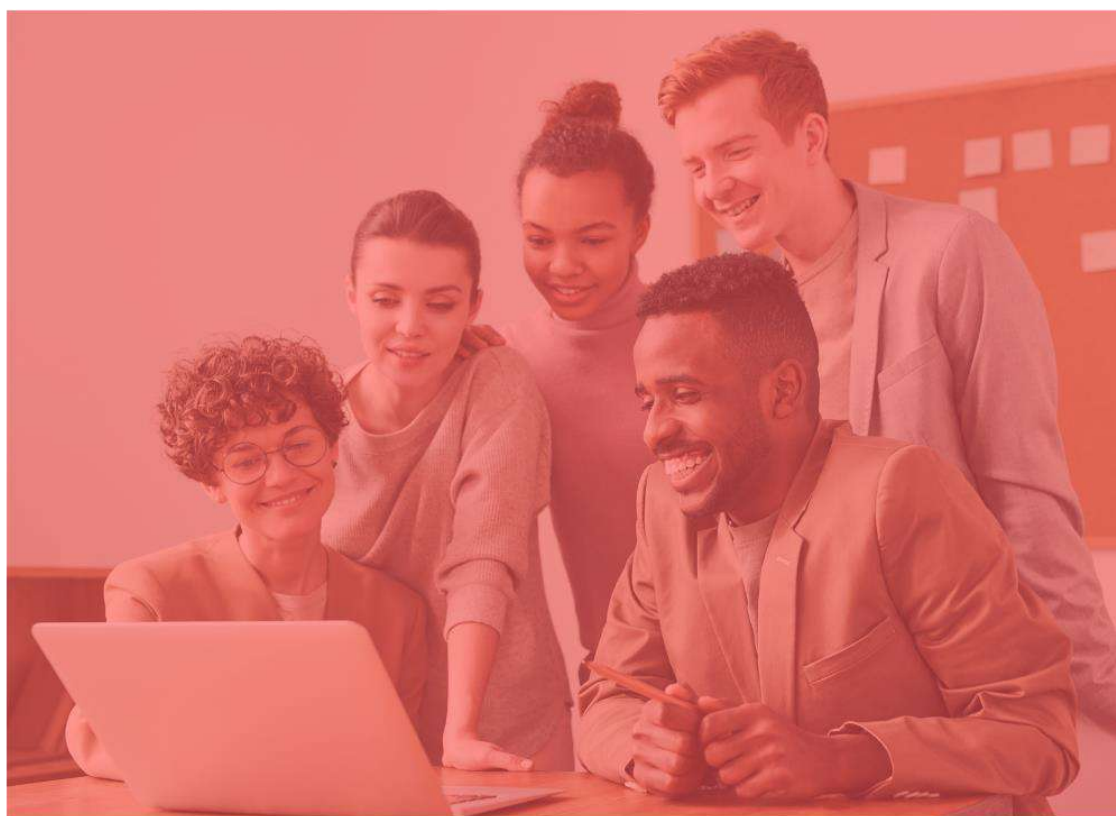
Quizz (Write the correct answer in green):

Q1: What can't you upload on Padlet?

- Text
- **Programs**
- Images
- Links

Q2: Write your question here

- Answer 1
- Answer 2
- Answer 3
- **Answer 4**



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Minimum Viable Product Tools



[Link to the tool](https://www.figma.com)
www.figma.com

Description

Figma is a web-based graphics editing and user interface design app. The tool is useful for a number of graphic design works: from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts.

Figma can be used online, easily accessible. Cloud Storage is available. All unsaved files are automatically saved in drafts.

The tool is useful for team collaboration, it is possible for more editors to work on a project at the same time. Editors can also comment directly, allowing remote discussion.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Design made easy	With a modern pen tool that allows drawing in any direction; the arc tool allows instant arc design; with OpenType you can easily customise fonts.
Intuitive build and interactions	Buttons can resize according to the text size inserted and items of lists can be easily rearranged in a single click..
Plugins	There are different components that you can take advantage of, such as: Stock imagery , flow diagrams , colour accessibility , charts , icons

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/Figmadesign	Figma official Youtube channel	Figma	This playlist guides you through the key features of Figma, from design process, prototyping and the design of a mobile app.
https://www.youtube.com/playlist?list=PLFW6ct83_wC_N-IrrU60IH4G0dV6u1B4n	Learn Figma for UX/UI Design master course	Self Study Space	These tutorials allow you to learn the essentials of using Figma: - Fundamentals of Figma. - How to get a Figma project started. - How to add content to your design project by working with frames. - Learn about creating and editing shapes, drawing, adding and formatting text. - Learn how to create a prototype, share designs using the collaboration features.
https://www.youtube.com/watch?v=Gu1so3pz4bA&ab_channel=DesignCourse	The Figma 2021 Crash Course by Example	DesignCourse	The video covers the following topics on Figma, using practical examples: - offer from Scrimba - Navbar

			- Hero Section - Finishing the Home Page - "Our work" Page - Prototyping - Hover Interaction - Smart Animate

Other Resources

Link	Title	Author	Description

Competences acquired

#productservicesdevelopment #prototyping #creativity

Usability level (difficulty level)

Intermediate

Practice your skills:

You are presenting your brand-new e-commerce app to your stakeholders.

Using Figma, design:

- App home page
- Sign-up page
- User profile

In creating these elements, use images, shapes and illustrations

Quizz (Write the correct answer in green):

Q1: What is the name of the tool for creating working pages in different platforms?

- Line
- **Frame**
- Star
- Pen

Q2: Which of these shapes is not available in the Figma menu?

- Rectangle
- Polygon
- Star
- **Heart**

.bubble

Link to the tool

www.bubble.io

Description

Bubble is a development platform that does not require coding, a visual programming language. It enables non-technical people to build web applications without needing to type code. You can draw the interface by dragging and dropping elements onto a page and defining workflows to control the logic. Bubble's vision is to make hand-coding for web applications largely obsolete.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Drag and drop editor	That allows you to easily build most apps, including marketplace-type solutions for any industry, brokerage portals, invoicing and/or scheduling software, customer support portals for physical businesses.
Visual workflow editor	To add actions to events (specific elements triggered by the user) e.g., when a page button is clicked, the page pops up.
Community support	Bubble offers a forum where you can open discussion topics, exchange and submit ideas, and talk to other users.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/BubbleIO/featured	Bubble official youtube channel:	Bubble	This broad video series guides you through Bubble's use and functionalities: from easy onboarding videos, discovering fundamentals to quick tips and a step-to-step guide to building your own app.
https://www.youtube.com/playlist?list=PLCXsjZf1gLSLaF_7ZH0nyvwnmS4JHEgXN	Bubble beginner's guide	zeroqode	It is a step-by-step Bubble guide and feature introduction.
https://www.youtube.com/watch?v=6OKVj1A9OcY&ab_channel=CoachingNoCodeApps	In-Depth Bubble.io Tutorial: How to Build ANY Type of App Without Code on Bubble	Coaching No Code Apps	This video will teach you: -What core set of features you need in your Bubble app -How to build those features using Bubble.io (formerly Bubble.is) -How to customise them in your own no-code app, no matter what market or niche it's for. This tutorial covers the basics so you can get started right away. After watching this video, you'll understand what you can accomplish with Bubble, plus how to build the core features of your Bubble app.

Other Resources

Link	Title	Author	Description
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https://bubble.io/academy	Bubble Academy. Link to videos, manual and coaching	Bubble	Learning resources offered directly by Bubble. They cover the need for basic skills, such as navigating the platform, to more advanced features.
https://bubble.io/blog/get-started/	Get started with Bubble in 10 days	Bubble - Vivienne Chen	This guide is for people who are new to the idea of building a web application. Following the 10-day tutorial you will be ready to launch your app.

Competences acquired (check the list of skills done by AMARIS)

#productservicesdevelopment #prototyping #webdevelopment

Usability level (difficulty level)

Intermediate

Practice your skills:

You have just opened a new restaurant. Create the basics of your own app to deliver food using Bubble.io:

- Create a login/signup page including an image and text, personalise the background and the signup button.
- Create a page where food options are displayed.

Quiz (Write the correct answer in green):

Q1: What can you do with Bubble.io?

- Create marketplace
- Create social networks
- Create CRM
- All of the above

Q2: Which of the following functions in Bubble's editor allows you to design user interaction?

- Design
- Workflow
- Data
- Settings

balsamiq®

[Link to the tool](#)

www.balsamiq.com

Description

Balsamiq is a web-based user interface design tool for creating wireframes (sometimes called mock-ups or low-fidelity prototypes). You can use it to generate digital sketches of your idea or concept for an application or website, to facilitate discussion and understanding before any code is written.

It allows designers to arrange pre-built widgets using a drag-and-drop WYSIWYG editor. The application is offered in a desktop version as well as a plug-in for Google Drive, Confluence and JIRA.

Balsamiq can be used for idea visualisation, to create a mock-up even before the final idea is delivered.

TOP 3 Functionalities (only free ones)

Title. <i>Max 10 Words</i>	Description . <i>Max 30 Words</i>
Drag & Drop Editor	Allows intuitive building
Templates	Enable you to build a basic structure of the interface.
Collaboration and feedback	Allow multiple editors to work and comment on the same project. The sketch-style design of the tool helps focus on structure.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/balsamiq	Balsamiq official YouTube channel	Balsamiq	In this channel, you will find videos on Product Introductions; Tutorials and How-to videos; live wireframe recordings.

Other Resources

Link	Title	Author	Description
https://balsamiq.com/learn/courses/intro-to-ui-design/	Introduction to User Interface Design through Wireframes	Balsamiq wireframing Academy	This course will give you the basic skills for designing user interfaces, teaching you foundational UI concepts and practical professional examples.
https://balsamiq.com/learn/articles/#/	Articles	Balsamiq wireframing Academy	These articles offer you an insight on the techniques, advice and guidelines to use Balsamiq at its best.
https://balsamiq.com/learn/resources/	More Learning Resources	Balsamiq wireframing Academy	It is a collection of websites, guidelines, videos, articles, and books specific to User Interface design and User Experience.
https://balsamiq.com/tutorials/	Quick tips	Balsamiq	It explains wireframing tricks for the most advanced users.

https://balsamiq.com/learn/courses/	Courses	Balsamiq wireframing Academy	Free online UI Wireframing and Design classes for Product Managers, Entrepreneurs, and other non-designers.
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Competences acquired

#productservicedevelopment #graphicdesign #prototyping

Usability level (difficulty level)

Intermediate

Practice your skills:

Suppose you are launching your jewellery line.

Starting from an already existing website of a restaurant you like, recreate the design for your own website.

- Copy and recreate the Homepage (for your website) and the jewellery page (Menu) screens
- Copy each wireframe screen and paste them into their wireframe pages
- Link the wireframes

Quizz (Write the correct answer in green):

Q1: Which of the following statements is true about wireframes?

- Use only text to display the final placement of content and navigational elements.
- Use shapes, icons, and sometimes images to display the placement of content and navigational elements.
- Use hand-drawn artwork to display the final placement of content and navigational elements.
- Use as many bright colours as possible to display the placement of content and navigational elements.

Q2: How do you Add Lorem Ipsum to text controls?

- You copy and paste text from Google
- You right-click the text control and select "Add text"
- There is no function to do so
- You type "lorem" in a text control



Link to the tool

www.thunkable.com

Description

Thunkable is a no-code platform for building build native mobile apps for any operating system.

On Thunkable, anyone can easily design beautiful apps, set up functionalities using drag & drop blocks, and upload apps to the Google Play Store and Apple's App Store. You can also build web apps, which are apps that you don't need to download and can be directly accessed online.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Drag and drop coloured blocks	Which makes it easy for beginners to build an app.
Animations and templates	Will help you shape your app. You can start building it from a pre-built design; animations (that can be added from Lottie Component) will make your app look professional and catchy.
Live testing	Allows you to preview and test your app on your mobile device by connecting it to the browser.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/Thunkable	Thunkable official Youtube channel	Thunkable	With these videos you will see practical examples of how to build different types of apps (e.g., translator, web app viewer, survey, quiz) along with drag and drop tutorials.
https://www.youtube.com/playlist?list=PLArgGKS_QtY78GdkeGpvqAgid1_34N2gl	How to use the Thunkable design properties	Darren Ambles	A 8-video playlist that will guide you through the Design screen properties.
https://www.youtube.com/playlist?list=PLArgGKS_QtY6vz3tYsWISsOral8Wznkl3	Thunkable blocks for the complete beginners	Darren Ambles	A 6-video playlist that will allow you to learn the basics of coding and how to use the blocks screen, components and functions.
https://www.youtube.com/playlist?list=PLArgGKS_QtY51k2nI_w5QtZSu469y-20g	My Best Thunkable Tips and tricks	Darren Ambles	A 9-video playlist that offers beginner to advanced users tips and tricks.

Other Resources

Link	Title	Author	Description

Competences acquired

#webdevelopment #graphicdesign #prototyping

Usability level (difficulty level)

Basic

Practice your skills:

Your new app has rapidly gained success and it now needs new features, including live translations. Using Thunkable blocks:

- Create text-to speech, converting written text into speech when a button is clicked
- Translate keywords in a language of your choice
- Live-test the basic app on your device

Quiz (Write the correct answer in green):

Q1: Which blocks are used to change the appearance and behaviour of your Stage and Sprites?

- Any component
- Canvas Blocks
- Math Blocks
- Any component

Q2: What component should you use to navigate through multiple screen options?

- Navigate
- Invisible Component
- Navigate Block
- Drawer Navigator



JUSTINMIND

Link to the tool

www.justinmind.com

Description

Justinmind is one of the most popular prototyping and wireframing tools for prototyping web and mobile apps. It also offers collaboration, interaction and design options. Software prototypes and wireframes created with this tool can be shared and tested on mobile devices.

The prototyping tool also generates HTML for entire prototypes.

Justinmind is highly customisable and does not require major technical skills to be used.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
UI Design	The prototyping tool allows designers to create interfaces with a drag and drop system. Justinmind has several UI Kits pre-installed with the option of importing brand new ones.
Web interaction design	With a wide array of triggers and actions, Justinmind makes it possible to add interaction to prototypes at any level needed from basic microinteractions to elaborate and impactful animations
User testing	Justinmind is fully integrated with the most popular user testing tools like Hotjar, UserTesting, UserZoom, CrazyEgg, Validately and Clicktale.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/Justinmind_prototyping_tool	Justinmind official YouTube channel	Justinmind	This playlist of videos is a complete guide to Justinmind's tools and features.

Other Resources

Link	Title	Author	Description
https://www.justinmind.com/support/	Justinmind learning centre	Justinmind	This website contains training pills and user guide, Q&A and tutorials
https://www.justinmind.com/community/	Community support	Justinmind	It is a shared space where users can interact, ask and answer questions.

Competences acquired

#prototyping #webdevelopment #productvalidation

Usability level (difficulty level)

Intermediate

Practice your skills:

It is time to put your startup idea on paper! Using Justinmind, create the basics of your website for selling personalised flower bouquets:

- Sketch your wireframe using the Sketching UI kit, so that you can quickly visualize your idea dragging and dropping elements before actually developing the final wireframe
- Create your wireframe for ipad, adding some screens and interactions to the homepage
- Simulate your creation

Quiz (Write the correct answer in green):

Q1: Which of the following ways of creating interactive wireframes from images is not correct?

- Select an image from your folder
- Use the image widget
- Add images from the toolbar
- You can take a picture from the app

Q2: What can be seen on the events panel?

- Interactive components
- Shapes
- Pre-built components
- Interactions of elements selected in the canvas



Link to the tool

www.mockflow.com

Description

MockFlow is an online wireframe software for designers to quickly and efficiently build clean looking interface mockups. It provides users with a large library of mockup components, icons, stickers and other shapes.

MockFlow makes real-time design collaboration easy with its built-in sharing feature and team chat.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Digital whiteboard	for brainstorming UI and drawing sketches
UI flows	for mapping the user experience workflows
Pre-built UI packs	that suit any type of interface you are planning to build

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=fiy2VkJQ5oVo&ab_channel=Dr.NuurAlifahRoslan	Tutorial 01: Basic Wireframe Tutorial using Mockflow	Nuur Alifah Roslan	Tutorial for the creation of a wireframe website layout.
https://www.youtube.com/channel/UCFMqG-j4_JnnA5VySEphuwW/featured	Mockflow Youtube channel	MockFlow Support	Short tips and how-to videos on Mockflow components and actions.
https://www.youtube.com/watch?v=0FMfZfkmYqU&ab_channel=DiegoSanchezPuerta	MockFlow Wireframes design process	Diego Sanchez Puerta	A step-by-step tutorial on the creation of wireframes.

Other Resources

Link	Title	Author	Description
https://blog.mockflow.com/	Mockflow blog	Mockflow	A space where the latest updates and features of the tools are shared
https://support.mockflow.com/category/188-editor	Mockflow website video tutorials	Mockflow	A collection of Mockflow video tutorials for learners

Competences acquired

#prototyping #creativity #teamwork

Usability level (difficulty level)

Intermediate

Practice your skills:

You are prototyping your new shopping app.

Using MockFlow, create a wireframe mock-up for iphone application:

- Create a page and add username, password box and a Log In button
- Create a second page that will show for successful login
- Add a log-out button to the same page
- Link the two pages

Quizz (Write the correct answer in green):

Q1: Which of the following is NOT a team member role in MockFlow?

- Reviewer
- Viewer
- Admin
- Co-Editor

Q2: Mockflow's design space organises projects in 4 sections: Design Embeds, Powerups, UI Drawings and

- UI Design
- Drawing files
- UX Drawings
- Design Files



Link to the tool

www.framer.com

Description

Framer is a tool to design interactive high-fidelity prototypes for iOS, Android, desktop, or the web. Static mockups can be turned into interactive prototypes and users can experiment quickly with dynamic, native-feeling animations and interactions. Framer can be integrated with design tools and export to mobile devices.

Coding skills are a plus for the creation of customized components in Framer (powered by Javascript). However, even non code-savvy users can benefit from it.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Customisation options	using Javascript or HTML; CSS.
Additional packages	can be installed, so pre-built components are available, simplifying the building process.
Override	Any properties of the component instance can be overridden. You can thus create customised plugins.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/channel/UCW5gUZ7IKGrAbLOkHv2xfbw	Framer Youtube channel	Framer	This collection of videos will give you an overview on layout tools, tips and tricks on the tools, webinars, live sessions and recordings, case studies of real businesses that have used Framer to prototype their designs.

Other Resources

Link	Title	Author	Description
https://www.framer.com/community/	Framer community	Framer	Global community where users can receive and give feedback, collaborate and get help from others.
https://www.framer.com/support/	Framer support and guide	Framer	Articles on how to use Framer features and manage accounts.

Competences acquired

#prototyping #creativity #graphicdesign

Usability level (difficulty level)

Intermediate

Practice your skills:

You have recently come up with the idea of creating an image-based social network.

Create your project on Framer and design your prototype:

- Add icons to your homepage, customizing them
- Add at least 3 pictures to your second page frames
- Make them scrollable
- Preview your prototype

Quizz (Write the correct answer in green):

Q1: What is the *scroll* function for?

- It allows the user to quickly scroll to the bottom of a page
- Setting a fixed frame and allow the user to scroll through content
- It allows you to scroll through possible devices
- Creating a carousel by linking multiple contents

Q2: *Tabs* function:

- Allows you to add interactions
- Allows you to add animations
- Auto-creates tabs as you create animations
- Auto-creates tabs as you link contents



Link to the tool

www.similarweb.com

Description

Getting an overview of competitors' work enhances understanding of the market segment you aim to grow in. SimilarWeb is a tool that estimates the total amount of traffic different websites get. It allows you to see competitors' top traffic sources, referring sites, social traffic, and top search keywords.

With the free basic version of SimilarWeb you can get a good first insight of the market and what competitors are doing. For a well-founded CI analysis, one should therefore think about a PRO account.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Access to visits of a website	Up to 3 months prior
Category analysis	Allows you to get an overview of the top 100 websites of a certain category
Opportunity to find partners	Visualizing top referring sites that send traffic to competitors of your market

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/user/SimilarWeb	Official Similarweb YouTube channel and tutorials	SimilarWeb	A collection of video playlists that offers tutorials, webinars, practical tips for data analysis as well as success stories of popular companies using this tool

Other Resources

Link	Title	Author	Description
https://www.similarweb.com/corp/blog/marketing/seo/complete-guide-for-a-high-impact-seo-strategy/	Complete Guide to Creating a High Impact SEO Strategy	SimilarWeb	Guide to what a SEO strategy is, why it is important, steps to build an effective strategy, benchmark and site audit, SEO plan.

Competences acquired

#dataanalytics #marketanalytics #digitalmarketing

Usability level (difficulty level)

Advanced

Practice your skills:

Imagine you are a Burger King's top manager. First, create your *arena* on Similarweb entering your website of reference and the ones of your main competitors:

- Browse and analyse the number of visits of the last three months of your competitors
- Find websites that are sending traffic to your competitors

Quizz (Write the correct answer in green):

Q1: In the *referrals overview* you can see:

- The top referring sites that are sending traffic to competitors
- Device distribution related to visits
- Top Keywords searched
- The main channels used by competitors

Q2: In which section of Similarweb arena can you visualise visits over time of a website?

- Workspace
- Referrals overview
- Organic search overview
- Strategic overview



Link to the tool

www.unicornplatform.com

Description

Unicorn Platform is a website builder for startups. It allows you to create landing pages from scratch; coding skills are not required; you do not need to be a designer to use it. You can create landing pages for your SaaS, mobile or desktop app, Chrome Extension, or any other startup.

What makes Unicorn Platform unique is the possibility to build websites intuitively choosing available components and piling them.

Even though coding is not required, you can integrate HTML or CSS code with every new template.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Components	Websites can be built from a set of pre-built components, placing them one after another.
Widgets embed	Possibility to add widgets, custom scripts, styles or other integrations.
Possibility of customisation	Through HTML and CSS.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=z_AVjxCj2TA&ab_channel=UnicornPlatform	Meet Unicorn Platform. A short walkthrough video.	Alexander Isora – Unicorn Platform	A short overview of the Unicorn platform: from the creation of a subdomain to the creation of a landing page through components and customization options.
https://www.youtube.com/watch?v=zp6BwSnRU8	Using Unicorn platform builder in 2020 part 1	Damian Fallon	This video provides an overview of Unicorn Platform website builder.
https://www.youtube.com/watch?v=bEqi6Uvfw5E&ab_channel=DamianFallon	Using Unicorn Platform Builder in 2020 part 2	Damian Fallon	This video explains how to use <i>unicorn platform</i> website builder: Adding Videos, forms team members and photos.

Other Resources

Link	Title	Author	Description

Competences acquired

#webdevelopment #graphicdesign

Usability level (difficulty level)

Basic

Practice your skills:

Suppose you are expanding your quirky clothing business online.

- Create your website sub-domain using Unicorn Platform
- Edit your landing page adding at least two components: main homepage menu and newsletter subscriptions for users, which you will use to get your clients up to date with your latest products
- Change the background colour of your landing page

Quiz (Write the correct answer in green):

Q1: What are Unicorn Platform websites *made* of?

- Stripes
- Components
- Layers
- Spots

Q2: Unicorn platform CAN'T be integrated with:

- Mailchimp
- Zapier
- Stripe
- Figma



Link to the tool

<https://docs.google.com/forms/u/0/>

Description

Google Forms is a free survey tool. It allows you to collect information from users through customised quizzes or surveys. You can then link the information to a spreadsheet in Sheets to automatically record responses. The spreadsheet then populates with the answers from the quiz or survey in real time. This makes Google Forms one of the easiest ways to save data directly into a spreadsheet.

With Google Forms you can launch surveys, create registration forms or quizzes with a simple online form and embed them in websites for user feedback. Since Google Forms is an online tool, you can share forms and collaborate with multiple people on the same Google Form in real time.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Automatic reports	from users' answers, that facilitate data analysis.
Form embed	On your website to gather users' feedback online.
Intelligent response validation	is able to detect text entry in form fields to identify what is written and ask the user to correct the information if it has been entered incorrectly.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=HLXDiiDI9YU&ab_channel=In30Minutes	Embed a Google Form on your website	In 30 Minutes	This quick video will show you how embed a form on another website, using a real example — a Wordpress blog.
https://www.youtube.com/watch?v=BtoOHhA3aPQ&ab_channel=Simplativity	How to use Google Forms - Tutorial for Beginners	Simplativity	This tutorial shows you everything you need to know about creating surveys and receiving responses; adding media to the questionnaire, changing options; different types of questions
https://www.youtube.com/watch?v=mqa9Ouoecp0&ab_channel=C.J.Shields	Advanced Google Forms	C.J. Shields	This video provides guidance in the use of Google Forms to create surveys, gather data, or design a quiz in an educational setting
https://www.youtube.com/watch?v=gadFMZjR	Complete Guide to Google Forms (2021).	Technology Central	This tutorial is a complete guide to google forms: from creating a form to

pf4&ab_channel=TechnologyCentral	Learn Google Forms in Under 10 Minutes.		setting a description, changing layout elements; choosing the best type of questions for your needs, exporting and presenting results, form settings and sharing
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Other Resources

Link	Title	Author	Description

Competences acquired

#marketanalytics #dataanalytics #productvalidation

Usability level (difficulty level)

Basic

Practice your skills:

Your online organic market is not selling. What have you done wrong?

Using Google Form, create two online surveys to be sent to your current target group and the potential ones.

- Keep the questionnaire short and effective (max 7 questions)
- Use different types of questions
- Copy the survey link in a message you would send to your customers

Quiz (Write the correct answer in green):

Q1: Where does Google Forms store the data it collects?

- Docs
- **Sheets**
- Slides
- Excel

Q2: Which of the following CAN'T be added to a Google Form?

- Images
- Sections
- Youtube videos
- **Word documents**



Link to the tool

www.mopinion.com

Description

Mopinion is an all-in-one user feedback platform that helps digital enterprises understand their market, on the different digital means (web, mobile, and email). Mopinion enables you to create customisable online feedback forms (including various CX metrics such as NPS, CES, and CSAT) and trigger them based on rules such as mouse movement, time on page, exit intent and much more. It also includes comprehensive visualisation in customisable dashboards as well as text analysis and smart labelling capabilities. To act upon feedback or collaborate among members of your digital team, users can make use of proactive alerts, role-based views and connect to Project Management tools such as Trello or Asana.

Mopinion is not free, but it does offer a free trial period.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Collection and analysis of feedback	from websites, mobile apps and email campaigns in real-time
Data visualisation and analysis	of open text and scores
Collaboration with team members	On Mopinion you can assign automated exports, create reports and enable proactive communication amongst team members

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=wm6JH3JHzA4&ab_channel=Mopinion-All-in-OneUserFeedbackSoftware	Mopinion Webinar - How to build feedback forms and dashboards that drive online conversions	Mopinion	<p>With this Webinar you will learn how to set up your digital feedback projects with Mopinion software:</p> <ul style="list-style-type: none"> - Get a live demo of how our leading feedback reporting software can add value to your company - Learn how you build online customer feedback forms and dashboards within minutes - Get practical tips to collect better online customer feedback and optimise feedback data analysis - See how leading companies use our software to improve digital customer experience

https://www.youtube.com/channel/UCpGn6Y7LNGe-BAk5hBm53-Q/videos	Mopinion official Youtube channel	Mopinion	
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Other Resources

Link	Title	Author	Description
https://mopinion.com/webinars/	Mopinion webinars	Mopinion	A series of webinars that will guide you through Mopinion features, as well as present you practical examples of Mopinion application in popular enterprises to gather user feedback

Competences acquired (check the list of skills done by AMARIS)

#marketanalytics #dataanalytics #productvalidation

Usability level (difficulty level)

Basic

Practice your skills:

Suppose you are the digital marketer of a successful winery, you have to gather user feedback in three different areas of your website: content page, order page, and confirmation page.

- Create a feedback form for each era, including specific questions for each one.
- Address the goal completion rate: ask whether the user has achieved their goal and if they had one in mind;
- Include an embedded form to ask how easy it was for the customer to follow the ordering process
- If possible (*if you are able to apply the feedback forms to a real website*), visualise feedback and develop a backup strategy to turn the feedback into a conversion.

Quiz (Write the correct answer in green):

Q1: What can be automatically analysed by Mopinion on a website?

- Scores
- Open comments
- Customer data
- **All of the above**

Q2: Which of the following is NOT a survey template provided by Mopinion?

- Customer experience
- Employee Engagement
- Website UX
- **Charitable Survey Form**



Link to the tool

www.usersnap.com

Description

Usersnap provides visual and annotated feedback via screenshots of the current browser content to close the gap between reporting web problems and fixing them. It facilitates communication between all parties involved in the process, including the end users. Usersnap provides a feedback platform that helps software companies (SaaS) build better products and services by collecting actionable user feedback and sharing it with stakeholders.

Usersnap feedback platform provides you the right feedback collectors for:

- Customer feedback
- Quality assurance/testing with visual feedback (screen recordings and screenshots)
- Processing User Acceptance Testing or Beta testing
- Gathering feature requests
- Channelling user requests for your customer success team.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Visual feedback	Through screenshots and screen recordings, direct commenting (from both company members and end-users).
Collaboration	Through a dedicated space to discuss user feedback with your team.
Feedback use cases	Usersnap's platform offers you a range of pre-set systems and templates to gather user feedback, suggesting when to use which.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/Usersnap	Usersnap official Youtube channel	Usersnap	Playlists guide you through Usersnap's functionalities. Webinars on different functions are provided: customer feedback solutions, how to build a successful feature request flow, establish a customer feedback strategy.

Other Resources

Link	Title	Author	Description
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https://usersnap.com/webinars	Usersnap webinars	Usersnap	A series of webinars to get started with Usersnap, apply visual agile feedback process, increase customer feedback, build customer experience

Competences acquired

#productvalidation #marketanalytics #dataanalytics

Usability level (difficulty level)

Advanced

Practice your skills:

You are setting up your new bakery website and need to collect feedback from users. Using usersnap, create feature requests:

- Set up a feature request widget with a template project
- Add a *send a suggestion* button to your website, for users to easily submit requests
- Add your own labels to feedback received, in order to categorise it

Quiz (Write the correct answer in green):

Q1: Which of the following browsers is NOT supported by Usersnap?

- Safari
- Internet Explorer
- Edge
- Firefox

Q2: On Usersnap feedback list dashboard you can:

- Assign team members
- Label feedback by themes
- Reply to customers
- All of the above



Link to the tool

www.hotjar.com

Description

Hotjar is a tool that reveals the online behaviour and voice of your users. By combining both Analysis and Feedback tools, Hotjar gives you the ‘big picture’ of how to improve your site's user experience and performance/conversion rates, allowing you to improve your digital marketing strategy.

With Hotjar you can follow and build on user behaviour and experience: clicks, taps, scrolls, mouse movements.

In addition, you can use heat maps to understand the hot and cold spots on your site, which will allow you to place the messages you want to communicate in the right place, according to their priority, so that you can “guide” them.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Visitor clickmaps “Heatmaps”	To let you see exactly what your visitors are clicking on.
Visitor recordings	To let you discover exactly what visitors do on your website, including mouse movements and how far they scroll.
Funnel analytics	Helps you understand exactly how well your checkout or signup flows are performing.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/HotjarInsights	Hotjar official Youtube channel	Hotjar	It is an introduction video to Hotjar, providing highlights, recordings, Q&A sessions with entrepreneurs that use Hotjar; practical <i>how to</i> videos for heatmaps creations, snapshots and screenshots among the others
https://www.youtube.com/watch?v=RTv303p0H-I&ab_channel=MaddyBeard	Improving my site's performance with HotJar	Maddy Beard	This video presents how an entrepreneur redesigned her site to achieve certain goals, and how Hotjar helped her pinpoint issues and then evaluate the success of the redesign
https://www.youtube.com/watch?v=7cU6QQbk9M8&ab_channel=PierluigiGiglio	HotJar Tutorial for Beginners: From 0 to Hero 2022	Pierluigi Giglio	It is a tutorial on Hotjar's basics: website overview, Sign up and Login, Synching a website, plugins, Dashboard overview, feedback widgets, heatmaps, survey creation, team activity, account settings and preferences.

Other Resources

Link	Title	Author	Description
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https://www.hotjar.com/guides/; https://help.hotjar.com/hc/en-us/articles/360000799813-Introduction-to-Hotjar-Demo	How to guides	Hotjar	Guides provided by Hotjar that support you in heatmaps, screenshots creation and use.
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Competences acquired

#marketanalytics #dataanalytics #productvalidation

Usability level (difficulty level)

Advanced

Practice your skills:

You want to understand more about your typical user behaviour on your vintage shop website. Using Hotjar:

- Add the website domain to the site dashboard and set the tracking code
- Create a heatmap for the website homepage
- Set up recordings for click & scroll sessions

Quiz (Write the correct answer in green):

Q1: Which of these is a type of Hotjar on-site surveys?

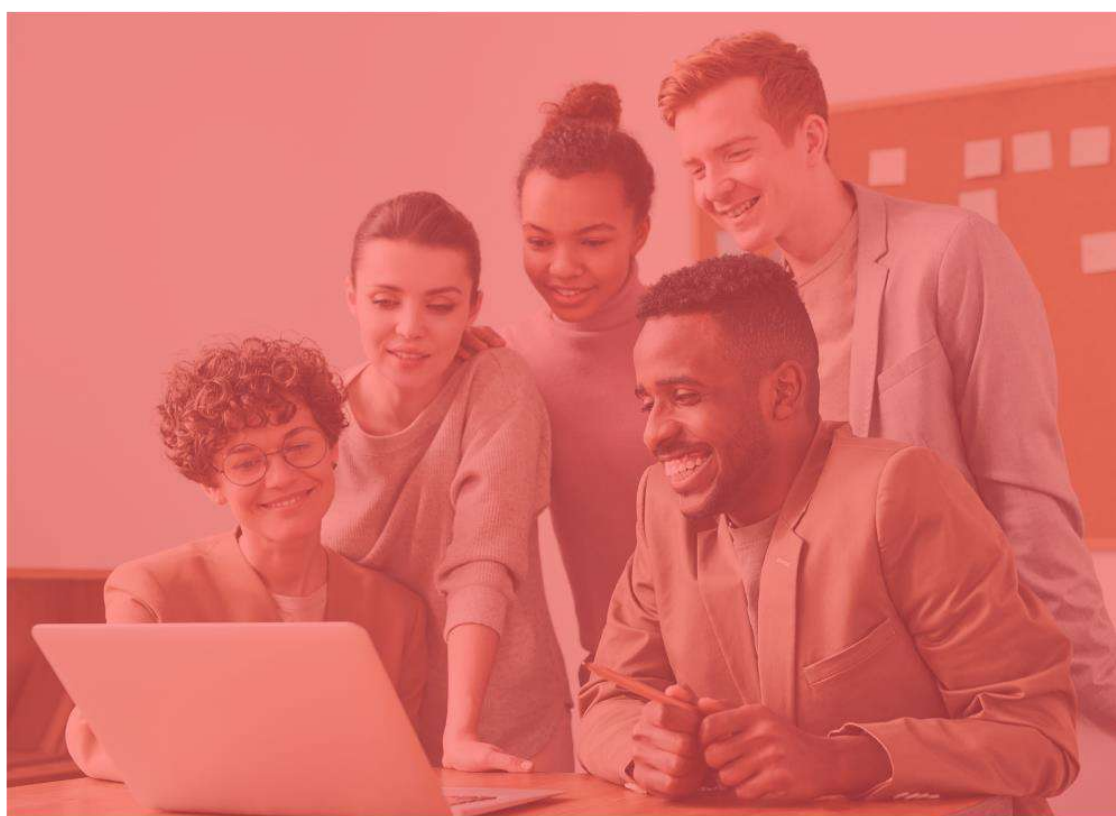
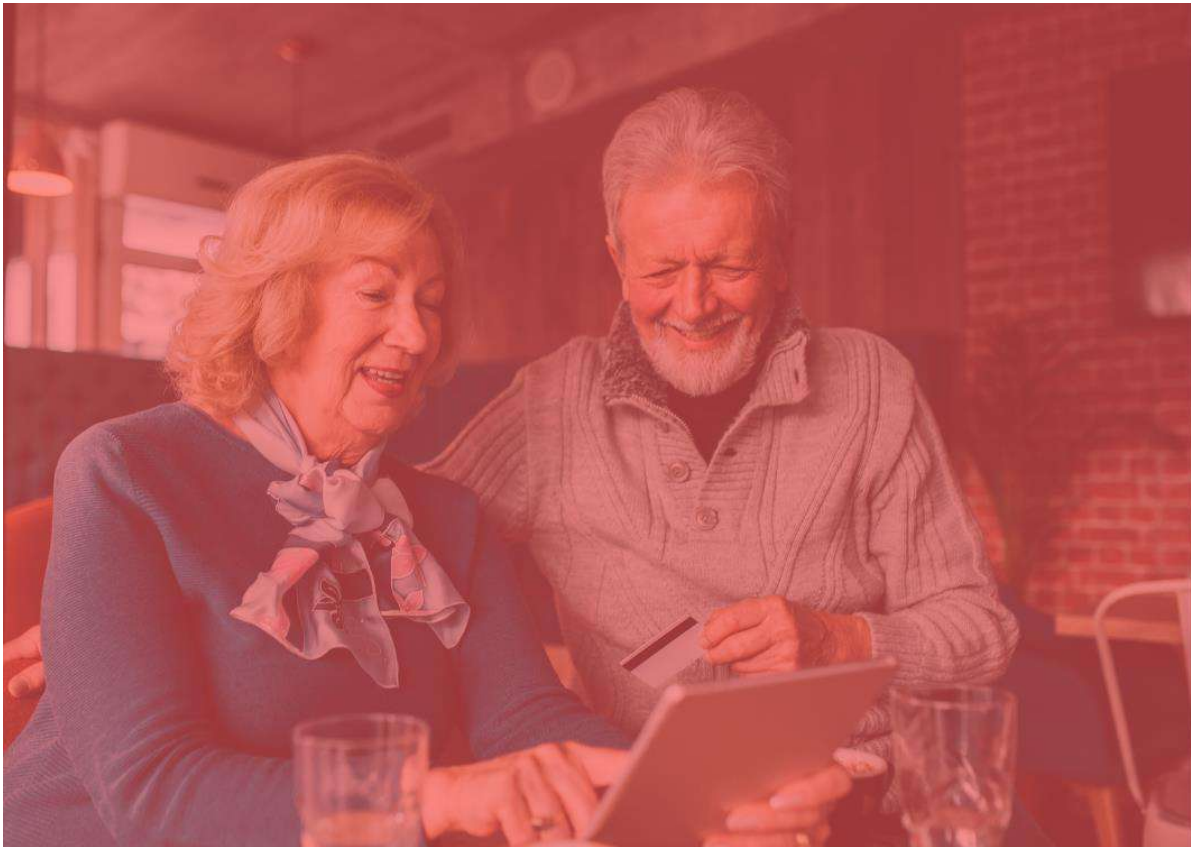
- Popoff
- Popover
- External link
- Display

Q2: Which of the following is NOT a type of Hotjar's heatmap?

- Click map
- Scroll map
- Move map
- Data map



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THE ~~MISSING~~ ENTREPRENEURS



Link to the Tool:

www.wordpress.com

Description

WordPress is open-source software allowing to create a website, blog, or app. It has a large catalog of plugin and themes. WordPress was originally created as a blog-publishing system, but has evolved to support other web content types including more traditional mailing lists and forums, media galleries, membership sites, learning management systems and online stores. WordPress is used by 41.4% of the top 10 million websites as of May 2021.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Create and publish webpages	It stores content and enables a user to create and publish webpages, requiring nothing beyond a domain and a hosting service
Plugins	WordPress' plugin architecture allows users to extend the features and functionality of a website. 58,463 plugins are available, with custom functions and features to tailor sites to specific needs.
Widgets	WordPress Widgets add content and features to your Sidebars.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=twGLN4lug-I	Getting started on WordPress.com	Automattic	In this video, the wordpress Engineer Kate gives you an overview of the WordPress.com dashboard. You'll learn everything you need to know to launch your website on WordPress.com.
https://www.youtube.com/watch?v=EXKwAk0j3k8	WordPress Tutorial For Beginners - Step by Step	Website So Simple	It is a WordPress tutorial for beginners step-by-step. Make a website with WordPress in under 1 hour!
https://www.youtube.com/watch?v=yOfAuOb68Hc	WordPress Tutorial: How to Change Your Website Theme on WordPress.com	Automattic	Find out how to change your WordPress.com theme. Our step-by-step video will walk you through it and share important tips.

Other Resources

Link	Title	Author	Description
https://wordpress.com/support/	Need Help?	Wordpress	Wordpress support and documentation

Competences acquired (check the list of skills done by AMARIS)

#cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Start creating a website with wordpress.com (you can migrate to another hosting later):

- Choose a Theme
- Install some plugins
- Modify the home page and the menu

Quizz (Write the correct answer in green):

Q1: How many websites are using Wordpress (among the top 10 million websites)?

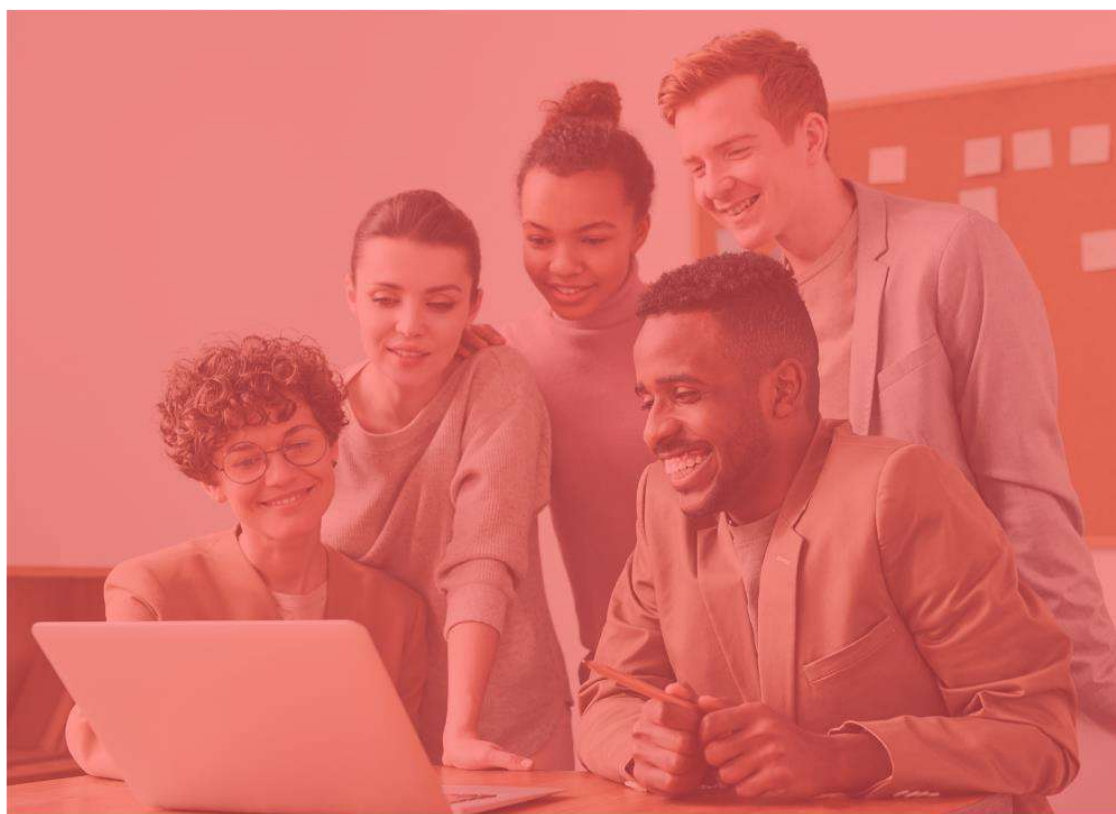
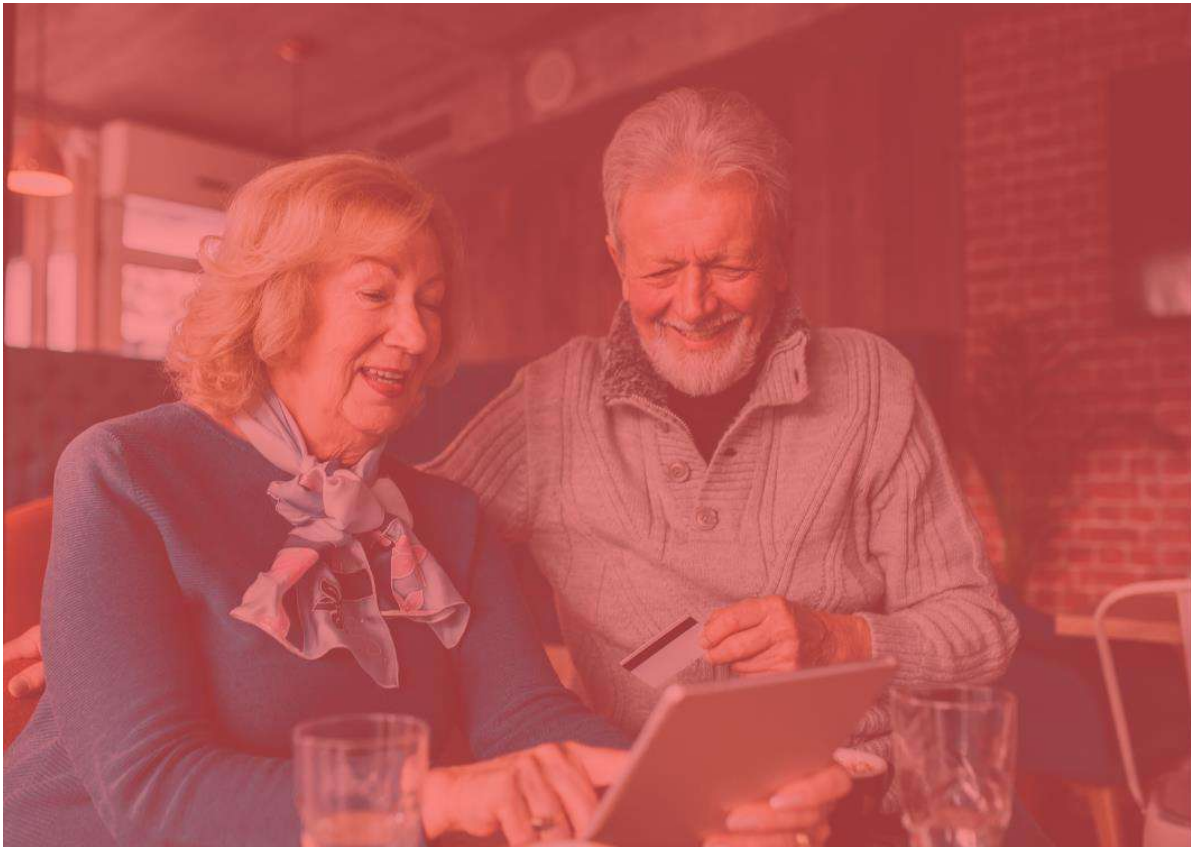
- +4%
- +6%
- **+40%**
- +60%

Q2: What is Wordpress useful for?

- **Creating a website**
- Creating a complex videogame
- Creating an app
- Detect cyber attacks



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THE ~~MISSING~~ ENTREPRENEURS

Google Workspace

Link to the Tool:

<https://workspace.google.com/>

Description

Google Workspace is a collaboration platform designed to help businesses of all sizes create custom business emails, record meetings, and reserve conference rooms. Key features of the platform include noise cancellation, in-domain live streaming, attendance tracking, compliance management, team messaging, voice/video conferencing, shared calendars, and more. It also lets administrators edit and share documents, spreadsheets, and slides across teams in real-time. Google Workspace consists of:

- Gmail, Contacts, Calendar, Meet and Chat for communication;
- Currents for employee engagement;
- Drive for storage; and
- the Google Docs suite for content creation.

TOP 3 Functionalities (only free ones)

Title. <i>Max 10 Words</i>	Description . <i>Max 30 Words</i>
Gmail	Consists of Webmail: emails management, customization of business emails, classification by categories.
Google Calendar	Serves to schedule meetings, share calendars, better organize and manage time.
Google Drive	Is Limited cloud storage for file sharing and shared editing.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/c/googleworkspace/video	Google Workspace channel	Google Workspace	Welcome to the Google Workspace YouTube Channel, where you'll find quality informational and educational videos to help elevate and improve your business, classroom and teams. Explore how to use Google Workspace's products such as Gmail, Docs, Sheets, Slides, Drive, and many more. Learn how to customize, integrate, or extend these products with our developer tools.
https://www.youtube.com/watch?v=jZiJ54ehgrM	Google Workspace Tutorial for Beginners Introduction & Getting Started for Small Business [2021]	Stewart Gauld	This video shows how to use Google Workspace and share how your small business can get started and make the most of Google Workspace in 2021.

Other Resources

Link	Title	Author	Description
https://workspace.google.com/intl/en_uk/training/	Explore the Google Workspace Learning Centre	Google	It includes official guidelines and tutorials.

Competences acquired (check the list of skills done by AMARIS)

#productivity #organisation

Difficulty level

Basic

Practice your skills

Create a Google account then:

- try sending an email with Gmail
- create a file with Drive
- plan an event on Calendar

Quiz (Write the correct answer in green):

Q1: Which tools are NOT part of Google Workspace?

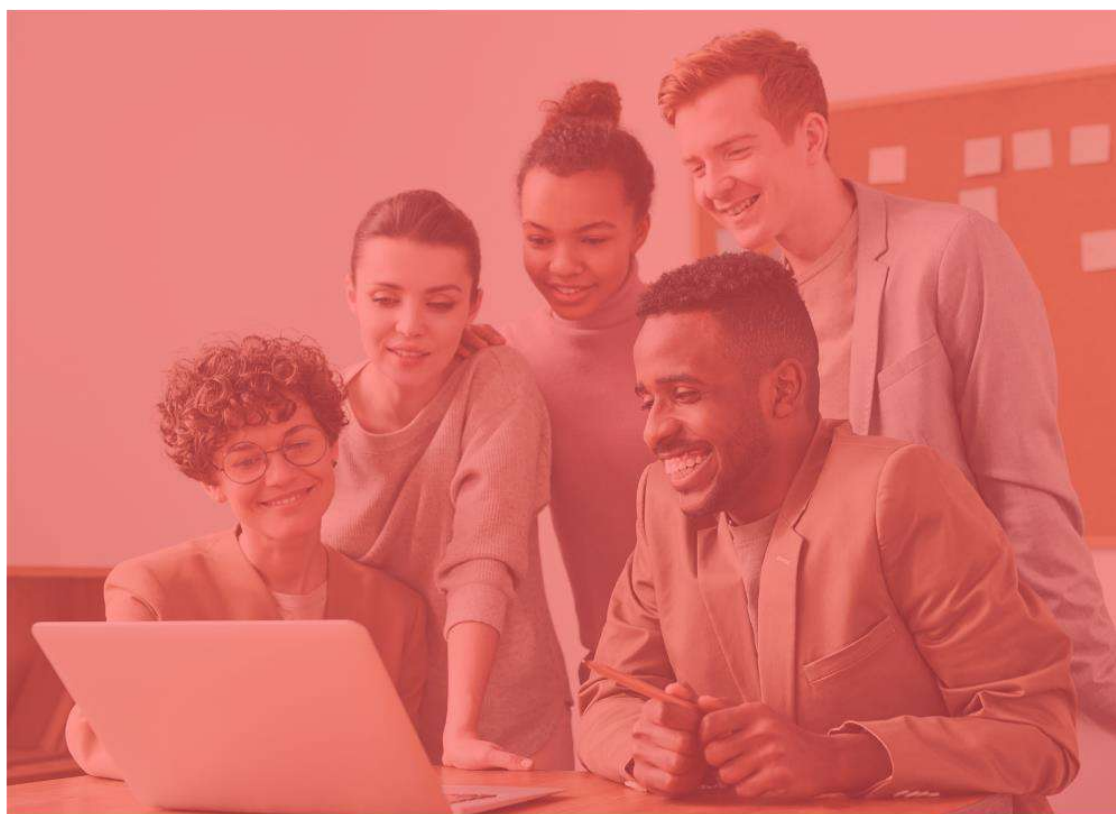
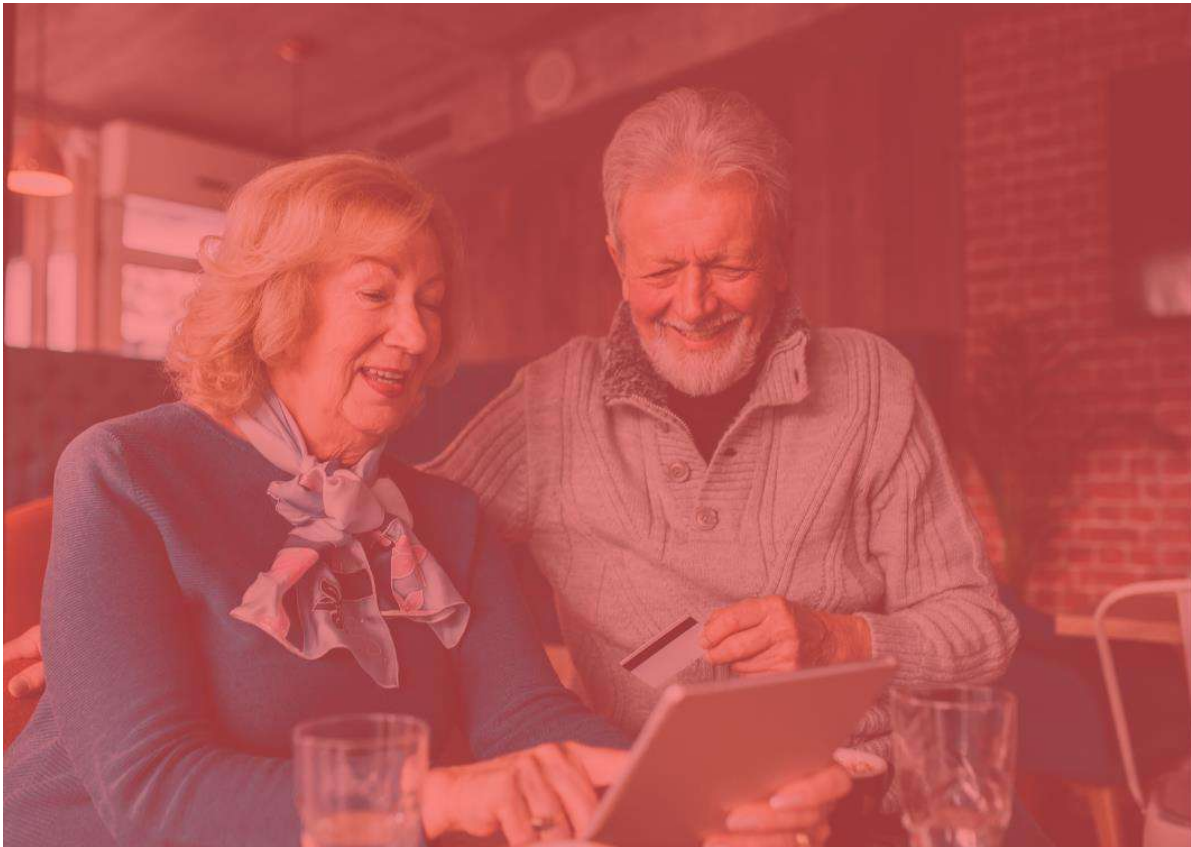
- Gmail
- Meet
- Teams
- Calendar

Q2: Which actions can be performed through Google Workspace?

- Record meetings
- Share calendars and files
- Customization of business emails
- All above



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Link to the Tool:

<https://www.joomla.org/>

Description

Joomla is a user-friendly way for people all over the world to build anything from basic websites to advanced web applications. It is a free and open-source content management system (CMS) mainly used for publishing web content.

It is built on a model–view–controller web application framework that can be used independently of the CMS that allows to build powerful online applications, from a simple corporate website to a complex e-commerce website.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Flexible system	Easy to extend and customize. Grows organically as the needs evolve.
Multilingual	Offering over 70 languages.
Security	Security conscious development with an excellent track record.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=Qjnc0H8utks	What is Joomla? Learn about the Joomla! Application	Joomla	It is a video of product presentation (animated graphics).

Other Resources

Link	Title	Author	Description
http://www.joomla.org/about-joomla.html	About Joomla	Joomla	This article is an introduction to Joomla describing what Joomla is, how can Joomla help web agencies and developers, first steps to get started.
https://docs.joomla.org/Tutorials:Beginners	Joomla Tutorials	Joomla	Tutorials for beginners: getting started with Templates, Categories, Articles, Menus and Modules.

Competences acquired (check the list of skills done by AMARIS)

#cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Start creating a website to promote a business:

- Basic home page
- Contact form

Quiz (Write the correct answer in green):

Q1: What can you build with Joomla?

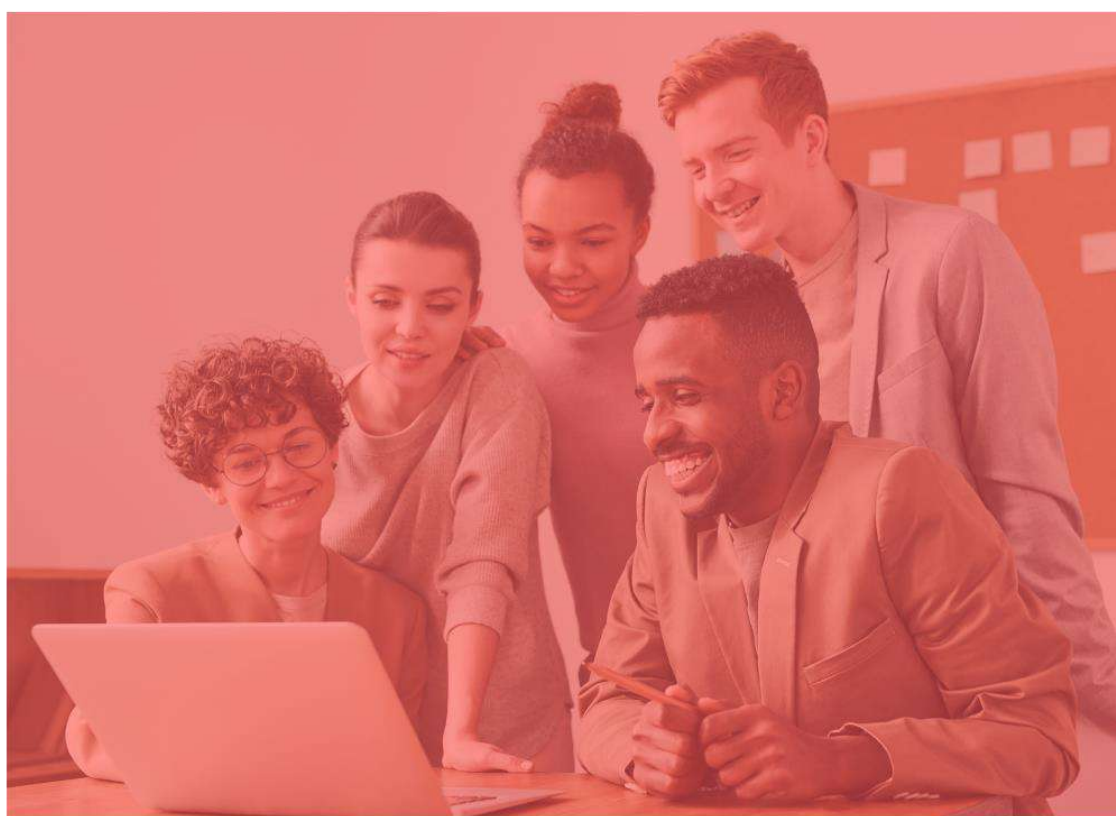
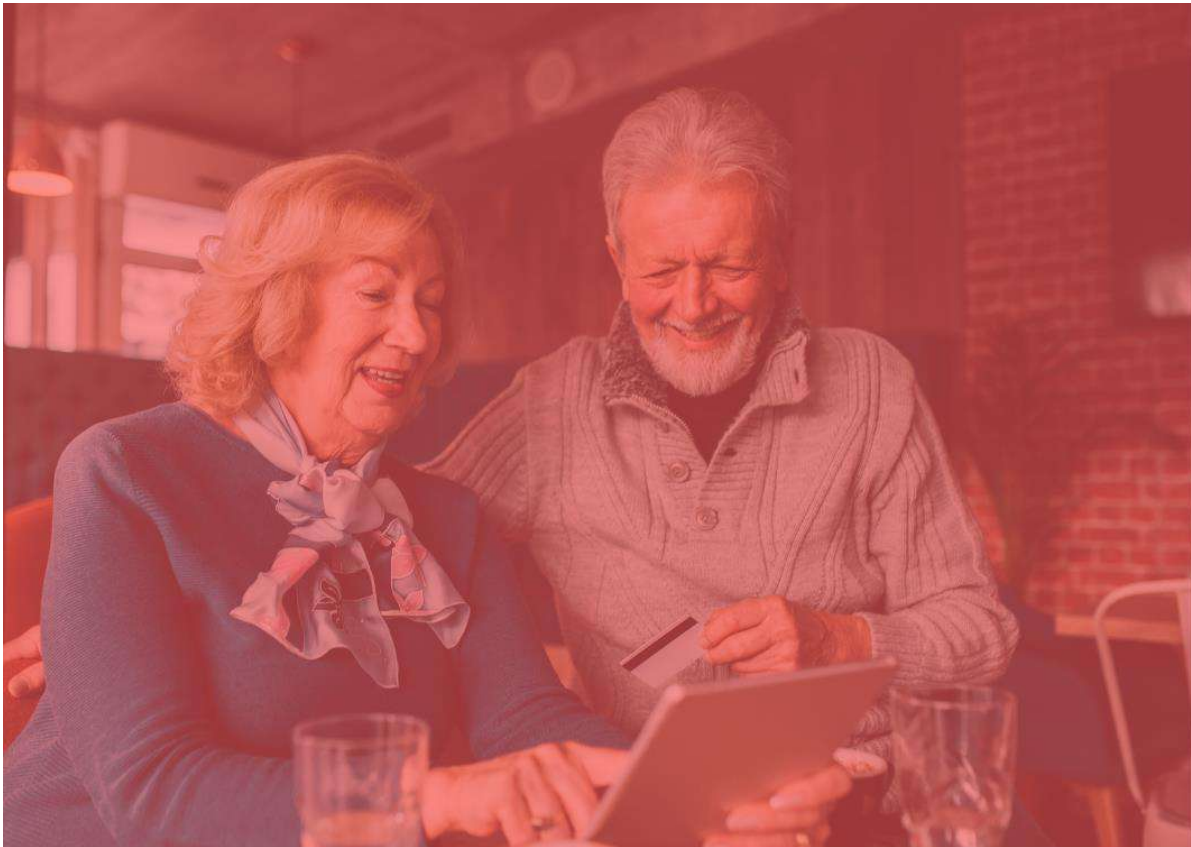
- Simple videogames
- Corporate websites and blogs
- 3D models
- Livestream platforms

Q2: Which features are included in Joomla?

- Joomla4Cooking, Joomla4SocialMedia and Joomla4Sports
- Joomla4Emails, Joomla4Workflows and Joomla4Design
- Joomla4 SocialMedia, Joomla4Music and Joomla4Emails
- Joomla4Engineering, Joomla4Development and Joomla4Accessibility



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Link to the Tool:

www.namerobot.com

Description

NameRobot is the do-it-yourself way to find a new name. You can find a name quickly and easily, whether it is for a company, a product, or another project. NameRobot's company name generator is powerful naming tool that helps finding and checking creative name ideas for business or brand. It is based on sophisticated grammatical rules for accurate and individual results. It is very easy to use - it requires to enter few related words, and several name suggestions are presented.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Business Name Generator	Generate business names from related words
Check Availability	Check availability for app name, domain name
Word Merger Generator	Merge words into a name

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=MLcHIOaPDRM&t=9s	How to find new names for products and companies - NameRobot	NameRobot	Discover NameRobot with a product overview animated infographic.
https://youtu.be/-cuvo1Yopdk	Naming new things: find new company names and product names	NameRobot	This video is an introduction and shows how to work with the name generators.

Other Resources

Link	Title	Author	Description
https://www.namerobot.com/toolbox	Toolbox	NameRobot	It offers over 150 name generators and practical tools to work on the perfect name. It allows to quickly find generators that will find names according to your ideas.
https://www.namerobot.com/Namefruits	Namefruits	NameRobot	It's clever Name Assistant takes care of the complete naming process for a business idea, collecting suitable words or finding and checking name ideas, only by answering simple questions.
https://www.namerobot.com/FlyingNames	FlyingNames	NameRobot	A fast, creative, and professional tool that helps users developing unique, tested name suggestions for them.
https://www.namerobot.com/NameScore	NameScore	NameRobot	Useful to find out with a single click whether a name idea is suitable for professional use. After entering the chosen company, brand or product name, NameScore checks the name idea for effect, usability and possible pitfalls. The user receives his/her NameReport in just a few minutes.
https://www.namerobot.com/FunTools	FunTools	NameRobot	It is a fun names generator. It can reveal unsuspected names for all kinds of things: user's vegetarian, jewelry designer or hacker name and so much more. Find fun player and casual names or just original nicknames for friends.

Competences acquired (check the list of skills done by AMARIS)

#creativity #communication #contentcreation #marketresearch #brandmarketing

Difficulty level

Basic

Practice your skills

Choose a business sector you are familiar with and try to create a brand name

Using NameRobot:

- find some keywords
- generate brand names
- choose the best fit taking into account its availability (domain name, social networks, app name, trademark, etc.) Use NameRobot but also search engines.

Quizz (Write the correct answer in green):

Q1: What can you do with NameRobot

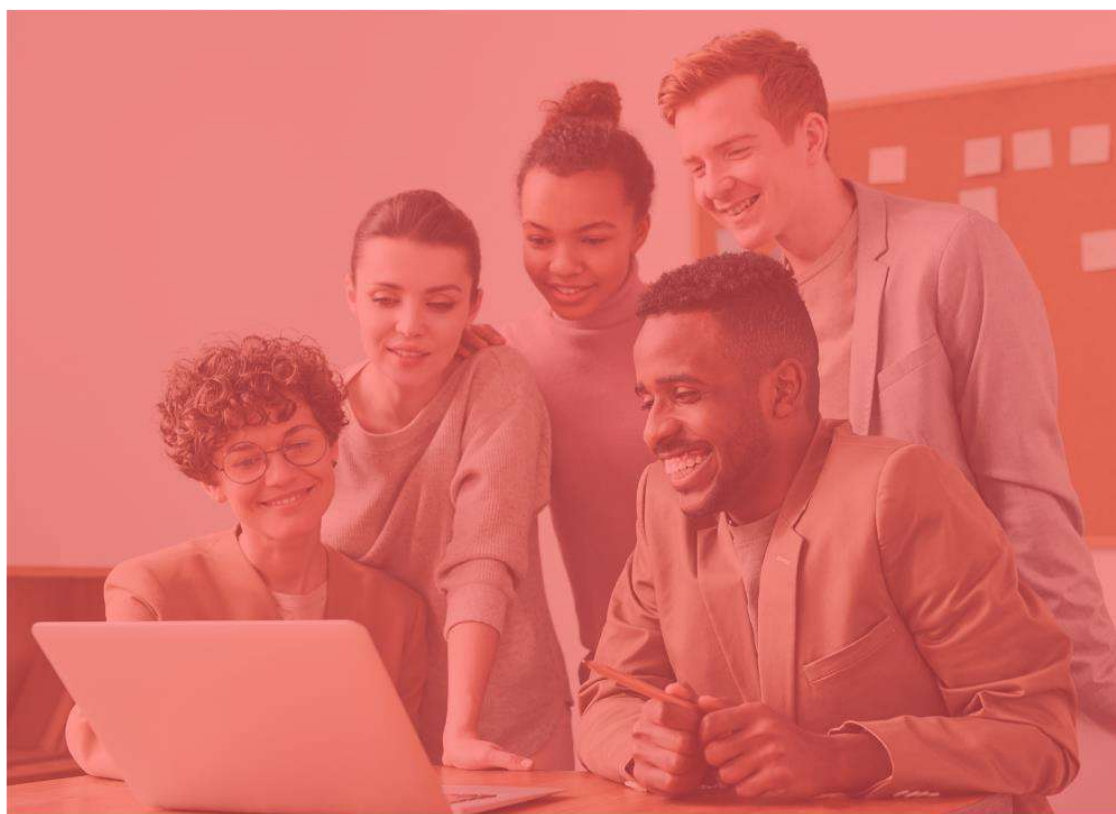
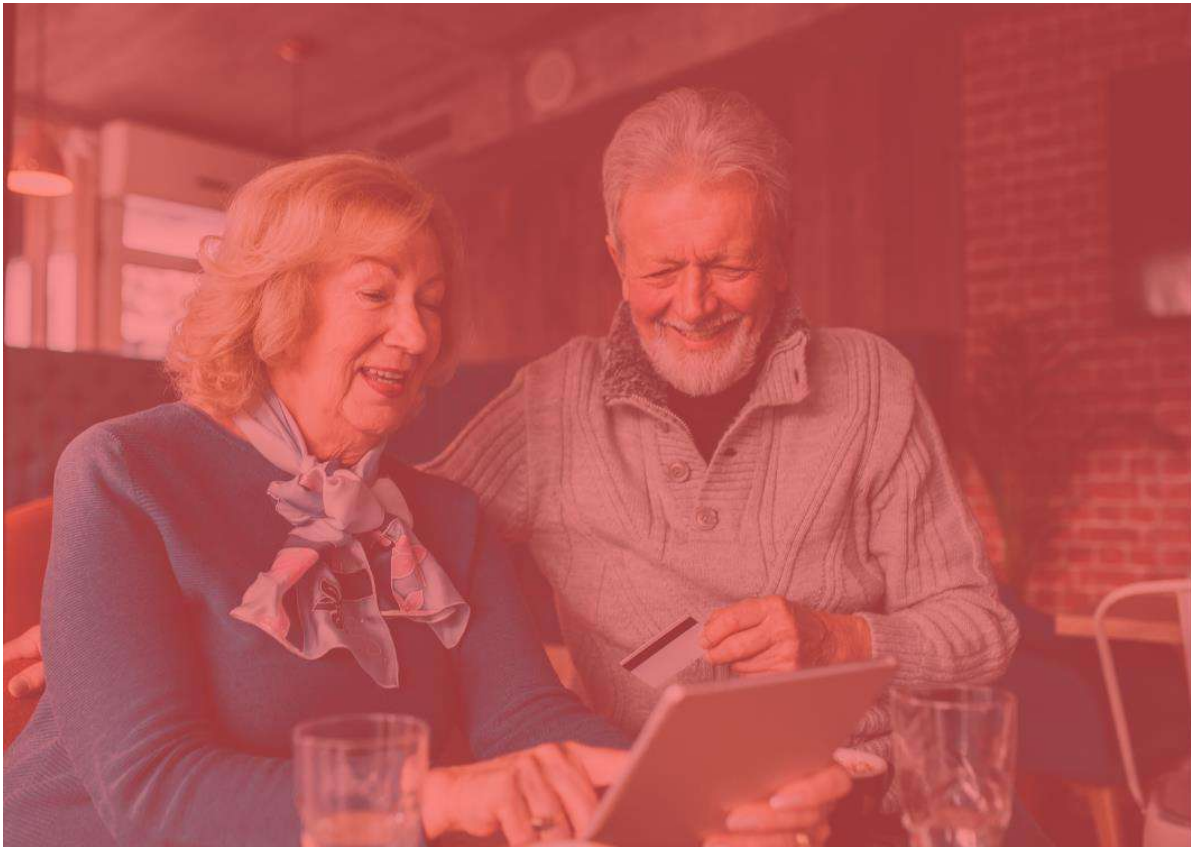
- Design a robot and give it a name
- Find a name for a business and check a name availability
- Teach and learn about cooking robots
- Create a company name and design its logo

Q2: What does NameRobot help you check

- Check social networks names availability
- Check domain name availability and check search engine results
- Check car names availability
- Check the results of soccer matches



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Link to the Tool:

www.pagecloud.com

Description

Pagecloud enables to build a successful website. To get online fast, Page Cloud offers world-class, professional templates and unlimited drag-and-drop customization, and what is more, no code required. For more advanced websites, Page Cloud has unmatched design features, intuitive shortcuts, and the unique ability to customize the source code. All sites feature industry-leading SEO, faster loading times, and hundreds of features that will help convert leads, sell online, track performance, and more.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Effortless assembly	Give the website the best starting point with a beautiful, fully customizable template.
Blogging	It includes multi-user blogging tool which makes it easy to write and share search optimized articles online.
Marketing & SEO	It supports the website optimization for searching, integrating marketing tools, and capturing audience with easily customizable forms.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=AuDODfEvk28	Building From a Blank Page with Page Cloud	PageCloud	This video is a detailed tutorial showing how to build a PageCloud website from scratch.
https://www.youtube.com/watch?v=zEUY0h1BhAk	Page Cloud Basics + Building from a Theme	PageCloud	This video is a detailed tutorial explaining how to build a PageCloud website from a Theme.

Other Resources

Link	Title	Author	Description
https://answers.pagecloud.com/help/learning-pagecloud	Learning	PageCloud	This article provides tutorials and documentation on PageCloud.
https://pros.pagecloud.com/	Hire a Pro	PageCloud	Whether you're looking for a brand new website or just a few updates, Pagecloud Pros can help you complete your project by hiring a professional to support you. Pros can be filtered by services, location, and price to ensure your project is done to your specifications and within budget.

Competences acquired (check the list of skills done by AMARIS)

#cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Start creating a website to promote a business:

- Choose a template

- Adapt it to your business

Quizz (Write the correct answer in green):

Q1: What skills are required to use PageCloud?

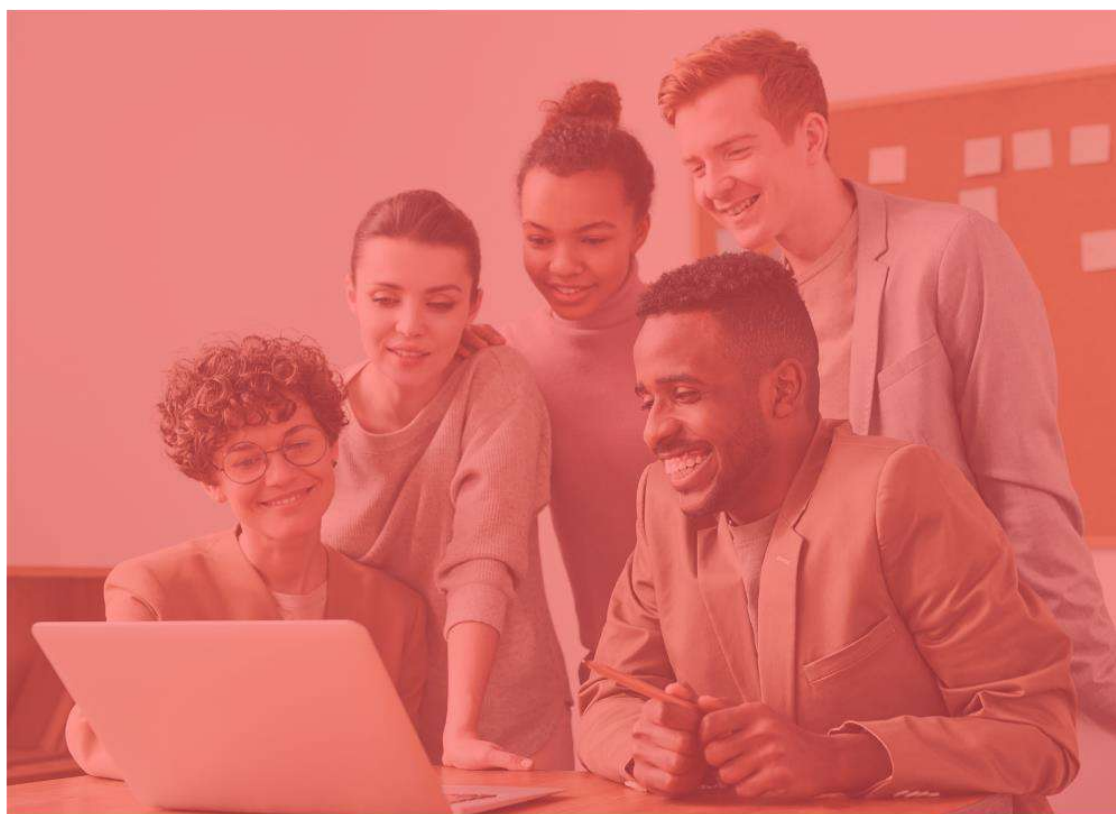
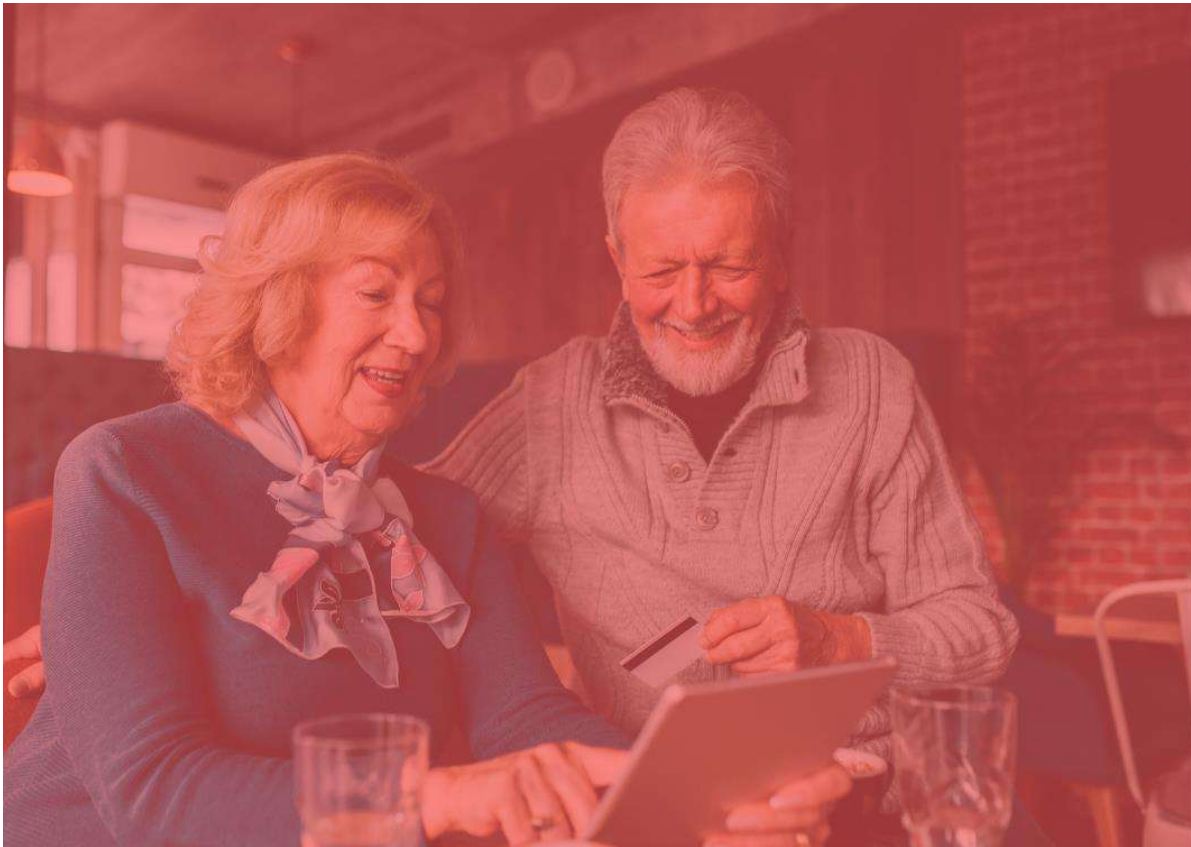
- Web design
- Coding
- Basic computer skills
- Advanced computer skills

Q2: What features does PageCloud presents?

- Front-end design through HTML or JavaScript
- Customize templates and expand the site
- Hire a QA developer to check your progress
- Create an online livestream platform



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Product Hunt

Link to the Tool:

www.producthunt.com

Description

Product Hunt is a community where entrepreneurs and creators share products, and then other users check them out and rate the best ones. The site includes a comment and voting system. The products with the most votes rise to the top of each day's list. If the product is launched successfully on Product Hunt, it can get thousands of subscribers and customers. The site also includes a daily email list for top tech products, as well as games and books.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Find new products	Browse existing or upcoming products
Exchange with the community	Discuss, connect, participate to tech events
Showcase new products	Submit your products or products you like and get feedback

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=CZeWkmDwvP4	Meet Product Hunt	GV	We sat down with Product Hunt creator Ryan Hoover to hear more about the app and his overall vision.
https://www.youtube.com/watch?v=lp536Z-s3tE	How To Launch Your Product on Product Hunt Like A Pro	Jamil Velji	The ULTIMATE guide to launch your product on Product Hunt for MAXIMUM effectiveness! It explains the strategy but doesn't show the platform.
https://www.youtube.com/watch?v=15cHoYhyOAg	Product Hunt Launch Strategy: Get your product to #1 on Product Hunt with Andy Cabasso from Postaga	Digital Marketing Radio	How do you launch your new product in tech? Interview/podcast with Andy Cabasso. His current startup went to number 1 for his launch day and number 2 for his launch week on Product Hunt.

Other Resources

Link	Title	Author	Description
https://blog.producthunt.com/	Product Hunt Blog	Product Hunt	Tutorials, tips and news about Product Hunt.
https://www.producthunt.com/protips	Product Hunt Pro Tips	Product Hunt	Welcome to Product Hunt, a place to discover, share and geek out about new products and technology. Before hunting a product, take a peek at these rules of thumb.

Competences acquired (check the list of skills done by AMARIS)

#communication #marketresearch #brandmarketing

Difficulty level

Basic

Practice your skills

Create an account on Product Hunt and find 3 products you would like to try.
Leave a review on the product you liked the most.

Quizz (Write the correct answer in green):

Q1: What can you do with Product Hunt

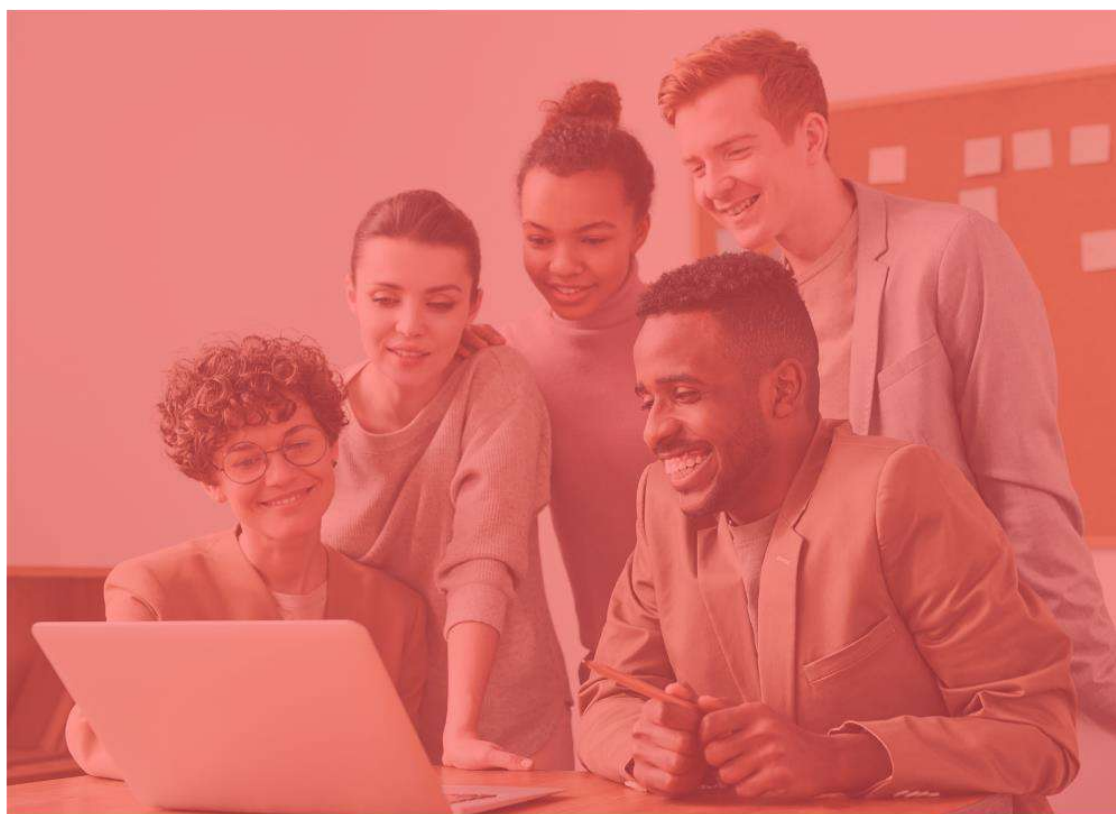
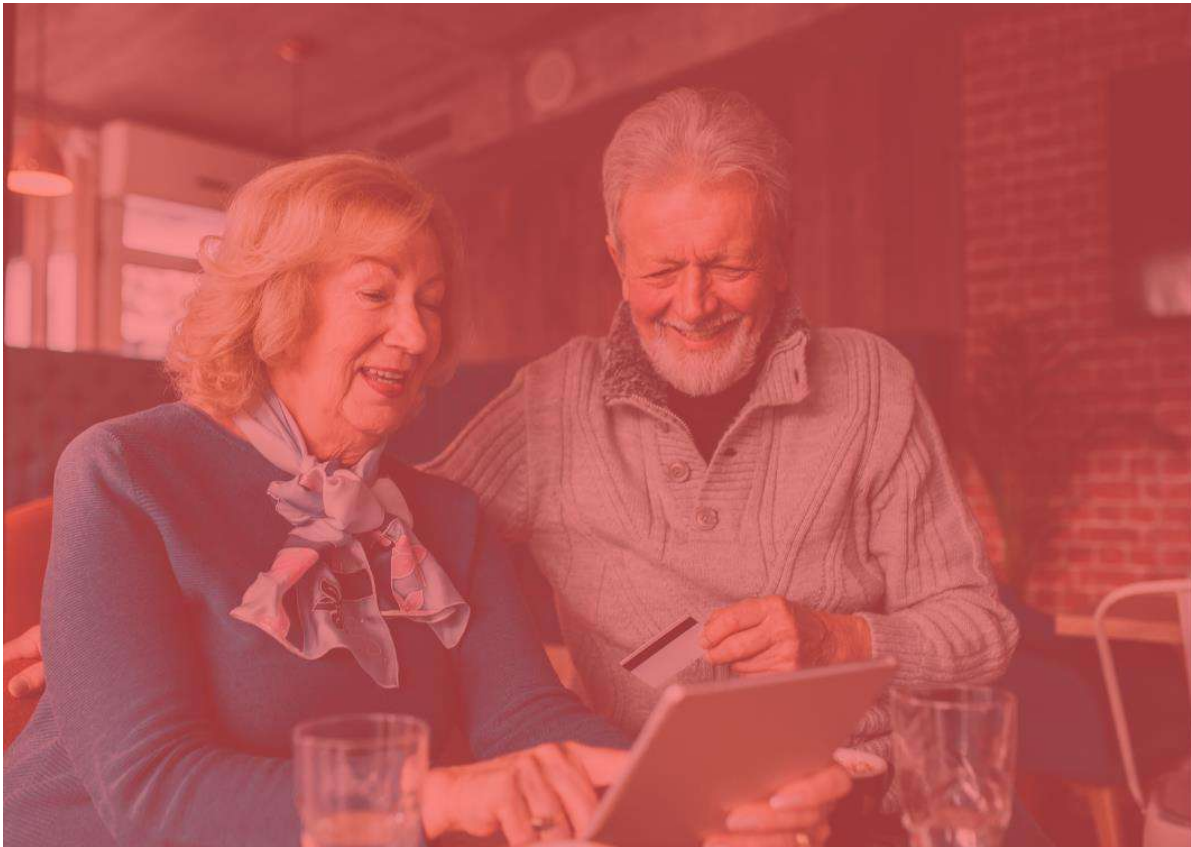
- Buy cat hunting products
- Hire a professional salesperson
- Buy NFTs
- Study a market

Q2: What kind of products are visible on the platform

- Fireworks
- Pets
- Hardware products, books and podcasts
- Sports equipment



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Link to the Tool:

www.umso.com

Description

UMSO is a unique website builder that allows to design and publish a beautiful website in no time. To create a new website, you will be asked what kind of product you are building, as well as your design and content preferences. The generator algorithm will then create an initial website which can be further edited. Once you are satisfied with the website, it can be published with a single click. It is ideal for SaaS businesses, mobile apps and other digital businesses looking for high quality websites and landing pages.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Powerful Hosting	Includes fast and reliable hosting for all UMSO websites.
Multiple Pages	It is possible to add multiple sub-pages to the website. They will share the same design.
Email Capture	It collects email addresses directly with UMSO Email Lists or integrate with a 3rd-party like Mail Chimp.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=MIJW3MvckLA	Landen website builder	UMSO	This video is a product quick overview.
https://youtu.be/W-Qli8eFcs	The Website Builder for Startups	UMSO	This video provides a product overview focused for startups.
https://www.youtube.com/watch?v=hKHqJ066fek	Create a stunning website in record time with Landen	FreeBlaze	Discover the fastest way to create the landing page of your project / startup! [French video with English subtitles generated available].

Other Resources

Link	Title	Author	Description
https://www.umso.com/analytics	Analytics	UMSO	This article provides with insights while collecting the least amount of data necessary.
https://www.umso.com/custom-forms	Forms	UMSO	This article is review of the dashboard or forward it via email or Webhooks.
https://www.umso.com/cookie-consent-solution	Cookie solution	UMSO	This article explains how to set up a built-in cookie consent system
https://www.umso.com/features/blog	Blogs	UMSO	It explains how to add a blog to the user's website with a few clicks and start publishing right away
https://www.umso.com/multilingual-websites	Multilingual sites	UMSO	This post presents how to translate the user's website into multiple languages in order to reach a larger audience

Competences acquired (check the list of skills done by AMARIS)

#cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Start creating a website to promote a business:

- Basic home page
- Contact form

Quiz (Write the correct answer in green):

Q1: What can you do with UMSO?

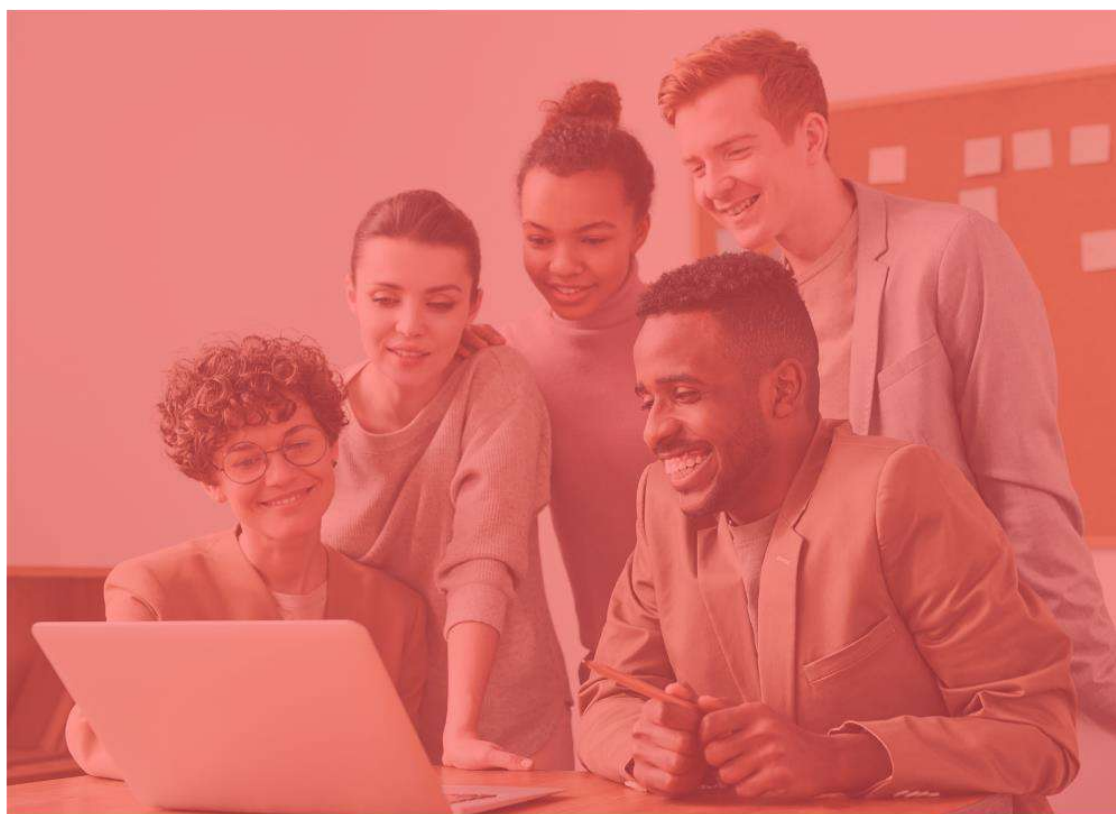
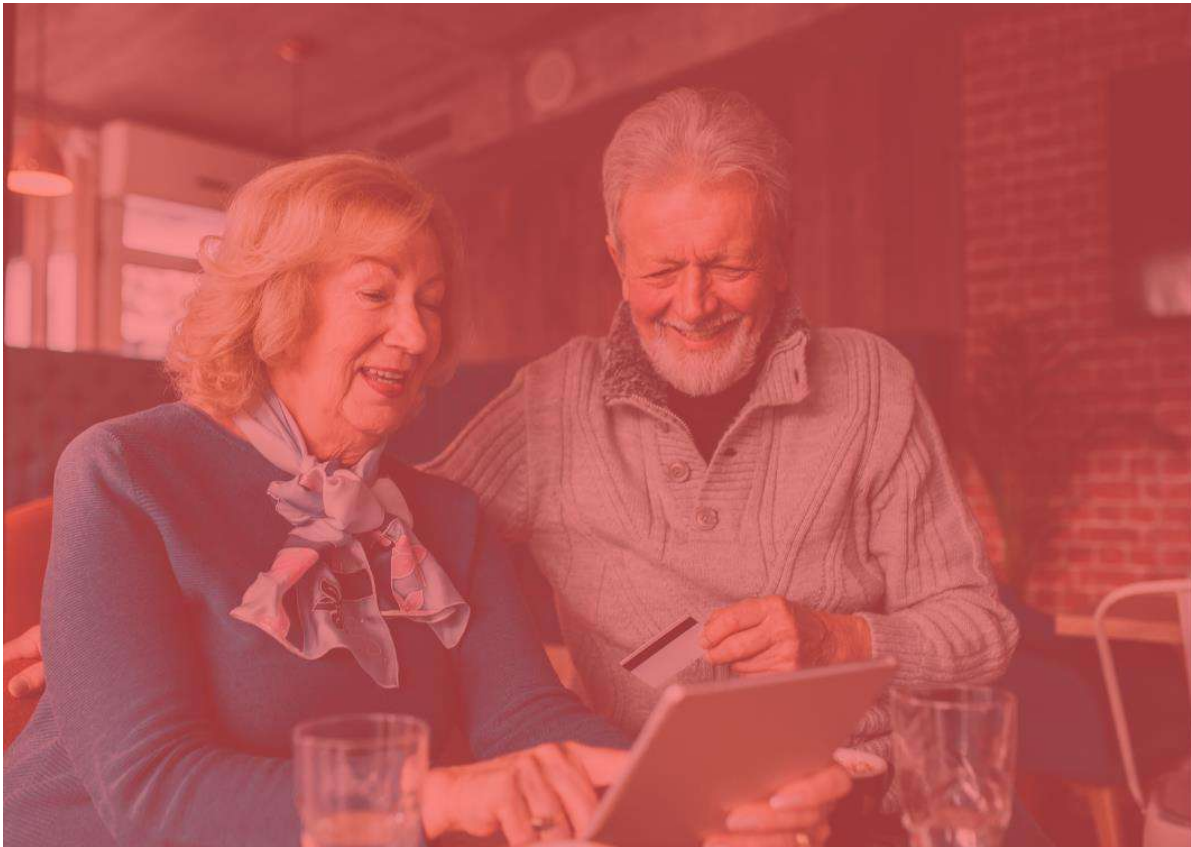
- Help reverse climate change
- **Build a website**
- Learn coding
- Build a mobile app

Q2: Which features are included in UMSO?

- Livestream
- **Multilingual sites**
- Website dissemination
- Cinema



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Link to the Tool:

www.weblum.com

Description

Weblum is an easy tool that allows you to create a modern landing page in a very short time, without any coding or designing knowledge and for free. You can use it to promote your business and create online stores, portfolios or CV websites. It allows to edit just one layout and it adapts to any device and screen size automatically. The built-in AI Design Supervisor will keep a seamless design regardless of the changes that are made. There are 200+ ready-made blocks & templates and design schemes that can be changed in one click.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Smart design supervisor	Help you keep an elegant design thanks to Artificial Intelligence
Guides	Tutorials for different types of websites
Templates	The users can choose out of 300+ Weblum Templates, then start editing and filling with their own content

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=88Obf4JU-Y	Website pages Weblum website builder	Weblum	This video is a tutorial on Weblum website builder.

Other Resources

Link	Title	Author	Description
https://weblum.com/templates	Hi-Fi Templates for Easy Web Design	Weblum	300+ ready-to-use templates

Competences acquired (check the list of skills done by AMARIS)

#cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Start creating a website to promote a business:

- Basic home page
- Contact form

Quizz (Write the correct answer in green):

Q1: What skills are required to use Weblum?

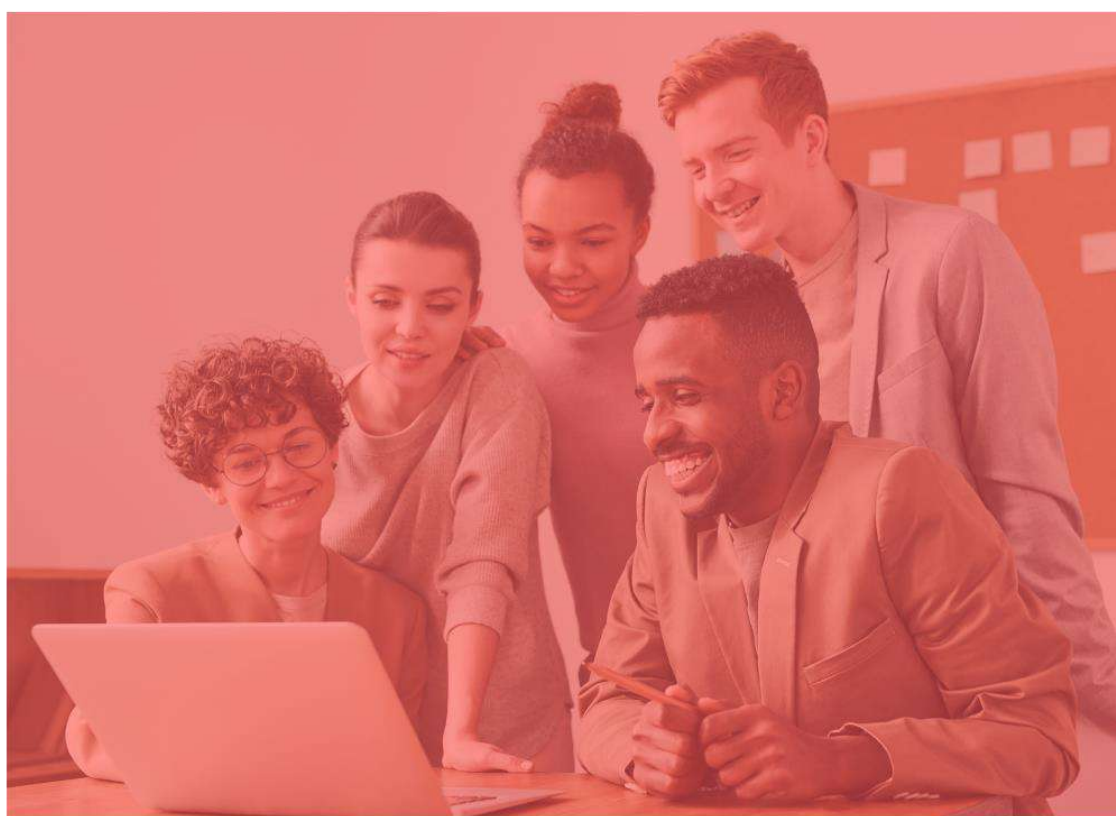
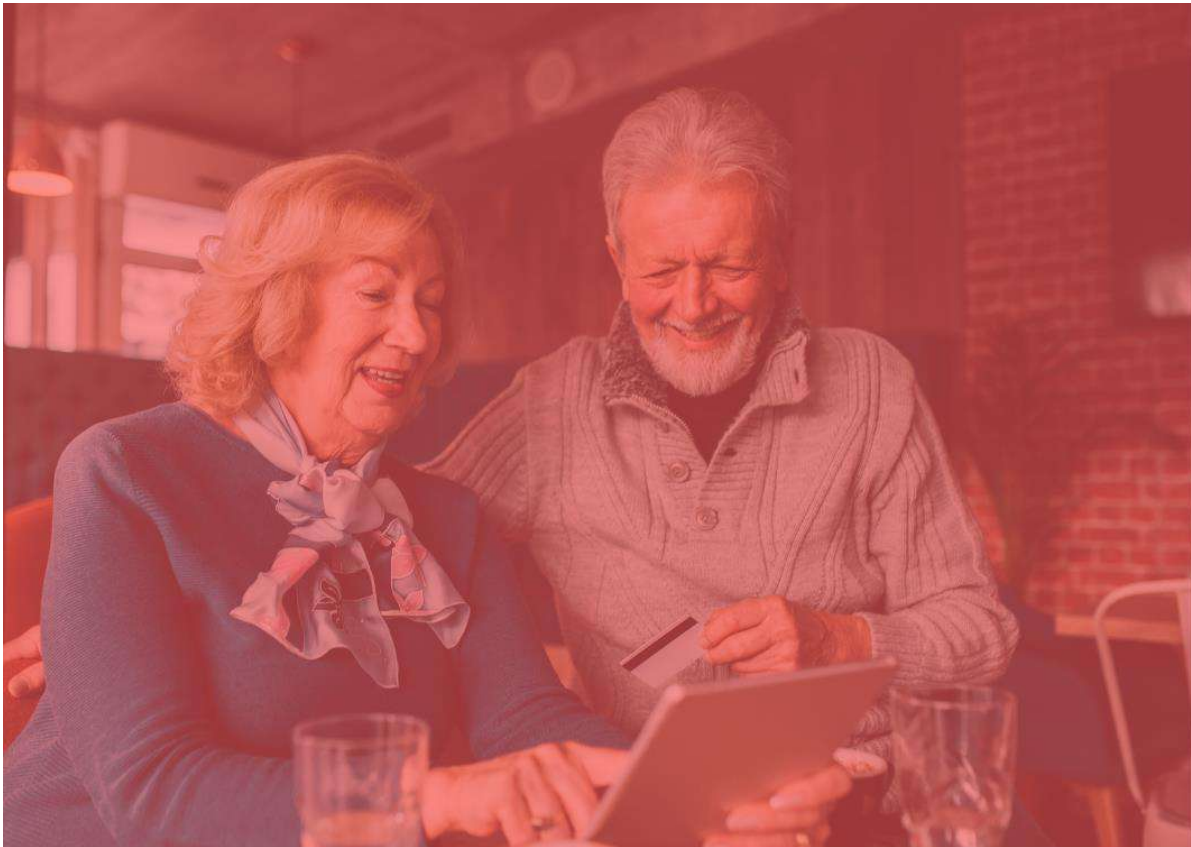
- Web design
- Coding
- Basic computer skills
- Advanced computer skills

Q2: What resources can be used with Weblum?

- 300+ ready to use platforms
- AI dissemination supervisor
- Unlimited Storage
- Free domain for 5 years



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Link to the Tool:

www.x-cart.com

Description

X-Cart is a leading shopping cart e-commerce software. More than 35,000 online stores around the world use and rely on X-Cart as their e-commerce platform of choice. Their self-hosted e-commerce software has a range of cutting-edge features that make it easy to start and run online store. Known as one of the fastest e-commerce solutions on the market, that is extremely flexible and comes packed with many features.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Storefront User Experience	Design Without Limitations and Constraints, Intuitive Drag and Drop Interface, Real-Time Smart Search
Buying Journey	120+ Payment Processing Providers for Global Customers, Effective SEO Tools, Sales and Marketing, Analytics, etc.
Security	100% PCI-DSS Compatible Payment Processing, Recurring Payments & Ability to Save Credit Cards, Strong Authentication, Fraud Prevention, etc.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=N21P9jBh2sA	How to install X-Cart 5 in a few minutes	X-Cart	This tutorial explains how to install X-Cart in a few minutes.
https://www.youtube.com/watch?v=xT5MtGZO7Q	X-cart Beginner Video Tutorials Installing X-cart	Mike White	In this first installment of the X-cart Beginner Series, we are going to learn how to install the X-cart E-commerce software from http://x-cart.com .
https://www.youtube.com/watch?v=kRdWw3QCp7c	Basic Design Changes in X-Cart 5.3	X-Cart	Check the video tutorial to learn how easy it is to: <ul style="list-style-type: none"> - upload logo and favicon - customize design templates and edit custom CSS - change color scheme and layout - add banners - manage menus - create custom pages - edit email notifications and Invoices.

Other Resources

Link	Title	Author	Description
https://www.x-cart.com/blog/start-online-store/	How to Start an Online Store That Actually Grows [2021 Edition]	X-Cart	Follow these simple steps to get your online store up-and-running in just a few weeks, or less.
https://www.x-cart.com/blog/switching-e-commerce-platforms-the-	The Complete 6-Step Guide to eCommerce Replatforming	X-Cart	To help mitigate some of the stressors of replatforming, we put together the best practices and top tips for eCommerce website migration to ensure your project goes smoothly.

complete-6-step-guide.html			
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Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Follow the following guide to create an online store: [How to Start an Online Store That Actually Grows](#).

Quiz (Write the correct answer in green):

Q1: Which component is not part of X-Cart?

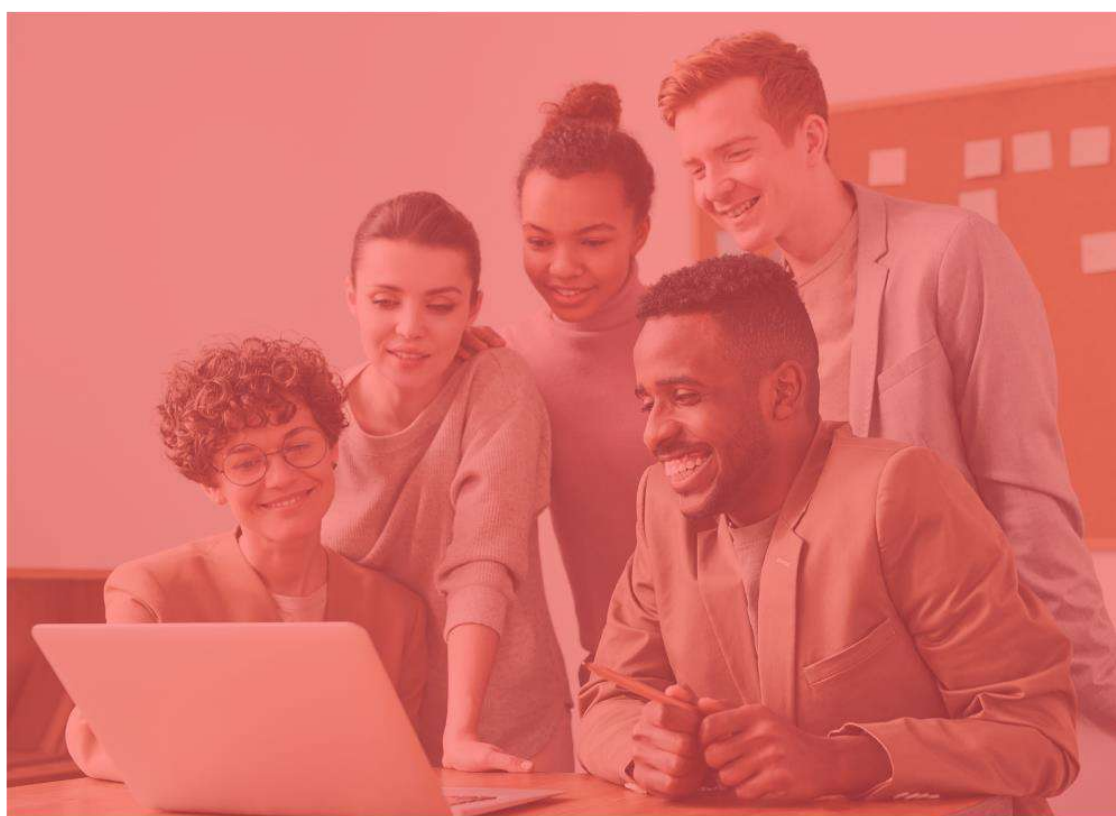
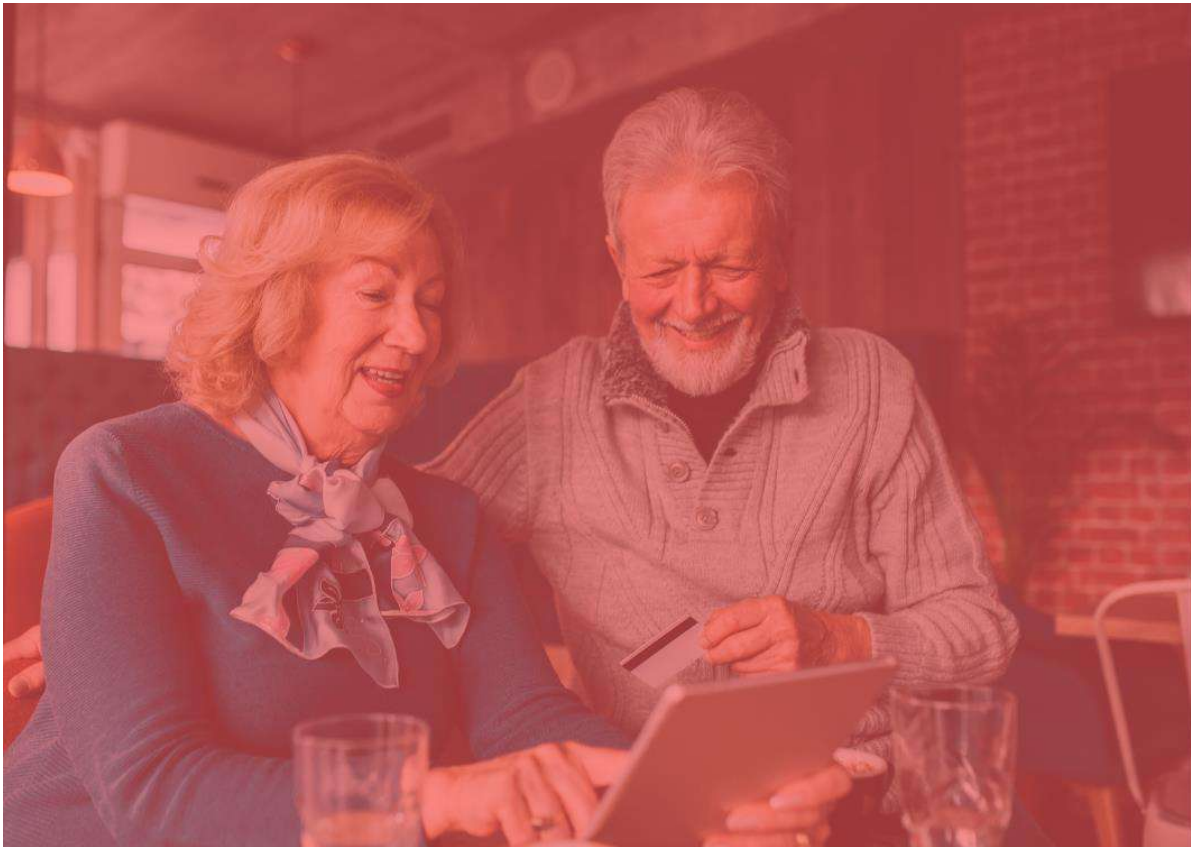
- Addons
- Look & Feel
- **Widgets**
- Sales Channels

Q2: What theme can you choose for an X-Cart website?

- Hundreds of themes are available, all are free
- Hundreds of paid and free themes are available
- **There is one free and a few paid themes available**
- X-Cart doesn't support theming



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Zentail

Link to the Tool:

www.zentail.com

Description

Zentail is a listing automation platform for multichannel sellers looking to accelerate growth and simplify ecommerce. It accelerates multichannel commerce as the fastest and easiest way to centralize, automate and unlock growth potential. It will allow you to centrally manage listings, inventory and orders on Amazon, eBay, Walmart Marketplace, Google, Shopify, BigCommerce, Magento and more.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Multichannel Overview	One central catalogue & command centre
Product Data	SMART Types, bulk actions & cloning
Repricing	Algorithmic repricing & buy box reports

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=ObNpfjc5ow	Zentail: A Quick Platform Overview	Zentail	So, you want to know what Zentail's all about? Here's a quick video running through our top features, spanning our catalog manager, inventory tools and more. Catch a peek of what a five-star ecommerce platform looks like.
https://www.youtube.com/watch?v=ZIXNpKGY8sc	What Is Zentail?	Zentail	This video with animated graphics shows an overview of what is Zentail.

Other Resources

Link	Title	Author	Description
https://help.zentail.com/en/articles/5527108-step-by-step-onboarding-guide	Step by Step Onboarding Guide	Zentail	Instructions, links and guides to help you onboard onto Zentail
https://help.zentail.com/en/collections/2558592-video-overviews	Video walkthroughs of the Zentail platform	Zentail	Video walkthroughs of the Zentail platform

Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Advanced

Practice your skills

Choose one of the provided tutorials and create an online store.

Quizz (Write the correct answer in green):

Q1: Which selling channel is not supported by Zentail?

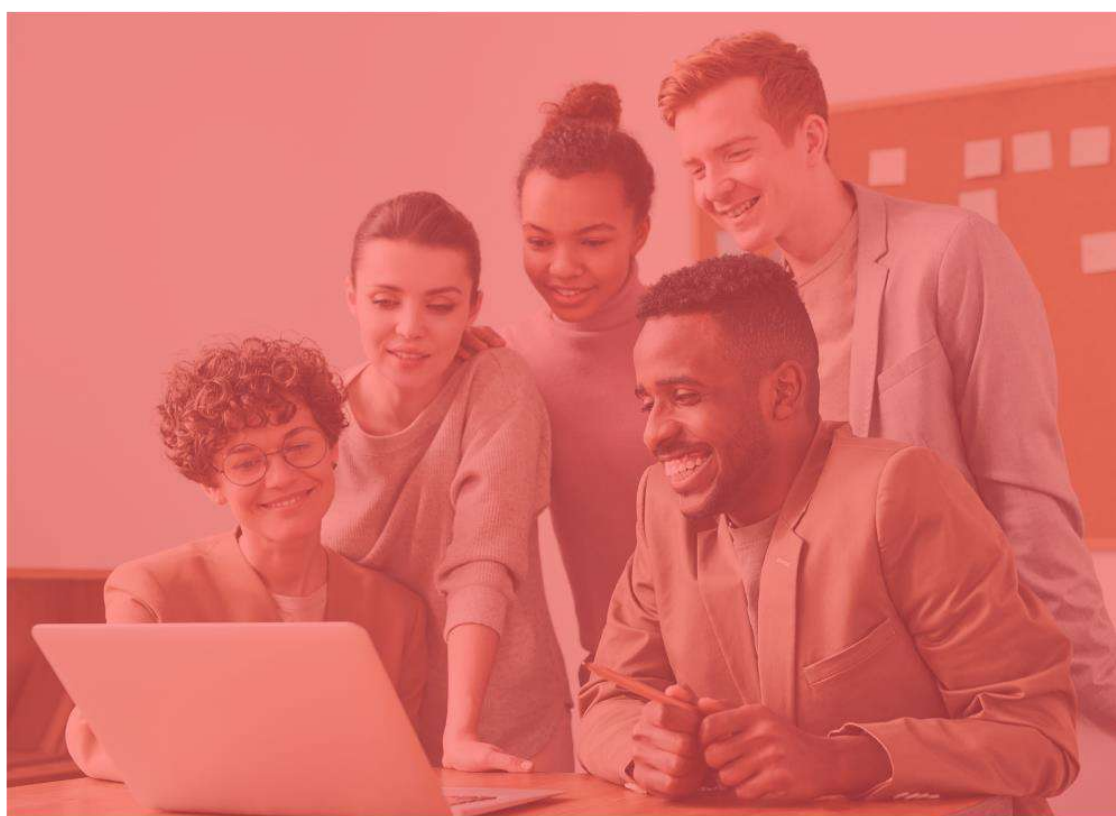
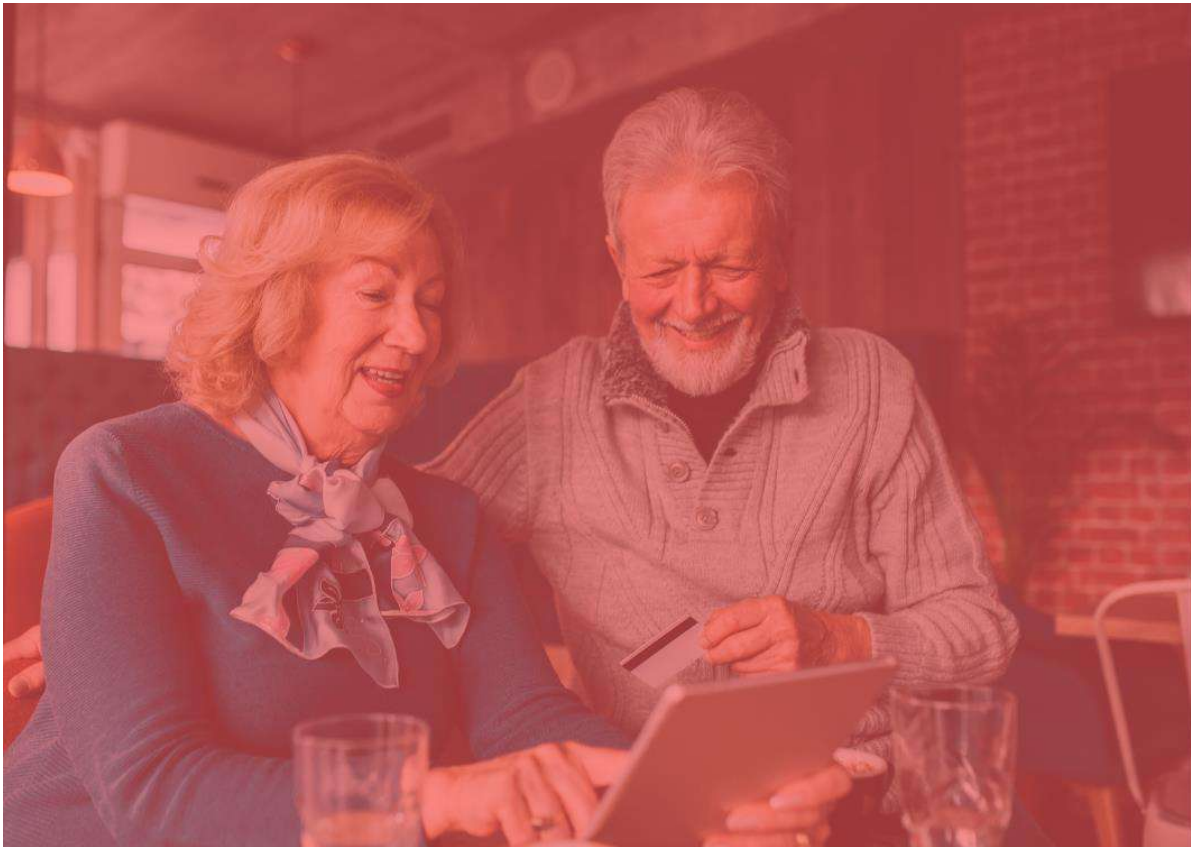
- Amazon
- Gumroad
- Shopify
- Google

Q2: How many partners (marketplace, shipping, 3rd parties) are integrated with Zentail?

- 0, Zentail is a complete platform that doesn't need integrations
- 10+
- 50+
- 100+



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AliExpress

Link to the Tool:

www.aliexpress.com

Description

AliExpress is an online retail service platform for independent sellers. It facilitates small businesses to sell their products all over the world. The focus is on low volume transactions of stocked products. It means that AliExpress simply acts as the middleman between a buyer and a seller by providing the necessary marketplace infrastructure. Affordable international delivery is available to most countries throughout the world.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
International capabilities	The platform contains: automatic translation to 18 languages for a localized user experience, conversion to currencies from 51 countries, support for 38 local payment channels for secure payment and transaction
Storefront	It provides customized storefronts for sellers.
Shipping	It offers different shipping options.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=uJxXJu1YriE	How To Make Money With AliExpress in 2022 (For Beginners)	Mike Vestil	This is a step by step guide on how to make money with AliExpress for total beginners.
https://www.youtube.com/watch?v=1aAWabfHy1Y	How to start an Aliexpress store? - step by step guide (2019)	Shanghai Silk Road International Trading	In this video we show you how to register a store on Aliexpress.com. You can follow the steps and in 2 days you can have your store on Aliexpress.com.

Other Resources

Link	Title	Author	Description
https://sell.aliexpress.com/_pc/en-sellerclub.htm	AliExpress University will help in faster landing for sellers	AliExpress	Start Your Journey on AliExpress Today: tips for starting your e-store; guidance for running your e-store
https://www.shopify.com/blog/117607173-the-definitive-guide-to-dropshipping-with-aliexpress	AliExpress Dropshipping: A Complete Guide to Sourcing From AliExpress	AliExpress	Learn dropshipping with AliExpress and how to start a dropshipping business with the tool Oberlo.

Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate.

Practice your skills

Choose one of the provided tutorials and sell your first product on AliExpress.

Quizz (Write the correct answer in green):

Q1: What can't be sold on AliExpress?

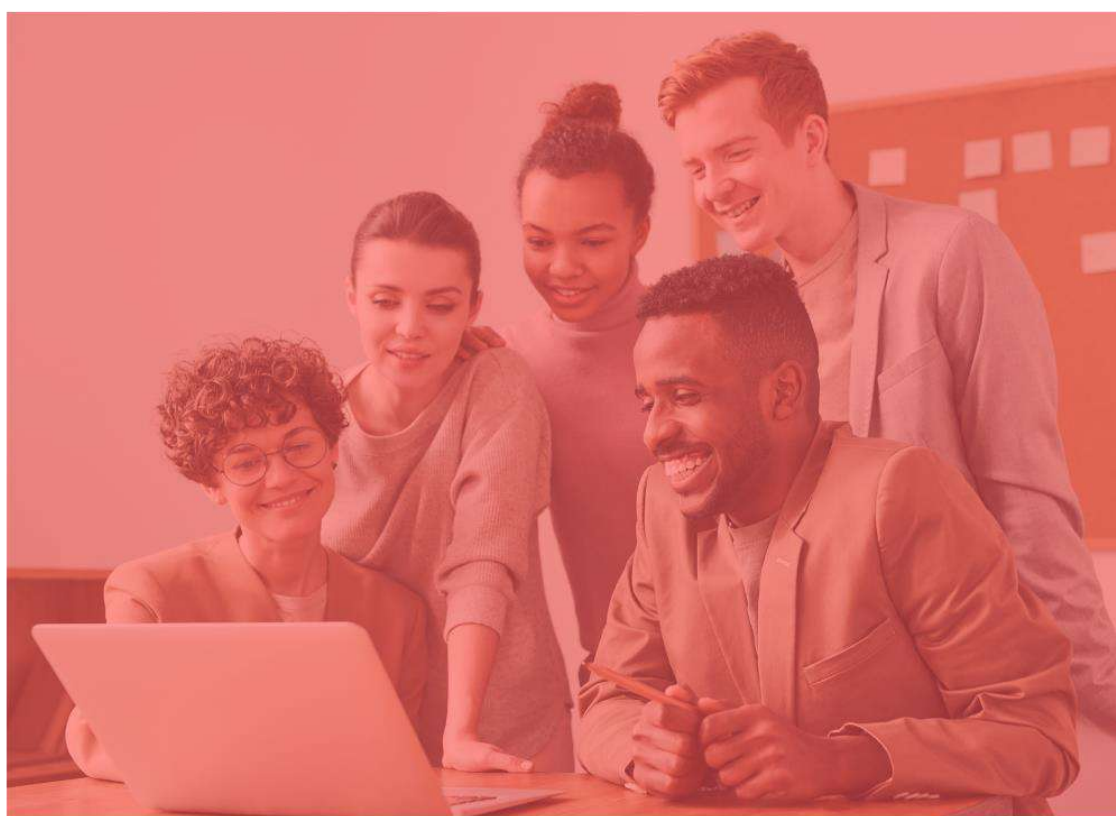
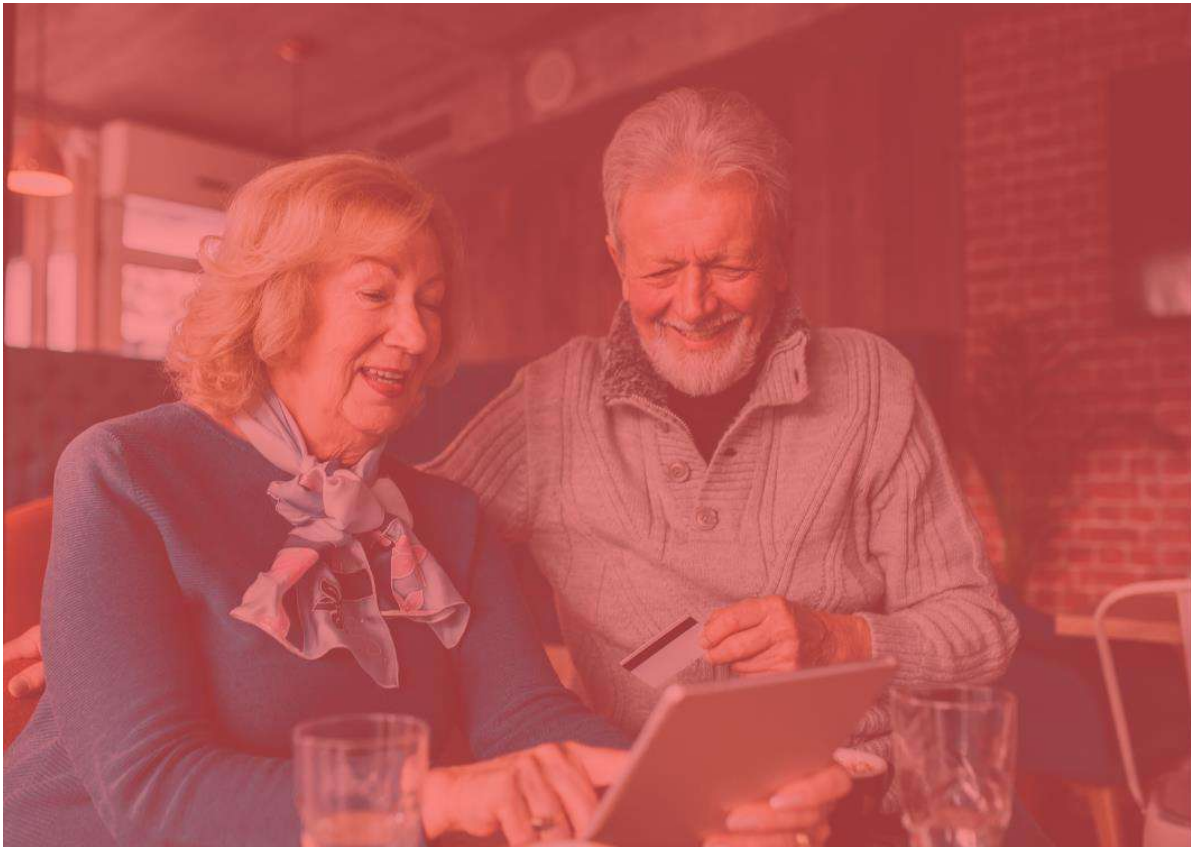
- Car and Motorcycle Accessories
- Food and Beverages
- Consumer Electronics
- Clothing

Q2: What is the cost of selling on AliExpress?

- It's free
- 40 USD / months
- 5-8% per transaction
- 40 USD / months + 5-8% per transaction



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Link to the Tool:

www.amazon.com

Description

Amazon is a multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. As an online marketplace, Amazon sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and customers.

TOP 3 Functionalities (only free ones)

Title	Description
Manage your products	You can add new products to the Amazon catalog, manage inventory with feeds, spreadsheets, and reports.
Attract customers	You can attract shoppers with on-site advertising tools, and run promotions including free shipping.
Shipping	You can set personalized shipping fees for non-media products (Books, Music, Video, and DVD).

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=mH1Nbw3FhGY	Ways to sell with Amazon	Sell on Amazon	It explains different ways to sell your products with Amazon.
https://www.youtube.com/watch?v=zu2DRNNw0PA	Amazon FBA For Beginners 2022 (Step by Step Tutorial)	Santrel Media	In this video, you will learn how to sell on Amazon with FBA (fulfillment by Amazon)

Other Resources

Link	Title	Author	Description
https://sell.amazon.com/beginners-guide	The beginner's guide to selling on Amazon	Amazon	A few things to consider before you start selling on Amazon.
https://sell.amazon.com/ecommerce-business-guide	Start an ecommerce business in 2021	Amazon	Follow these steps to start your ecommerce business.
https://sell.amazon.com/learn#brands	For brands: Your story in Amazon stores	Amazon	This post explains how to connect with customers, protect your brand, and hear from other brands.
https://www.sellerapp.com/fbm-vs-fba.html	Amazon FBA vs. FBM - A Complete Comparison Guide to Choosing Between the Two?	Sellerapp	A quick transition from a new seller to an Amazon expert. Data backed information and intelligent tools for smarter Amazon strategies and increased profits.

Competences acquired

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate.

Practice your skills

Choose one of the provided tutorials and sell your first product on Amazon.

Quizz (Write the correct answer in green):

Q1: What does FBA stands for?

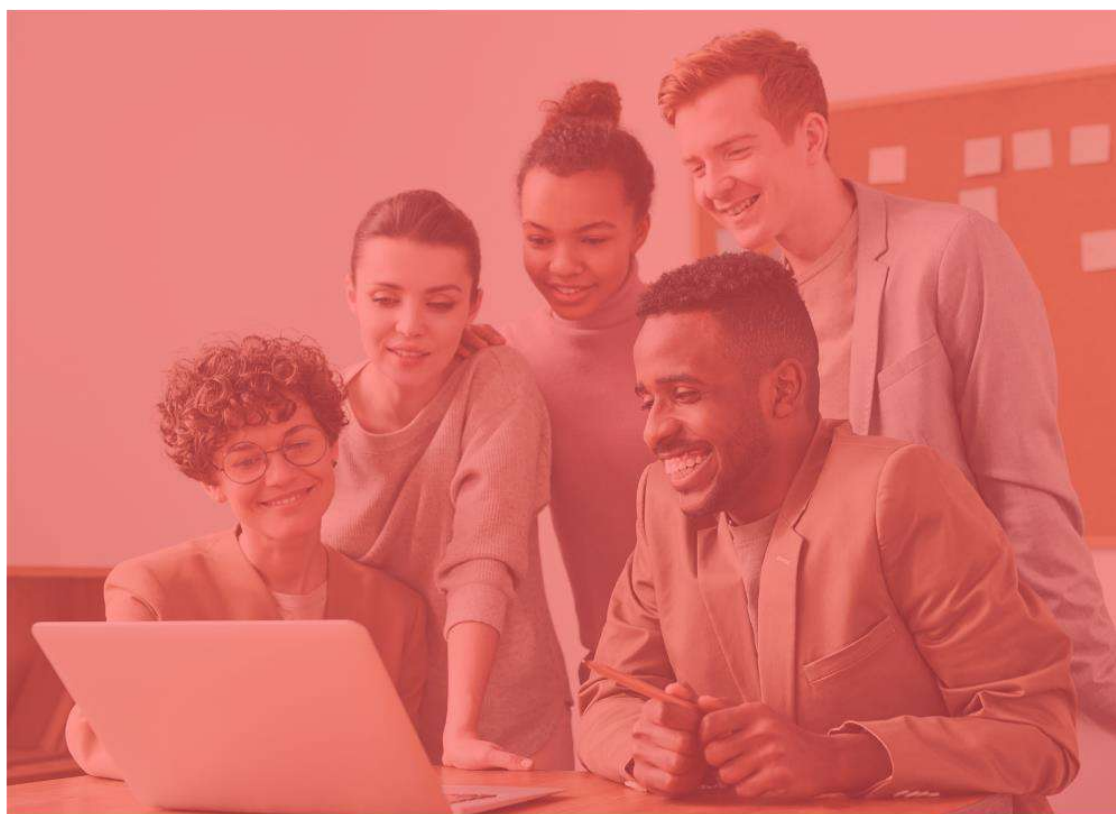
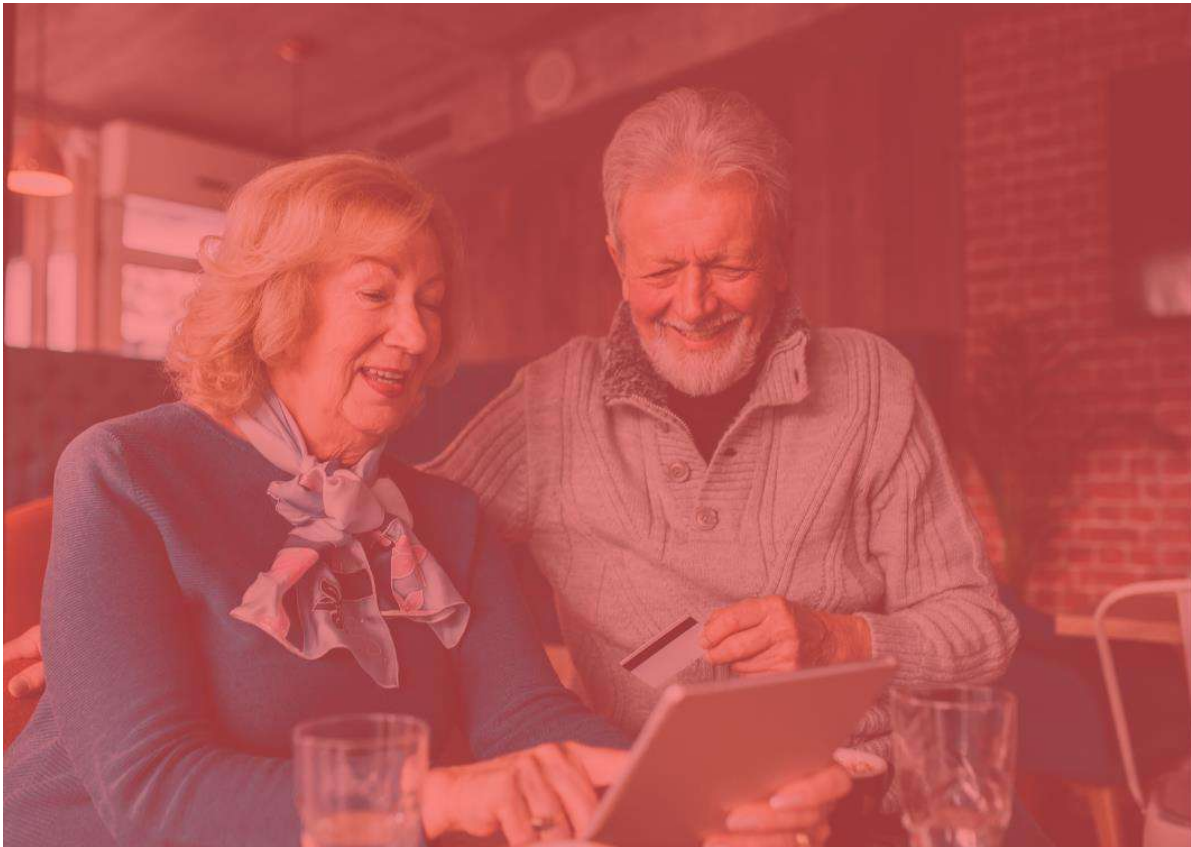
- Fulfillment by Amazon
- Functional Business Analyst
- Federal Bureau of Amazon
- Forecast Behavior Amazon

Q2: When does Amazon FBA will work better than Amazon FBM?

- Your products are not selling at a fast pace
- You have sufficient space to store your inventory
- Your products are bulky and heavy and expensive
- You do not want to fulfill the orders yourself



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Link to the Tool:

www.bonanza.com

Description

Bonanza is an online marketplace for buying and selling items in every category. This e-commerce platform helps to buy and sell items that aren't shiny, new, and mass-produced. Its aim is to remove the technical expertise needed to build a profitable online business, making the joys of entrepreneurship accessible for all.

TOP 3 Functionalities (only free ones)

Title	Description
Cross platforms integration	Automatic eBay, Amazon, and Shopify inventory import/sync
Storefront	Zero-effort webstores (automatically built from your marketplace account), multi-item editing capabilities
Shipping	Set personalized shipping fees for non-media products (Books, Music, Video, and DVD)

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=pCu3JkcA2y0	LISTING ON BONANZA IT MAYBE THE RIGHT TIME TO START	I'm Flippin it	Start your Bonanza Store Now and Get Selling More with this tutorial.
https://www.youtube.com/watch?v=hVdojgtzEKE	How to Sell on Bonanza Marketplace in 2022: Tips for Making Millions on Bonanza	The Awesome S'witty Kiwi Show	Want to \$ell on Bonanza in 2022? Need a beginner's guide on raking it in on Bonanza? Watch it now.

Other Resources

Link	Title	Author	Description
https://support.bonanza.com/hc/en-us/articles/360001150572-The-A-Z-Guide-to-Selling-on-Bonanza	The A-Z Guide to Selling on Bonanza	Bonanza	Literally a A-Z guide to selling on Bonanza, from A for Advertising to Z for Zendesk.

Competences acquired

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate.

Practice your skills

Choose one of the provided tutorials and sell your first product on Bonanza.

Quizz (Write the correct answer in green):

Q1: Which import option is not available on Bonanza?

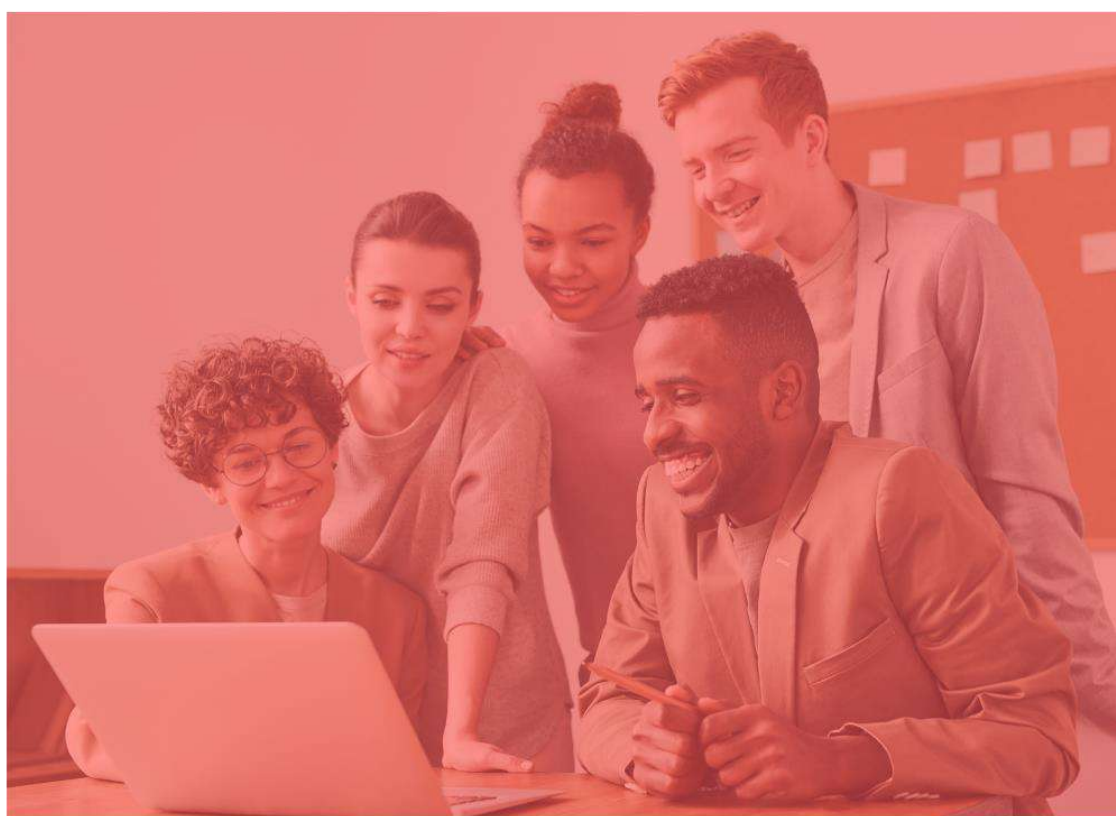
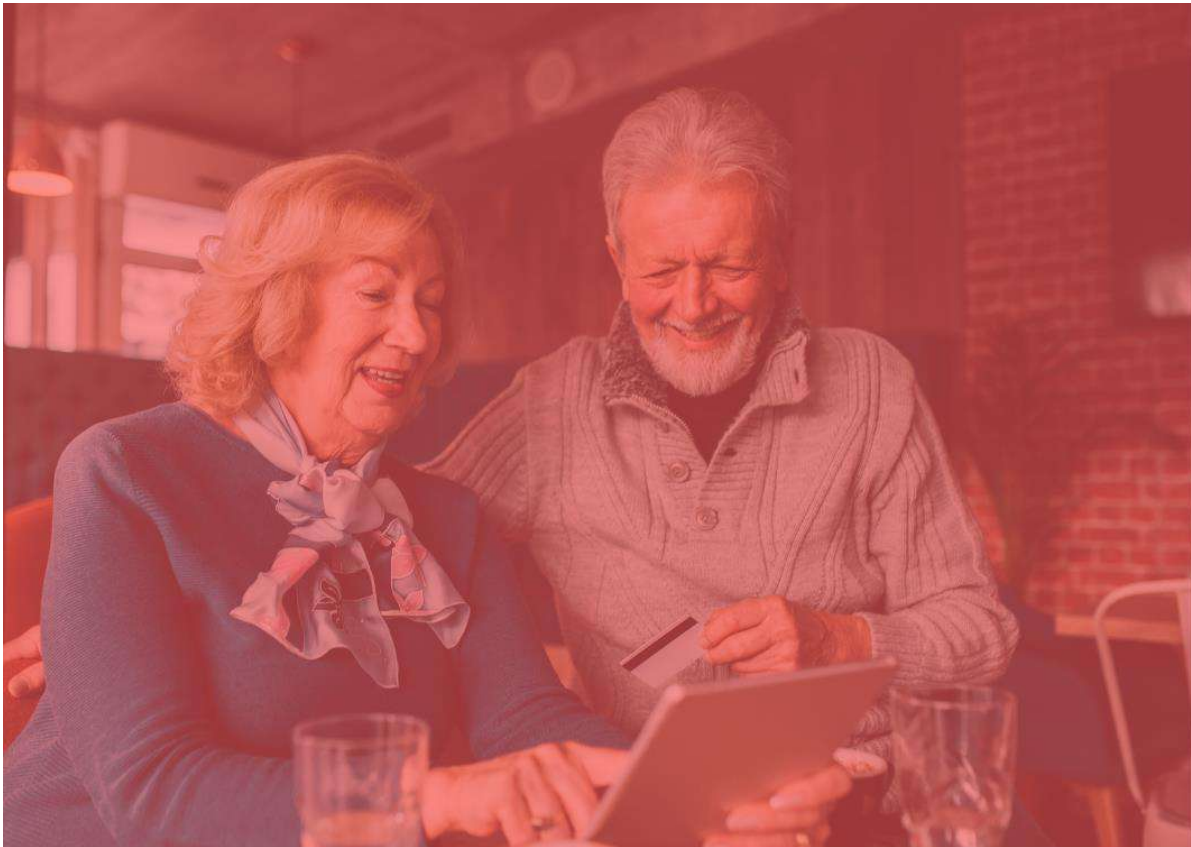
- AliExpress
- eBay
- Amazon
- Shopify

Q2: Does Bonanza charges sellers' fees upfront?

- Yes
- No



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Link to the Tool:

www.ebay.com

Description

eBay is an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. Customers can participate in Web sites set up within their own country or use one of the company's international sites. There are eBay Web sites for USA, Canada, most European countries, and several countries in Asia. eBay relies on its users to self-regulate the trading community through a feedback system that allows buyers to rate sellers on transactions.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Sell products	Sell products at a fixed price or with auctions
Search	eBay Advanced Search, search criteria refinement, products and reviews via the eBay catalog.
Manage brand and catalog	Seller Dashboard, inventory management, manage orders, marketing tools, brand building tools.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=yik0zFI71kE	How to Sell on eBay For Beginners - Step by Step Tutorial	Casual Ecommerce	In this video you will learn a simple strategy of how to sell on ebay. This is a completely beginner friendly step by step ebay tutorial that even the biggest newbie to e-commerce can find helpful and begin to implement immediately.
https://www.youtube.com/watch?v=SYYMtmRMIRg	How To Sell on eBay For Beginners (2021 Step by Step Guide)	SamsonTV	This is an eBay beginners course / guide. Everything you need to get started selling on eBay, this is a full guide showing you step-by-step, how to start selling on eBay!

Other Resources

Link	Title	Author	Description
https://www.ebay.com/help/selling	Guidelines on eBay selling part	eBay	eBay Customer Service articles to help you start selling products.
https://pages.ebay.com/seller-center/listing-and-marketing/seller-hub.html	Seller Hub	eBay	Seller Hub offers everything you need to build and grow your business on eBay. You have access to: <ul style="list-style-type: none"> Your listings and orders Multi-user Account Access for listings and orders Performance, orders, sales and tax reports Promoted Listings Standard Promotions manager Offers to buyers International and domestic shipping options Terapeak Research Payments management

Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate.

Practice your skills

Choose one of the provided tutorials and start selling your first product on eBay.

Quizz (Write the correct answer in green):

Q1: In which parts of the world you can sell your products through eBay?

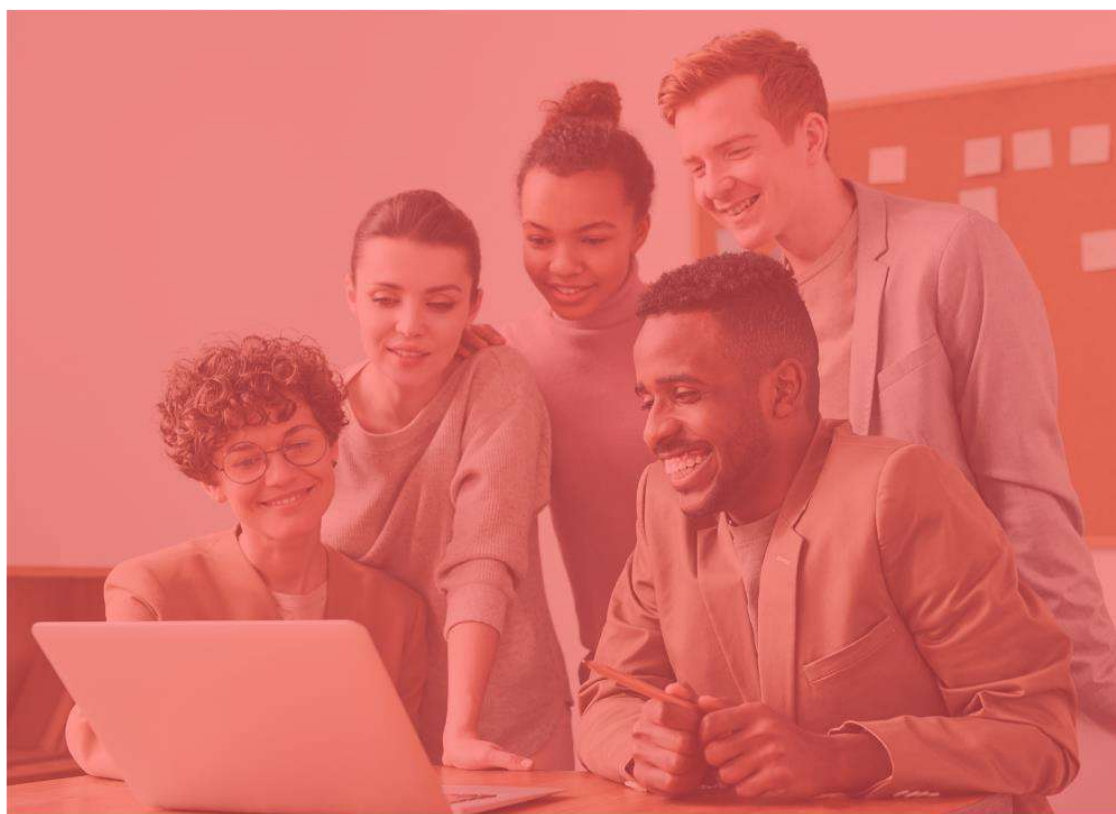
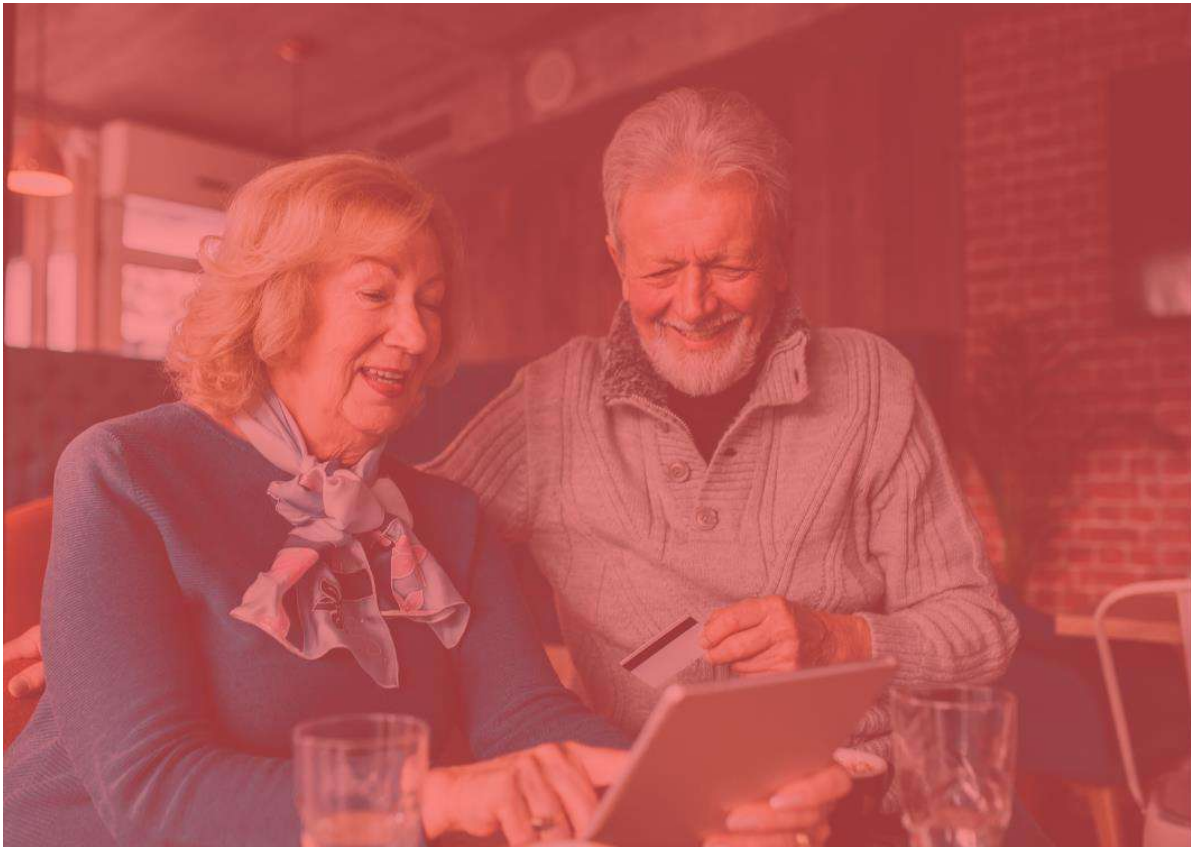
- USA
- European Union
- Asia
- **Worldwide**

Q2: What is the pricing model of eBay?

- Both sellers and buyers need to pay to access the website
- **Free to use for buyers, sellers are charged fees for listing and selling items after a limited number of free listings**
- Free to use for both sellers and buyers, sellers can also pay adds
- Totally free for both sellers and buyers



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Link to the Tool:

<https://www.ecwid.com/>

Description

Ecwid is an easy way to use eCommerce platform for small business. It was created to satisfy the need of small businesses that already have websites, and simply want to be able to sell online. Therefore, it is easy to embed into the existing website but also is perfectly responsive as a standalone solution.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Shopping cart	Abandoned Cart Saver, Credit Card Processing, Discount Management, Order Management
Store management	Cataloguing/Categorization, Channel Management, Inventory Control, Kitting, Product Configurator
Customer retention	Customer Accounts, Loyalty Program, Email Marketing

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=XX5UPe8eGBw	How to Build an Online Store in just a few clicks - Quick Start Guide	Ecwid by Lightspeed	Feeling lost? We'll slow things down and walk you through the setup of your online store so you can start selling online fast.
https://www.youtube.com/watch?v=eyyBdWmNHnQ	What is Ecwid E-commerce?	Ecwid by Lightspeed	Ecwid is the best way for small businesses to get started selling online. Build a website from scratch for free, connect your store to Facebook and Instagram, leverage professional marketing tools, and so much more.
https://www.youtube.com/watch?v=F9vpjmFDIdI	Free Online Store With Ecwid eCommerce Full Webinar: Review + Tutorial + Setup + Facebook Shop	Daniella.io	In this video, I teach you how to make an online store for free. There are a lot of store builders out there, but most of them are complicated, expensive or take high fees on your sales. Ecwid is easy, free and literally takes five minutes to set up.

Other Resources

Link	Title	Author	Description
https://support.ecwid.com/hc/en-us/categories/360000015889	Ecwid video guides	Ecwid	Watch step-by-step instructions with short tutorials, navigating the Ecwid admin.

Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Choose one of the provided tutorials and create an online store.

Quizz (Write the correct answer in green):

Q1: What can be done with Ecwid?

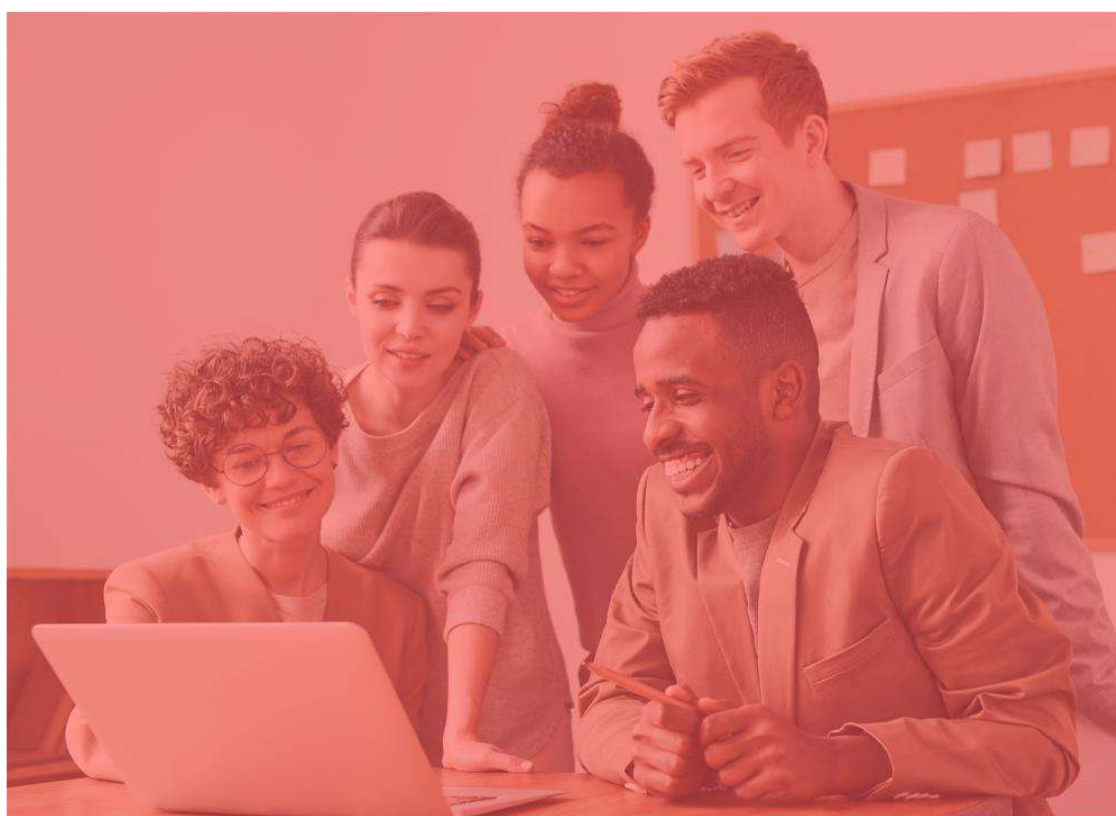
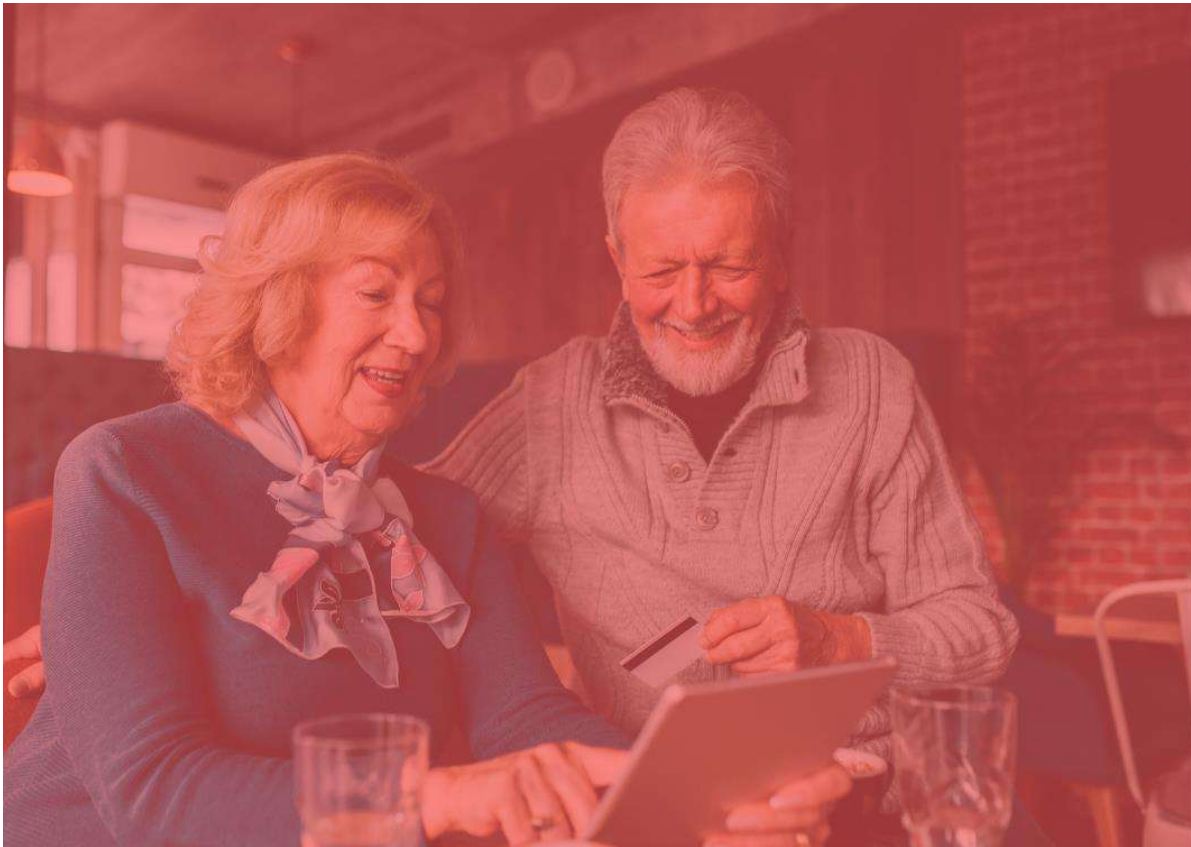
- Create a standalone e-commerce website
- Embed Ecwid in an existing website
- Sell products online
- All of the above

Q2: Ecwid can be used for free?

- Yes
- No



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Etsy

Link to the Tool:

www.etsy.com

Description

Etsy is a global online marketplace, where people come together to sell and buy unique or vintage items, in a way to make a positive impact on the planet. These items fall under a wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art, as well as craft supplies and tools. All vintage items must be at least 20 years old. Each listing will remain on the shop's page for a maximum of 4 months, or until someone buys the product.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Personalized website	Create a personalized website in minutes thanks to a custom website powered by the Etsy shop.
Mobile App	To manage the business from anywhere. Etsy App can be used to manage orders, edit listings, and respond to buyers instantly, from anywhere.
Monitor your shop	Thanks to an access to detailed stats about shop's performance to increase sales.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=CW4hQ32C1ZQ	How To Start An Etsy Shop For Beginners 2021 Etsy Store Setup Tutorial	Create With Pennies Not Perfection	If you want to start an Etsy shop in order to earn part time or full time income then this tutorial for beginners will help you get started!
https://www.youtube.com/watch?v=UitL45pw_JOM	Etsy Shop for Beginners (COMPLETE TUTORIAL) How to start an Etsy shop step by step	Kate Hayes	Watch this a step-by-step tutorial on how to start an Etsy shop for beginners!

Other Resources

Link	Title	Author	Description
https://help.etsy.com/hc/en-us/articles/115014502448-Beginner-s-Guide-to-Selling-on-Etsy?segment=selling	Beginner's Guide to Selling on Etsy	Etsy	This guide helps you through the first steps of opening your shop, shares tips on how to get a strong start, and provides resources for further guidance along the way.
https://www.etsy.com/in-vites/sell/?iid=nkh1SR0ZnN1cnDhcak6ZXCs-1B3_vOCWgmqeKlXAmas	Open an Etsy shop and list your first 40 items free.	Etsy	This is an offer to get free access to sell first 40 items without additional fees.

Competences acquired

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Basic

Practice your skills

Choose one of the provided tutorials and establish your profile and sell your first product on Etsy.

Quiz (Write the correct answer in green):

Q1: Which products can you sell on Etsy?

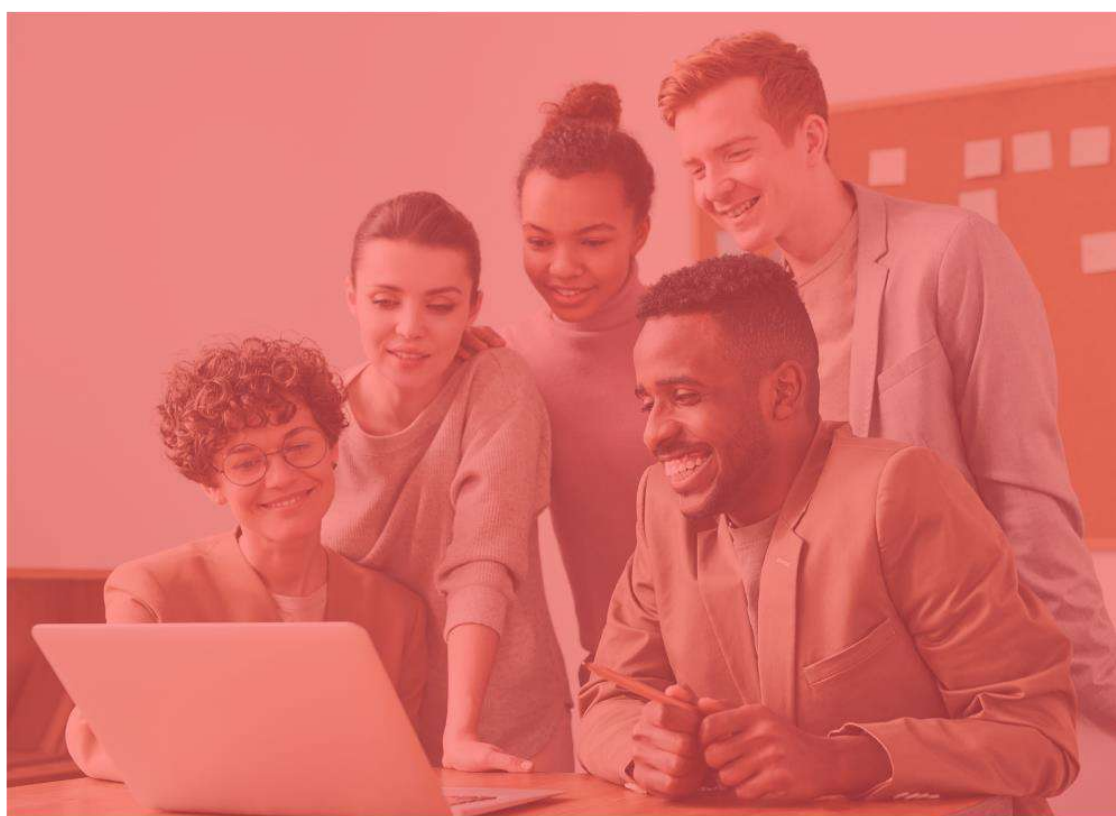
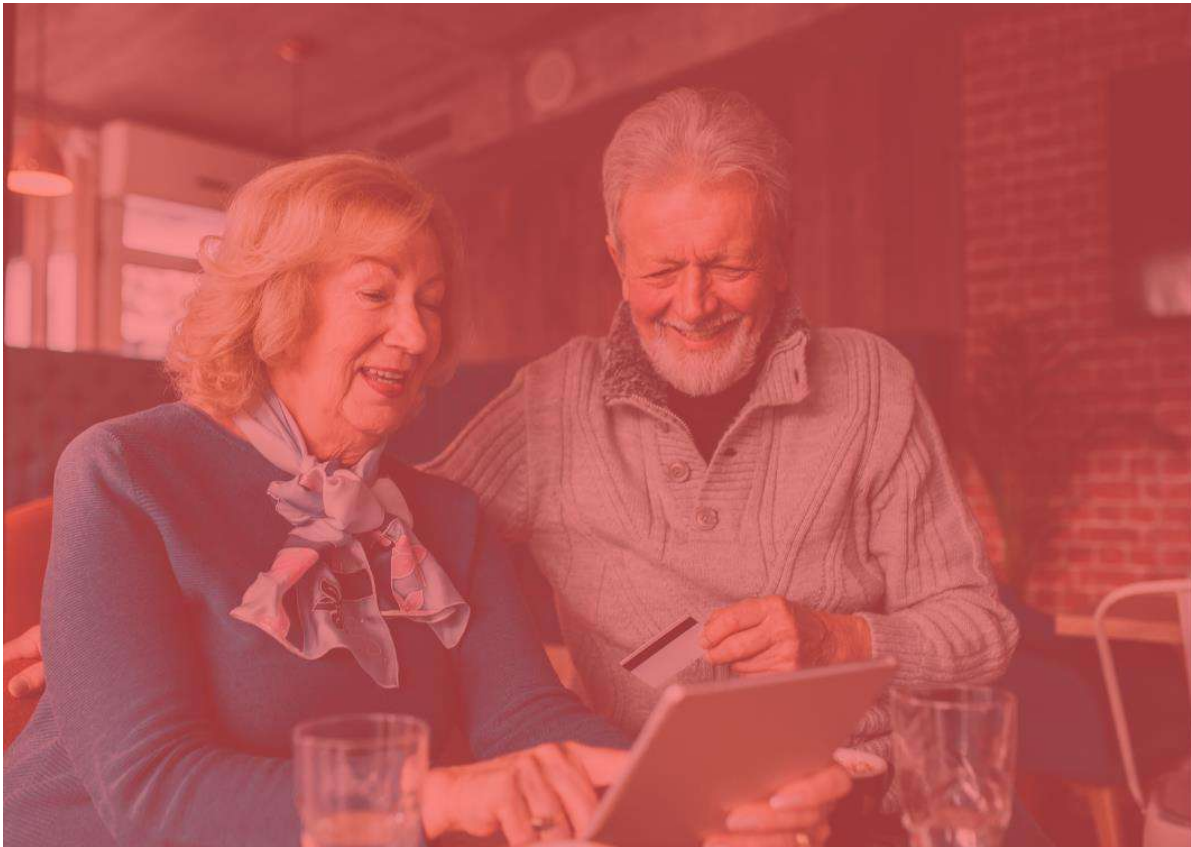
- Food and beverage
- Electronic products
- Digital services
- **Unique or vintage items**

Q2: What can't be done with Etsy?

- Create a website
- **Find a name for your brand**
- Sell Products
- Manage Shipping



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Link to the Tool:

www.gumroad.com

Description

Gumroad is a self-publishing digital marketplace platform to sell digital services such as books, memberships, courses and other digital services. It's a checkout software that can be easily installed on any website. Its look & feel promotes high-converting checkout processes, and the software can automate delivery of digital goods & support pay-what-you-want pricing.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Create a landing page	It allows the user to create and personalize a landing page that can be also embedded in any existing blog or website.
Engaging tools	Easily import an existing email list, easily deliver content and engage with the audience, gain access to powerful data with analytics
Advanced store options	Discount codes, handling license key service, using several types of currencies, sell multiple versions of a product, limit product sales by country and many more options.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=1O0DGCxj3il	GUMROAD TUTORIAL - How To Sell Digital Products Online & Gumroad Review	Aurelius Tjin	This video is a GUMROAD TUTORIAL and GUMROAD REVIEW video. You'll learn HOW TO SELL DIGITAL PRODUCTS ONLINE with Gumroad. You'll find out step by step how to use Gumroad to sell your digital downloads.
https://www.youtube.com/watch?v=XFXYPa2yeac	How to create an online store with Gumroad (Step By Step Tutorial)	Grumo Media	In this GUMROAD tutorial you'll learn how to create an online store to sell digital products. It provides you step-by-step guide on how setup your GUMROAD account and start selling your first product.
https://www.youtube.com/watch?v=Bsv_SKervkE	Gumroad Tutorial 2022 - How To Make Money With Gumroad	David Dill	In this Gumroad tutorial, you will learn step by step how to use Gumroad, create a course with Gumroad, and make money with Gumroad.

Other Resources

Link	Title	Author	Description
https://help.gumroad.com/category/229-getting-started	Getting started	Gumroad	Gumroad Help Center getting started guide.

Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate.

Practice your skills

Choose one of the provided tutorials and create an online store.

Quizz (Write the correct answer in green):

Q1: What can you do with Gumroad?

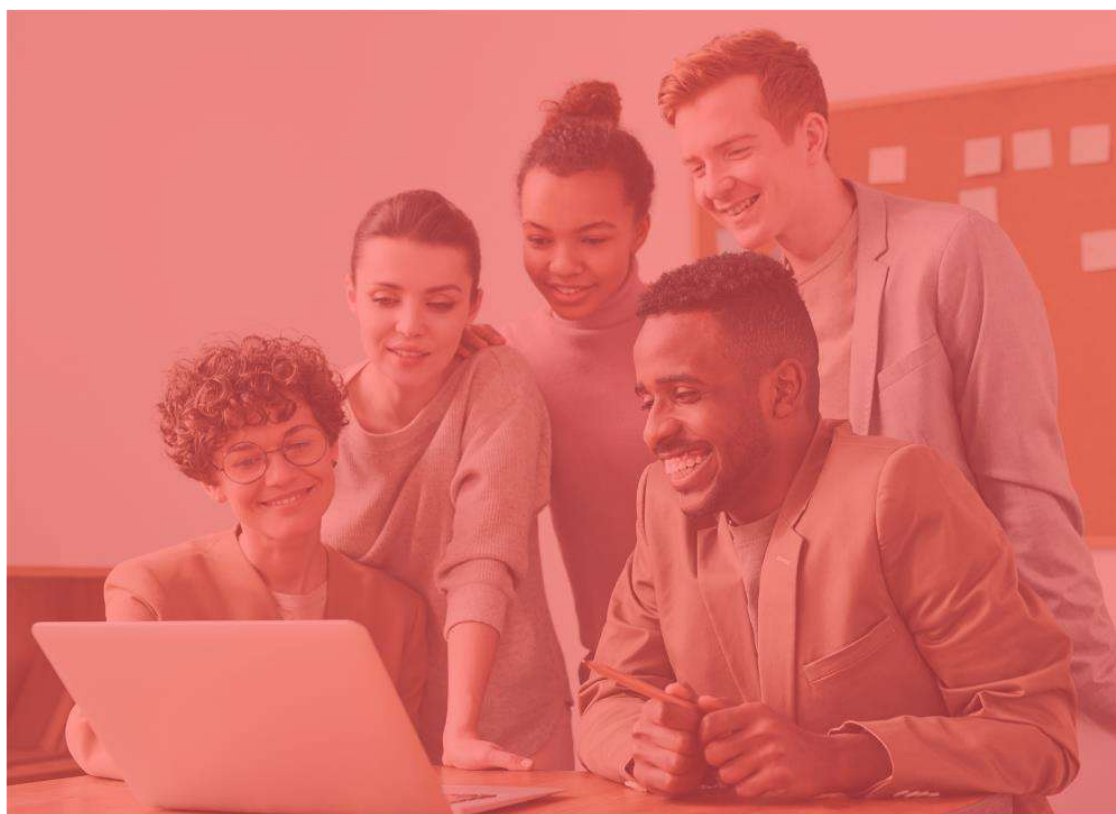
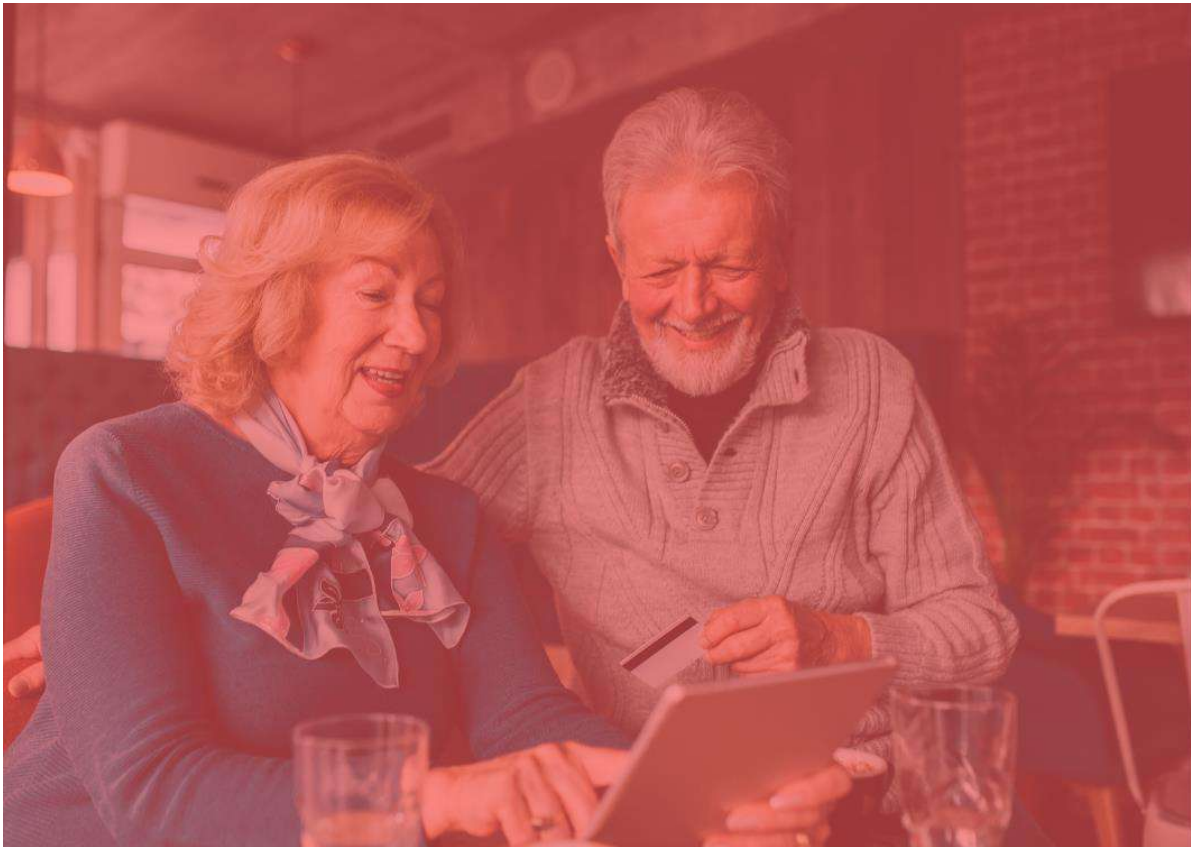
- Sell digital services
- Sell physical products
- Sell a food delivery service
- None of the above

Q2: What is Gumroad's pricing?

- It's totally free
- You pay a monthly subscription according to your plan
- It's free to set up and a commission is taken on transactions
- You pay a monthly subscription and a commission per transaction



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Link to the Tool:
www.shopify.com

Description

With Shopify, you can build and customize an online store and sell in multiple places, including web, mobile, social media, online marketplaces, brick-and-mortar locations, and pop-up shops. Shopify has features to manage products, inventory, payments, and shipping as well as customer engagement tools. It also offers a professional online storefront, a payment solution to accept credit cards, and the Shopify POS application to power retail sales.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Storefront	70+ professional themes, Browse the Shopify Theme Store, Mobile commerce ready, Edit HTML and CSS, Work with an expert
Shopping cart	Free SSL certificate, Automatic carrier shipping rates, Accept credit cards with Shopify, Abandoned checkout recovery, 100 payment gateways
Store management	Customer profiles, Drop shipping, Customer accounts, Refunds, Customer groups, Email templates

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=GtDPjIUToKU	Shopify Explainer Video (Helpful!) What is Shopify and How Does it Work?	Shopify	In this video tutorial you will discover: What is Shopify? How does Shopify work? How can you start a successful business on Shopify and go from first sale to scale?
https://www.youtube.com/watch?v=u-Qfdn44rB4	The Official Shopify Tutorial for 2021: Set Up Your Store the Right Way	Learn With Shopify	In this Shopify tutorial, you will learn everything you need to know to build a Shopify store from start to finish.
https://www.youtube.com/watch?v=ACqrKzY-j-s	Shopify Tutorial for Beginners (Full Tutorial) - Create A Professional Online Store	Mike White	This is a full tutorial focusing on setting up a Shopify store online.

Other Resources

Link	Title	Author	Description
https://www.shopify.com/blog/start-online-store	How to Start an Online Store in 8 Simple Steps	Braveen Kumar (Shopify)	This post provides a detailed explanation on starting an online store with Shopify: add the products you want to sell, create key pages for your store, pick a theme and customize your online store, customize your shipping settings, configure your tax settings, set up your payment gateway and payouts, prepare your store for launch, and launch your store
https://hatchful.shopify.com/	Logo maker	Shopify	This article explains how to create professional logos in seconds.

Competences acquired (check the list of skills done by AMARIS)

#ecommerce #cms #web #websitebuilder #marketing #contentcreation

Difficulty level

Intermediate

Practice your skills

Choose one of the provided tutorials (video or article) and create an online store.

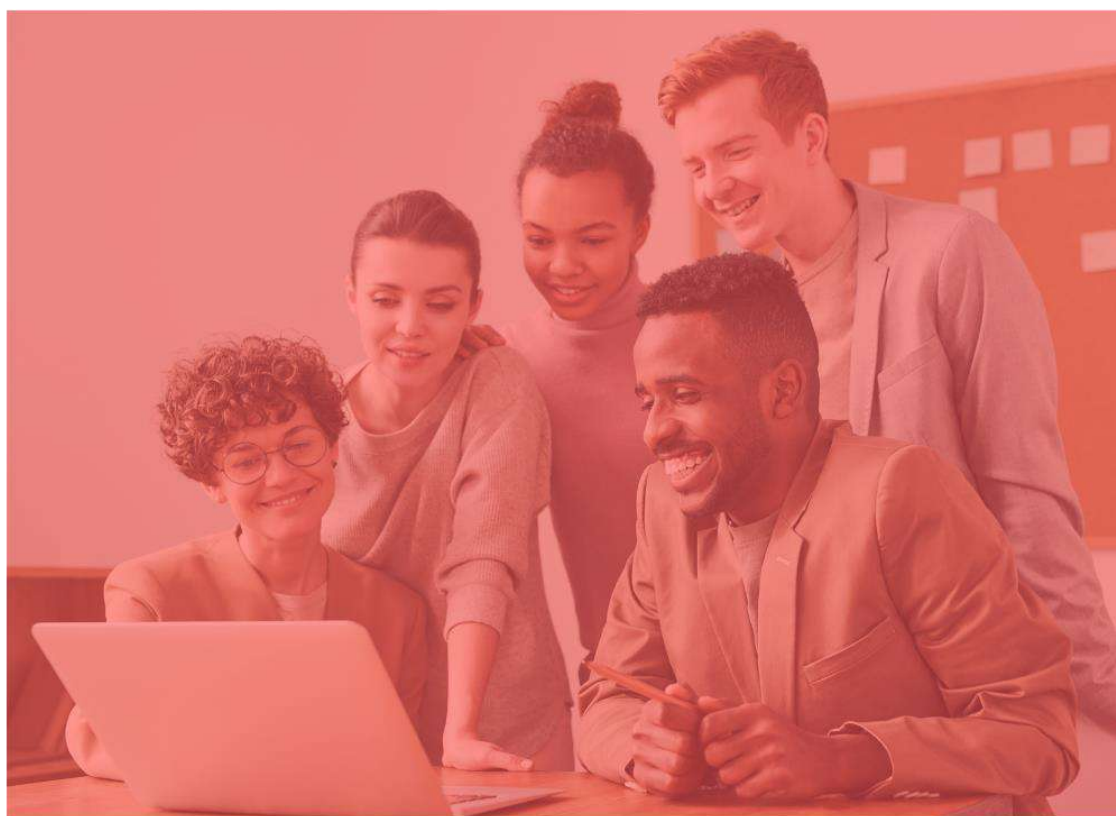
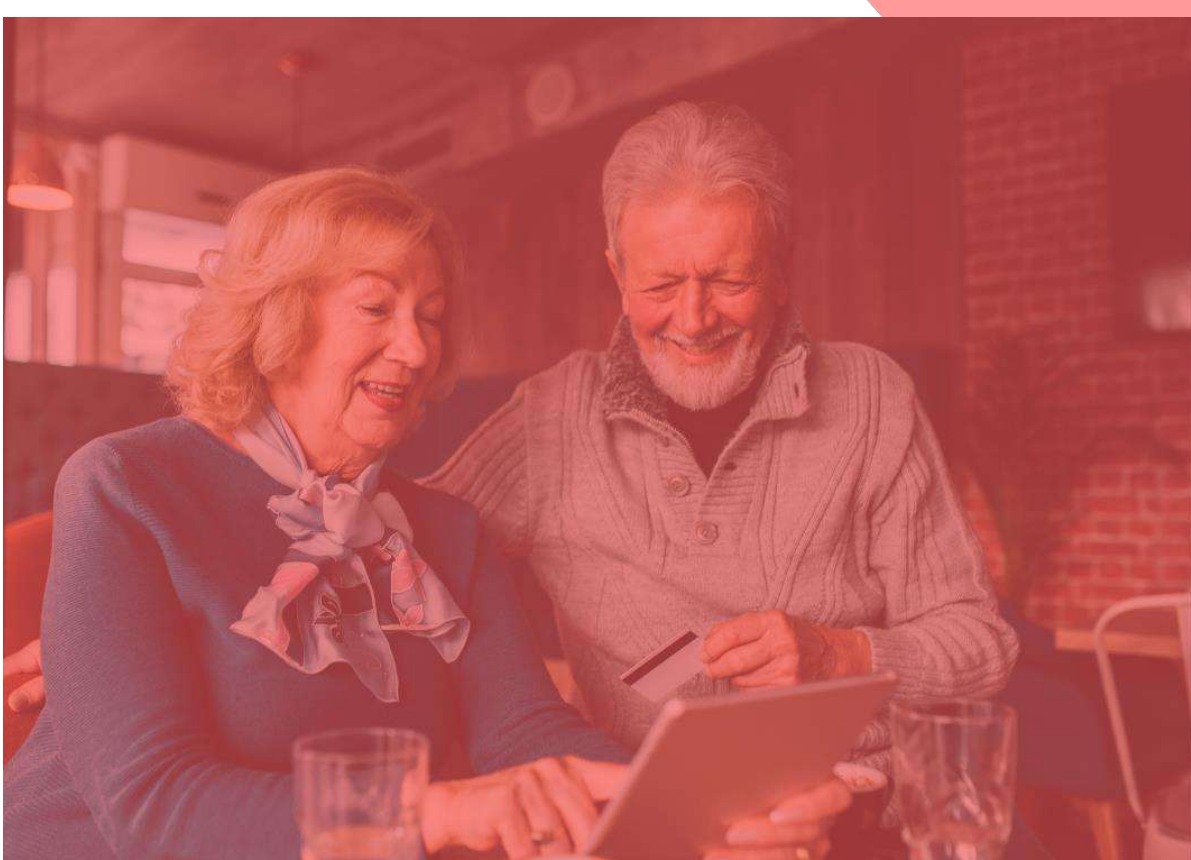
Quizz (Write the correct answer in green):

Q1: What cannot be done with Shopify?

- Selling Products on multiple channels
- **Host your business email**
- Use checkout recovery
- Sell digital and physical products

Q2: Shopify can be used for free?

- Yes
- **No**



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://superset.apache.org/>

Description

Apache Superset is a modern BI app with a simple interface, feature-rich when it comes to views, that allows you to create and share dashboards. This app is simple and doesn't require programming, and allows you to explore, filter and organise data. It is an open-source software cloud-native application for data exploration and data visualization able to handle data at petabyte scale (big data).

Superset is a modern data exploration and data visualization platform. Superset can replace or augment proprietary business intelligence tools for many teams.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Rich visualizations and dashboards	Superset ships with a wide array of beautiful visualizations. The visualization plug-in architecture makes it easy to build custom visualizations that drop directly into Superset.
Integrates with modern databases	Superset can connect to any SQL based datasource through SQLAlchemy, including modern cloud native databases and engines at petabyte scale.
Modern architecture	Superset is lightweight and highly scalable, leveraging the power of your existing data infrastructure without requiring yet another ingestion layer.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=VEuBZqdSoHk&ab_channel=TheApacheFoundation	Apache Superset - A data visualization platform	TheApacheFoundation	This video explores Apache Superset through a live demo, and provides a high level understanding of what it offers as a product. It explores what it takes to grow an open source project, a community and a movement. It looks at a retrospective of the design decisions, technology choices and engineering challenges that have shaped Superset.

https://www.youtube.com/watch?v=AqousXQ7YHw&ab_channel=techsapphire	Apache Superset for visualization and for data science	techsapphire	This video is very helpful if you are a beginner user in Apache. It gives you guidance on how to use this tool, how to create rich dashboards easily and how to analyse your data with it.
https://www.youtube.com/watch?v=aUcLszeXBOM&ab_channel=LimeGuru	What Is Apache Superset - Learn Superset In 30 Minutes - Apache Superset Tutorial For Beginners	LimeGuru	You will learn about apache superset built by airbnb and then open sourced as apache project. You will also understand different apache superset features.
https://www.youtube.com/watch?v=Mhai7sVU244&ab_channel=ApacheAirflow	Advanced Apache Superset for Data Engineers	Apache Airflow	Superset is the leading open source data exploration and visualization platform. In this talk, you will discover advanced topics that are most relevant to Data Engineers. The presentation will be largely a live demo of the product, with a deeper dive into advanced topics for Data Engineers.

Other Resources

Link	Title	Author	Description
https://www.xpand-it.com/blog/apache-superset-open-source-bi/	Apache Superset is a Data Visualization and Data Exploration Platform	Susana Santos	This article provides information about Superset, what it is, what it provides, how to create a dashboard and a comparison with tableau.
https://thenewstack.io/explore-and-visualize-data-the-apache-superset-way/	Explore and Visualize Data the Apache Superset Way	Susan Hall	For those working on Superset, the Apache Software Foundation's new top-level project, graduating from the Incubator wasn't foremost in their minds. This article explores data visualization feature with Superset.
https://www.startdataengineering.com/post/apache-superset-tutorial/	Apache Superset Tutorial	Start Data Engineering	This is a tutorial article about Apache Superset.
https://medium.com/99p-labs/apache-superset-beginner-experience-d8c2ca0de81f	Apache Superset Beginner Experience	Robert Sunderhaft	This article provides you a beginner experience in Apache Superset. It shows you the pros and cons of using this through the eyes of a novice data scientist.

Competences acquired (check the list of skills done by AMARIS)

#dataanalytics #marketanalytics

Difficulty level

Intermediate

Practice your skills

Do you want to create charts and dashboards? Try the following steps:

- Connect to a new database;
- Register a new table;

- Customize column properties;
- Superset semantic layer;
- Create charts in Explore view;
- Create a slice and dashboard;
- Manage access to dashboards.

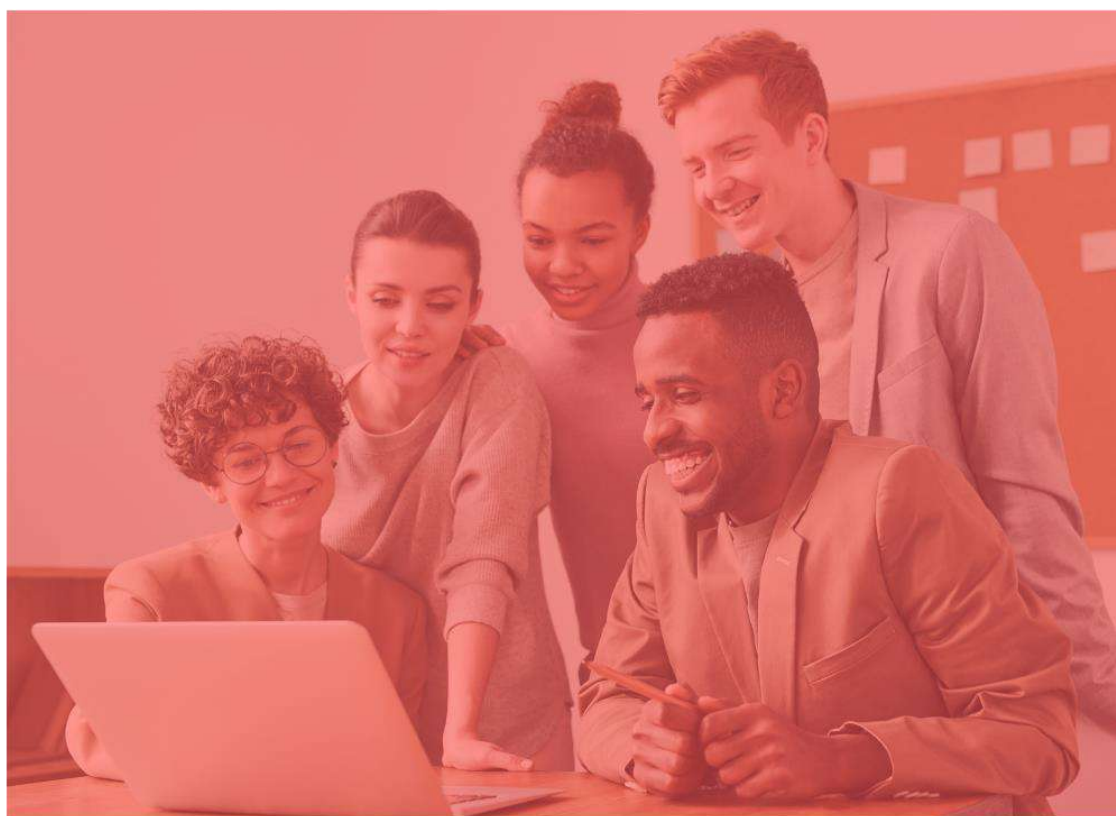
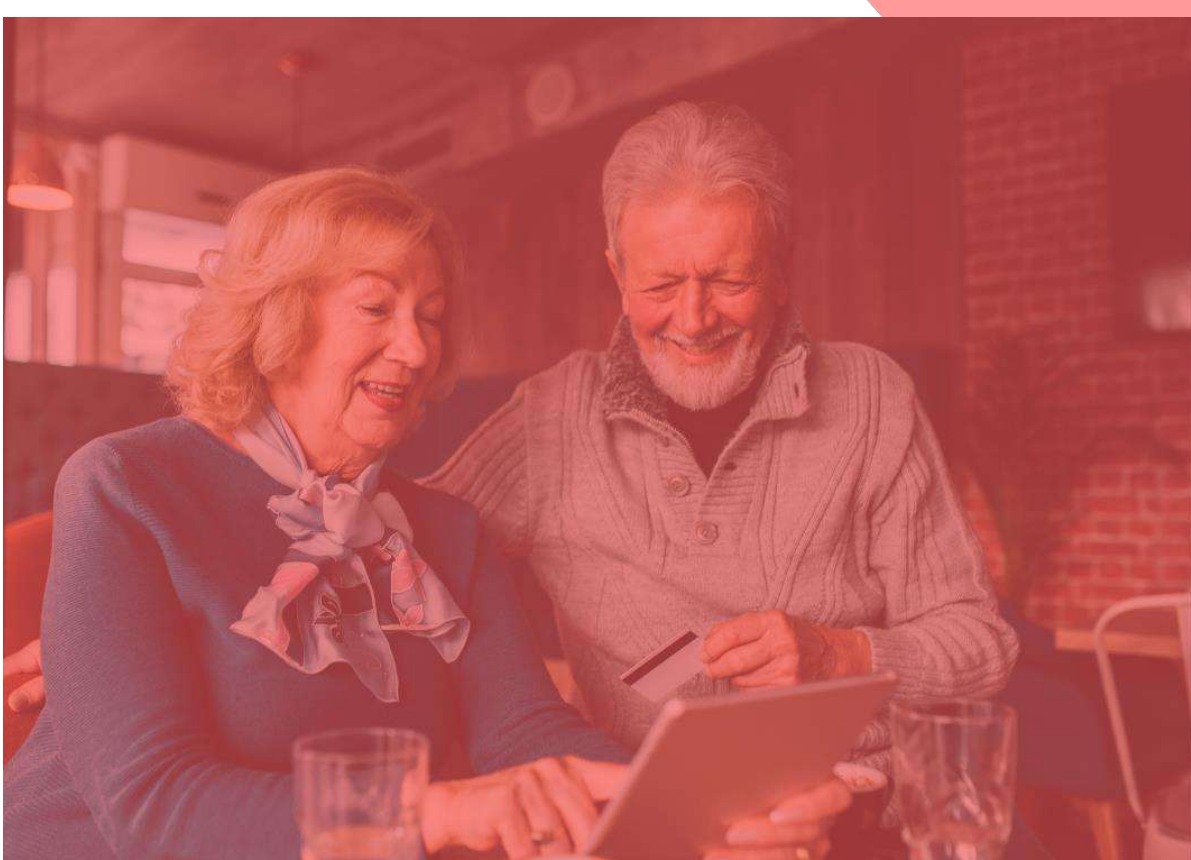
Quiz (Write the correct answer in green):

Q1: Which of these are Apache Superset's characteristics?

- Able to join between tables within the same or different DBs
- Detailed customisation of dashboards, with legends, filters, tags, etc.
- Easy and smooth learning, but requires SQL knowledge from users
- Limited customisation by type of view

Q2: What kind of skills can you acquire with Apache Superset?

- Data Analytics
- Finances
- Teamwork
- Creativity/Creative Thinking



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://enloop.com/>

Description

With Enloop you can quickly create a complete business plan with text and financial forecasts that are generated for you. Your plans are maintained securely online so you can return and edit them anytime.

Enloop is a safe place to test your forecasts. The app provides useful reality checks built-in, with helpful tools like a predictive score; side-by-side industry average comparisons; a report card; and self-generating text and financials that automatically update whenever you make changes to your data. Practical stuff to help you quickly create a plan that is also a decision-making tool.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Tableau Dashboard	Dashboards are very informative as they can present data in the form of stories, enable the addition of multiple views and objects, provide a variety of layouts and formats, enable the users to deploy suitable filters.
Collaboration and Sharing	Instant and easy collaboration and data sharing help in getting quick reviews or feedback on the data leading to a better overall analysis of it.
Live and In-memory Data	You can use data directly from the data source by establishing live data connections or keep that data in-memory by extracting data from a data source as per their requirement.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=fL-f0Dnw6kU&ab_channel=EnloopBusinessPlansoftware	How To Write A Business Plan – Entering Basic Information	Enloop Business Plan software	In this video, you'll learn how to enter your company's basic information into the Enloop Business Plan software to automatically write and update your business plan online.
https://www.youtube.com/watch?v=n2DhIE4znnk&ab_channel=EnloopBusinessPlansoftware	How To Write A Business Plan – Getting Started	Enloop Business Plan software	In this video you'll learn how to navigate through the software to quickly create business plans and business plan financial forecasts for your businesses and business ideas.

https://www.youtube.com/watch?v=fNL_yZiyzHY&ab_channel=Bitrix24FreeCRM%2CProjectMgmtandCollaboration	Tool Of The Week: Enloop Review	Bitrix24 Free CRM, Project Mgmt and Collaboration	With this video, you will see a review of Enloop and learn more about this tool and how to use it.
https://www.youtube.com/watch?v=F8-gZJrx1-s&t=6s&ab_channel=EnloopBusinessPlans	Write and Manage Your Business Plans Online: Fast, Easy and Accurate	Enloop Business Plans	In this video tutorial, you will find out how easy it is to write and manage business plans and financial forecasts online using Enloop's Business Plan Software. Writing business plans using Enloop's automated business plan template is simple. You will learn how to create an account and enter your business information.

Other Resources

Link	Title	Author	Description
https://www.techradar.com/reviews/enloop	Enloop business plan software review	Stefan Ionescu	With this article, you will see a brief review of Enloop - what is Enloop, pros and cons, plans and pricing, features web interface, support, and other information.
https://www.r-tt.com/technology-articles/enloop-business-plans.html	Writing a Business Plan? Enloop Makes It Easy	r-tools technology	If you feel like writing a business plan, this article will show how Enloop can make it easier. It shows the potential of Enloop and this tool can improve your accounting skills and how to get your plan in front of investors.
https://www.businessinsider.com/need-to-write-a-solid-business-plan-diy-with-online-software-by-enloop-2011-7	Need to Write a Solid Business Plan? DIY with Online Software by Enloop	Ramon Ray & the Smallbiztechnology.com Team	This article helps you writing a solid business plan by using Enloop software. It also gives you tips on how to persuade the bank and investors to your business plan.

Competences acquired (check the list of skills done by AMARIS)

#projectsandoperationsmanagement #finances #dataanalytics

Difficulty level

Intermediate

Practice your skills

You want to start a business. Before you rush into choosing office space and chasing clients you need to put together a business plan, but you want someone else to write it. Use Enloop to:

- Input your information about the business;
- Enloop will auto-write the plan for you;
- See Enloop's forecasts.

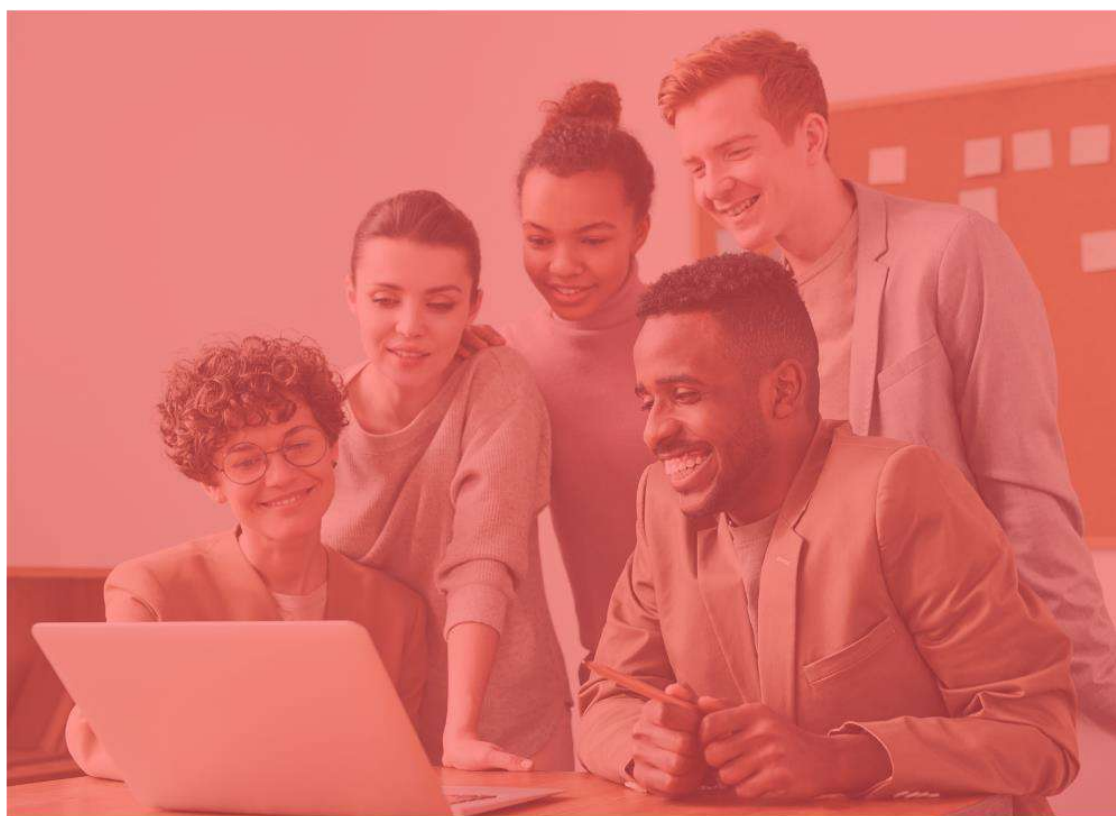
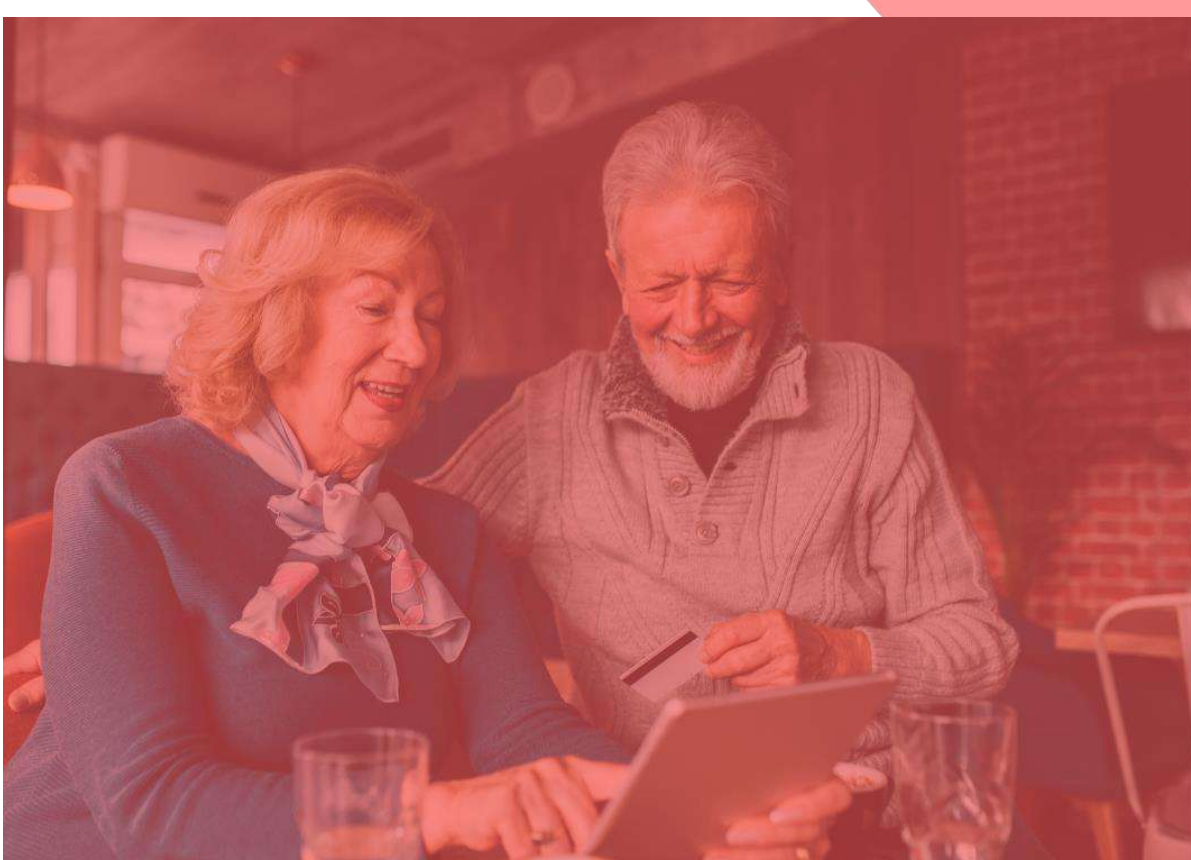
Quizz (Write the correct answer in green):

Q1: What does EPS mean?

- Enloop Protocol System
- Enloop Plan System
- **Enloop Performance Score**
- Enloop Personal Support

Q2: Select a Enloop's feature:

- No customization options
- Guidance for some important elements
- Help text on how to create missions and operations statements
- **Excellent automation of variable data**



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.google.com/business/>

Description

Google My Business (GMB) is a tool that enables you to manage and optimize your Business Profile on Google. Your Business Profile is Google's term for your Google business listing. Business Profiles appear in Google Maps and in the local results of Google Search.

Creating a Google Business Profile is an important way to attract new customers to your business through Google search and Maps. Google Business Profile is a free business listing from Google. It allows you to provide details and photos of your business, including your location, services, and products.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Google Listing	You can easily create a GMB account using any e-mail for your business correspondence. Claiming your business online or listing it with a verified e-mail will ensure the algorithm that the business is legitimate.
Analytics	It includes easy-to-read data charts that help you find out how many views your website is getting, which search queries your website appears, and how long a user spends on your website.
Answering questions	Instead of answering the same question several times through private messages, use your business profile website to answer questions about your business. This will engage your consumers while subtly promoting your business.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=PrOoBHqIBSA&ab_channel=RankingAcademy	What Is Google My Business and How Does it Work?	Ranking Academy	What is google my business and how does it work? This is a very common question for local business owners who are just starting out and want to promote their business online. This video gives you an overview of what Google My Business is, how it

			can work for your business and also includes the basic first steps to set up your very own Google listing.
https://www.youtube.com/watch?v=HZ6t5FnD0II&ab_channel=StewartGauld	ULTIMATE Google My Business Tutorial For Maximum Results 7 Simple Strategies	Steward Gauld	This video is an update of Google Business Profile (Formerly called Google My Business) tutorial for Beginners. In this video, 7 simple strategies are shared that you can execute right away to drive more website traffic, foot traffic, phone calls, leads, and ultimately more sales. Google My Business is one of the most important tools for local businesses.
https://www.youtube.com/watch?v=EnoVnI5M83Q&ab_channel=ZanetDesign	How To Use Google My Business Effectively	Zanet Design	How To Use Google My Business Effectively This Step By Step Tutorial will show you How To Use Google My Business Effectively and Maximise your chances of finding new business clients and customers. There are several small little chores you can do each week that will help you maintain your effectiveness in the Google Map Pack and at the same time will keep you fresh and authoritative within your local SEO competition.
https://www.youtube.com/watch?v=M4AzIqPMCKg&ab_channel=DestinyAdams	H How To List Your Business on Google Google My Business Tutorial - Step By Step	Destiny Adams	In this video, it is shown how you can list your business on Google with the Google My Business Feature. This is a step-by-step guide on how to add your google listing. This is perfect if you have a brick-and-mortar/ storefront, and you want your customers to easily find you. Please Note: It takes 5 days for you to receive the postcard to verify your address before your listing will become live.

Other Resources

Link	Title	Author	Description
https://www.wordstream.com/blog/ws/2020/06/08/what-is-google-my-business	What Is Google My Business & Why Do I Need It?	Kristen McCormick	In this article you will be able to know more about Google My Business (what is it?), how can you use GMB effectively, how to use GMB for SEO and how to create a GMB account. These are main aspects you need to know about this tool. This article also explains to you, step by step, how your business profile looks in different ways.
https://www.webfx.com/local-seo/glossary/what-is-google-my-business/	What Is Google Business Profile? [Guide]	WebFX	With more consumers relying on the Internet and Google to find what they need, Google Business Profile (formerly Google My Business), has become an essential tool for companies looking to grow. In this article, you will discover what Google Business Profile is, and why you should use it in your business use.

https://www.brightlocal.com/learn/google-my-business-complete-guide/#	Google My Business Listings: The Complete Guide	Stephanie Newton	This guide to Google My Business (GMB) listings explains what local business listings are, how to use GMB for SEO, and the features available to local businesses for Google My Business optimization. Read on to learn how a Google My Business listing can help your business gain more visibility online!
https://www.revlocal.com/resources/library/blog/how-to-become-a-google-my-business-expert	How to Become a Google My Business Expert	Lauren Snyder	This resource covers the initial steps you need to take in order to create a GMB profile, starting by the basics and going to what is more specific. There are a few tips on how to become a GMB expert.

Competences acquired (check the list of skills done by AMARIS)

#digitalmarketing #dataanalytics #communication

Difficulty level

Basic

Practice your skills

You are starting a business and you want to know people's opinion. Create your Google My Business Profile and:

- Choose a good picture about your products;
- Provide ways so your clients can contact you and interact with them;
- Analyse your activity.
- What would you do to improve your interaction with clients?

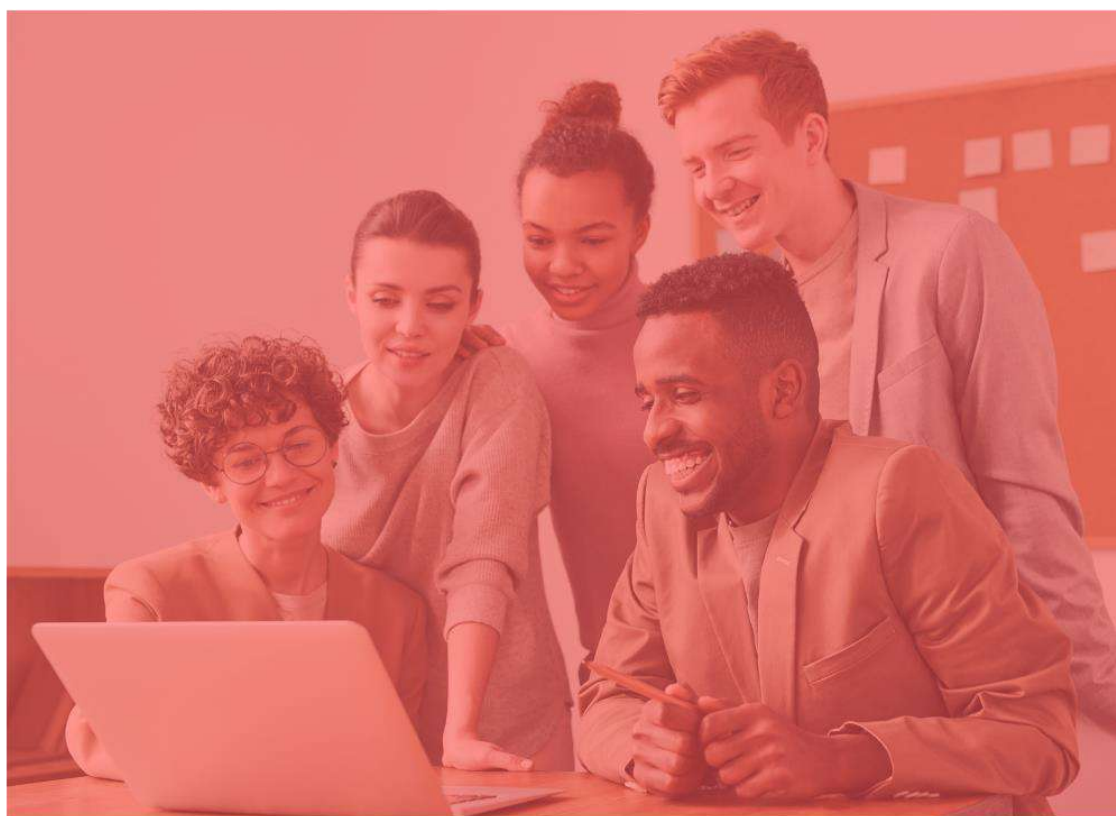
Quiz (Write the correct answer in green):

Q1: Why verification of business is necessary?

- Verified business are considered reputable
- To confirm that you are the right owner
- All options are correct
- So no one else can claim the business

Q2: What is true for GMB App?

- GMB app makes it easier to create a standout Business Profile on-the-go
- Web account has more enhanced features than the App
- GMB has an app, but gives paid services only
- GMB works on web only, no app is available for the purpose



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.hootsuite.com/>

Description

Hootsuite is a platform used to manage online brands and to submit messages to a variety of social media services. It also includes services such as social analytics, audience engagement and team collaboration.

The service is commonly used to manage digital media and digital marketing and enables social media managers, digital marketers and others to submit messages to a variety of social media services with far fewer clicks. With Hootsuite you can develop essential social marketing skills and tactics to grow followers and engage with your audience.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Monitor multiple social media streams in one place	It allows you to manage multiple social media networks in one place. No more remembering pesky passwords or having to go to each website individually. You can post updates, review responses, and connect with your customer base.
Easily view analytics data	The tool tracks clicks across all of your favorite platforms, delivering them in an easy-to-read series of charts. Hootsuite provides features that allow you to create professional-looking, printable reports on your business' social media progress.
Manage customer service on social media efficiently	One reason many companies shy away from social media platforms is that it can be difficult to manage customer service effectively on them. You can view customer questions in one single place.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=Ztk6PXD1EjU&ab_channel=Hootsuite	How to Use Hootsuite in 13 Minutes	Hootsuite	New to Hootsuite? Begin exploring the key features of your dashboard: connecting your social media accounts, publishing posts, and monitoring and engaging with your audience.
https://www.youtube.com/watch?v=AN5gxxCagug&ab_channel=docstocTV	What Is HootSuite? - Improve Your Social Media Strategy with Hootsuite	docstocTV	Hootsuite is quickly emerging as an essential tool for every single business or person with a social media presence. With Hootsuite you can manage multiple social media sites all in one place, schedule posts for optimal reach and track your analytics and

			performance. This course, taught by social media expert and Hootsuite representative Lolo Siderman, walks you through everything you need to know to get started.
https://www.youtube.com/watch?v=gHHQoNCFWuw&ab_channel=Hootsuite	Hootsuite - Empower Your Business with Social	Hootsuite	This video promotes Hootsuite by sharing how it can empower your business with social networks. This video also shows how you can reach your next customer with the engagement of your social media channels all at once.
https://www.youtube.com/watch?v=w73r169sC7A&ab_channel=EvanCarmichael	Hootsuite Tutorial - Demo using Hootsuite to grow your business	Evan Carmichael	This video shows how to use Hootsuite in order to grow a business. It shows an example of management of a Twitter account in a more organized way. It allows to create of lists and keeps all messages and tweets on track.

Other Resources

Link	Title	Author	Description
https://aspireinternetdesign.com/social-media-blogging/7-benefits-using-hootsuite-manage-companys-social-media/	7 Benefits of Using Hootsuite to Manage Your Company's Social Media	Aspire internet design	In this article you will learn about Hootsuite and you will find some key benefits of using Hootsuite to manage your different social media channels.
https://blog.hootsuite.com/hootsuite-hacks/	Hootsuite Hacks: 19 Tricks and Features You Probably Didn't Know About	Paige Cooper	With this resource, you will figure out some of the Hootsuite hacks that will help you save time, stay organized, and manage social media better.
https://www.brandwatch.com/blog/what-is-hootsuite/	What is Hootsuite?	Gemma Joyce	By reading this article, you will be able to learn about Hootsuite and what it can do for social teams. How to schedule posts, deal with customer queries, monitor crisis, find prospects, report on various metrics, and more.
https://startups.co.uk/marketing/tools/hootsuite-review/	Hootsuite: Review for small businesses	The Startups Team	Here Hootsuite is put under the microscope, so you can decide whether it is the right tool for your small business.

Competences acquired (check the list of skills done by AMARIS)

#socialmediamanagement #digitalmarketing #dataanalytics

Difficulty level

Basic

Practice your skills

Imagine you want to start a business with Instagram. What should you do?

- Get an Instagram business account;
- Create a winning Instagram strategy;
- Optimize your Instagram profile to do business;
- Share high-quality content;
- Grow and engage your audience;
- Measure success and make adjustments by tracking results with Hootsuite's analytics tools.

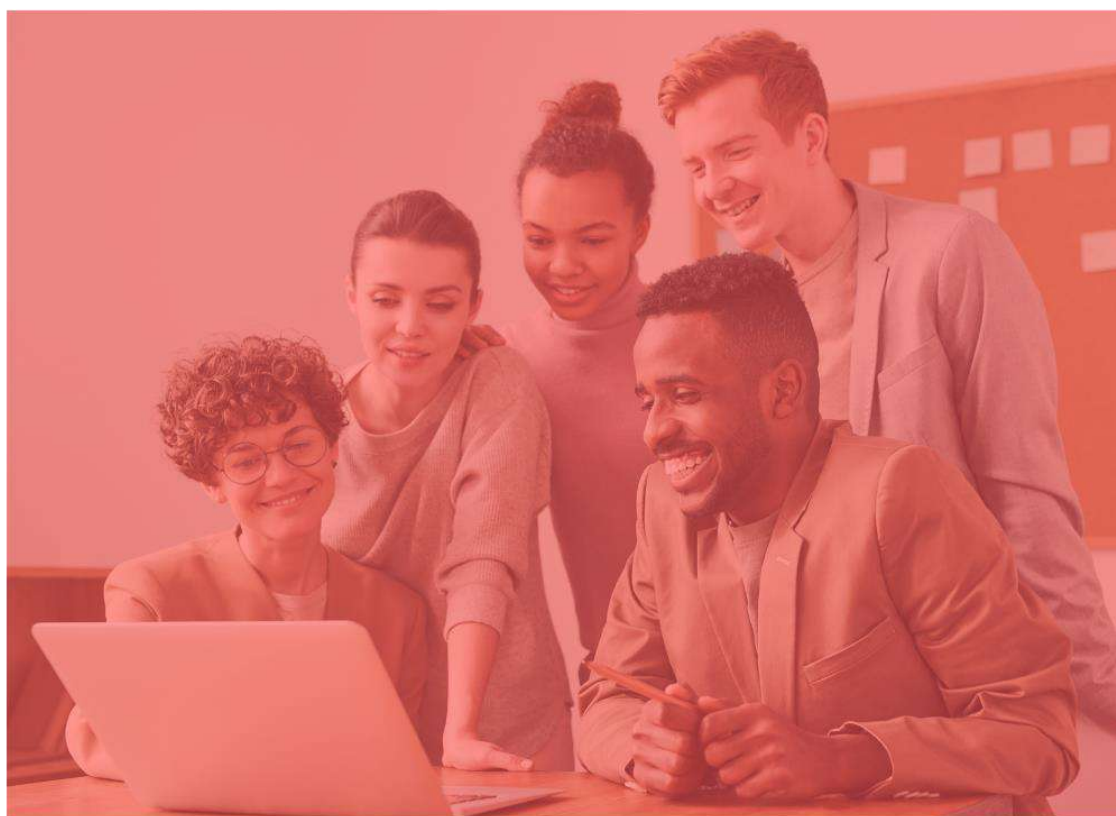
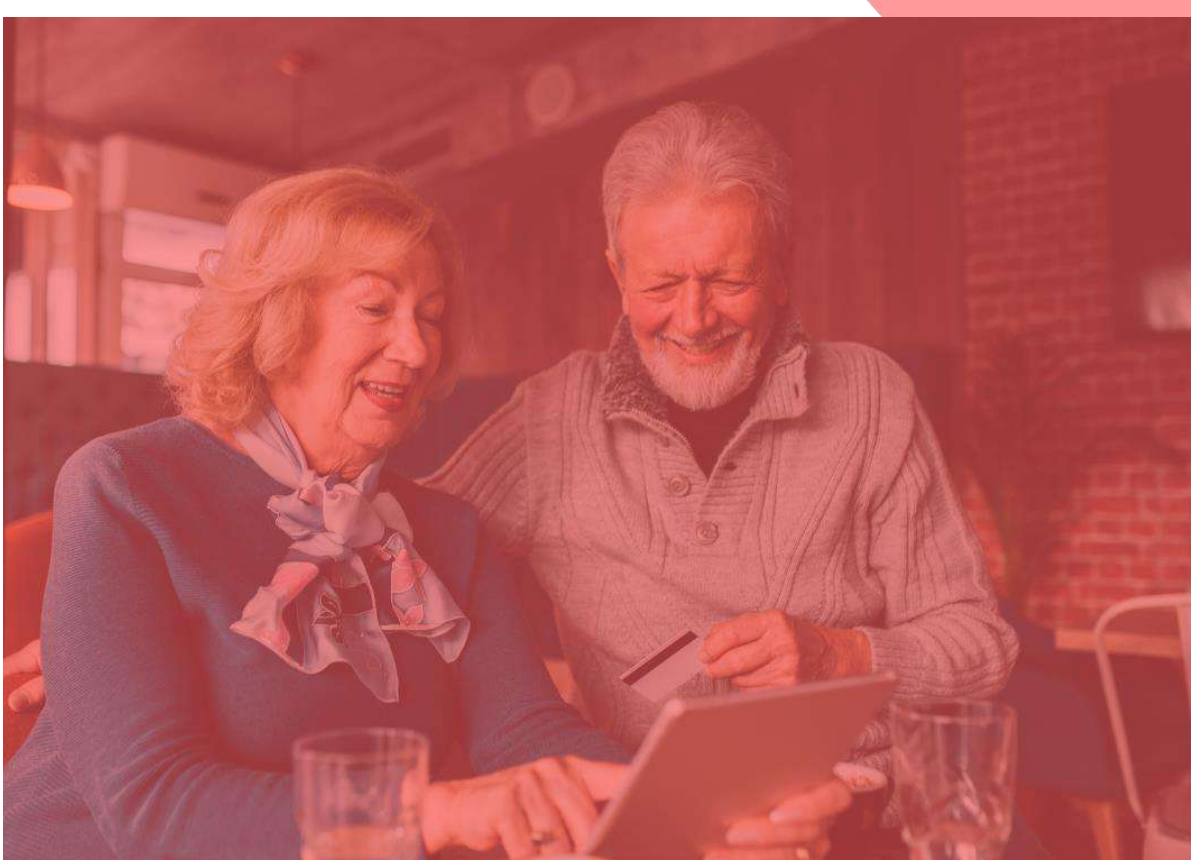
Quizz (Write the correct answer in green):

Q1: What of these are Hootsuite's features?

- Users can search for and watch videos
- Monitor multiple accounts in one place
- Save music for offline listening
- Get the lowdown with reports and analytics

Q2: What kind of hacks does Hootsuite provide for customer service?

- Respond to all your DMs and comments in one place
- Cheap custom URL shorteners
- You can hide Facebook posts
- You can use queues.



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.linkedin.com/feed/>

Description

LinkedIn is the world's largest professional network, with 756 million users in more than 200 countries and territories around the world. You can use LinkedIn to display your resume, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.

Through some videos and other resources, you will learn more about the tool itself, how to use it (steps and tips on how to create a good profile), how to build a LinkedIn profile and how to grow your business on it.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Hide your connections	You can control exactly how open or private your connections will be and whether they're visible to other connections within your network.
Manage your skills and endorsements	Listing down your skills will attract relevant employers, impress people enough to visit your blog, and will make you a standout. Also, employers will find it easier to look for suitable employees based on their skill set.
Save your searches	LinkedIn allows users to save their job searches, posts, and the LinkedIn learning programs. You can see the saved items in the "My items" under your profile card.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=ZVUwwgOfKw&ab_channel=LinkedIn	What is LinkedIn?	LinkedIn	With this video you will know what is LinkedIn, how does it work and what features does it have.
https://www.youtube.com/watch?v=kwwgtpprrE&ab_channel=ProfessorHeatherAustin	How To Use LinkedIn For Beginners - 7 LinkedIn Profile Tips	Professor Heather Austin	By watching this video, you will learn LinkedIn profile tips for job seekers, LinkedIn tips and tricks, how to use LinkedIn for a new account setup, a quick LinkedIn tutorial for beginners, how to get started on LinkedIn.
https://www.youtube.com/watch?v=zd4ALKv8Das&ab_channel=ExpertAcademy	How to Make a Great LinkedIn Profile - TIPS + EXAMPLES	Expert Academy	This video gives tips and examples on how to create a strong LinkedIn profile – from profile picture to background picture, headline, summary.

https://www.youtube.com/watch?v=etPyZYUFHDI&ab_channel=AdamErhart	How To Use LinkedIn To Market & Grow Your Business Adam Erhart	Adam Erhart	This video is about LinkedIn marketing for business and how can you use it to generate more leads, customers, and sales. There are also shared some tips and strategies to really help level up your LinkedIn game.
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Other Resources

Link	Title	Author	Description
https://www.socialpilot.co/blog/10-useful-linkedin-features-might-not-know	10 Useful LinkedIn Features You Might Not Know About	Jimit Bagadiya	Most LinkedIn features focus on securing your privacy, saving time, expanding your network, driving your business goals, and letting people know how to pronounce your name right. In this article, you will learn how to use these and many more features that you probably didn't know about!
https://www.businessinsider.com/what-is-linkedin	'What is LinkedIn?': A beginner's guide to the popular professional networking and career development site	Dave Johnson	This article provides a guide for beginners about LinkedIn: a quick tour of LinkedIn, what can be done with LinkedIn and other articles about the platform.
https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017	20 steps to a better LinkedIn profile in 2021	Jane Deehan	Here you will find 20 profile features you should check out. Some of them are very quick wins, some of them may take a little bit of time – but all of them are very worthwhile. They will help to give you the LinkedIn profile and personal brand that you deserve.
https://www.linkedin.com/business/marketing/blog/trends-tips/tips-to-help-you-grow-your-business-on-linkedin	8 Tips to Help You Grow Your Business on LinkedIn in 2021 and Beyond	Tequia Burt	As B2B marketing continues to evolve in the digital space, it's increasingly critical to meet audiences where they're at, sparking meaningful connections and building fruitful relationships. In this article can be found eight tips that will help your brand take advantage of key tools and techniques

Competences acquired (check the list of skills done by AMARIS)

#networking #communication #teamwork #creativity

Difficulty level

Basic

Practice your skills

You are unemployed and job websites aren't enough for you to show your worth? Using LinkedIn, you can:

- Create your professional profile;
- Add your curriculum highlighting your main qualities and skills, and spotlight what do you offer;
- Synch your profile with your email address book, connect with other people LinkedIn might suggest and start promoting yourself with someone you would like to work with – you can grow (in) your network.

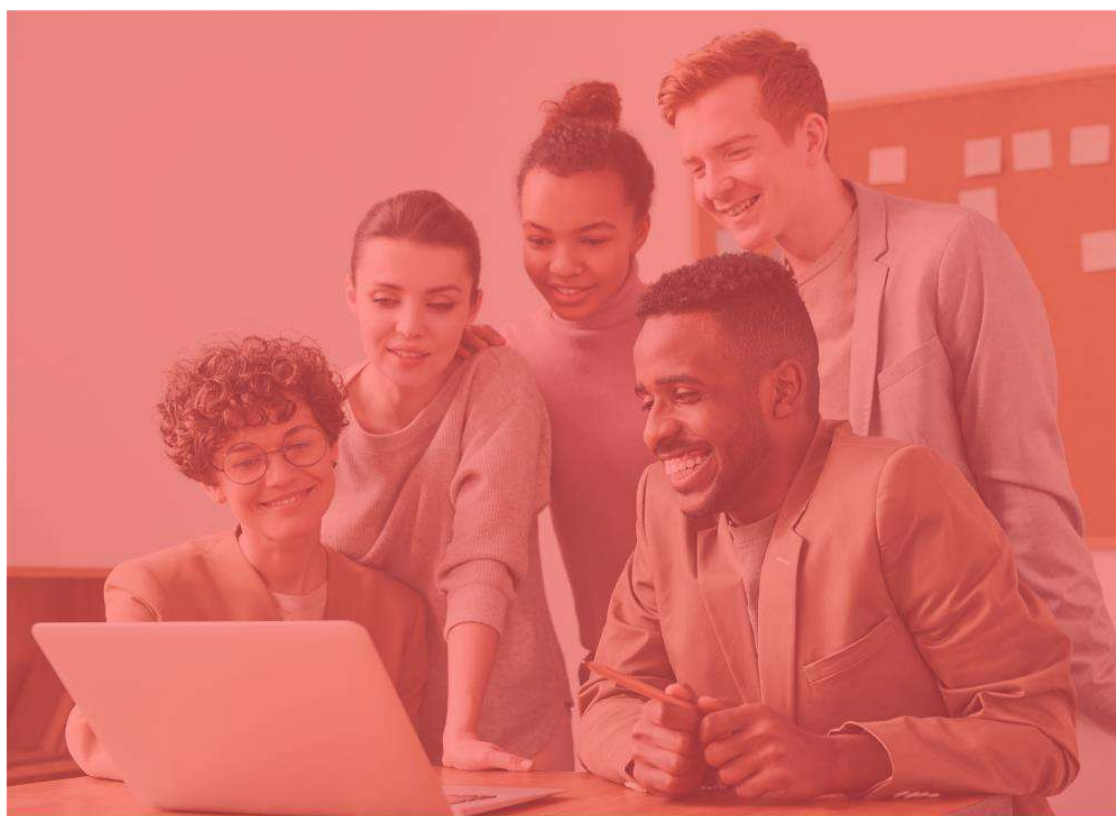
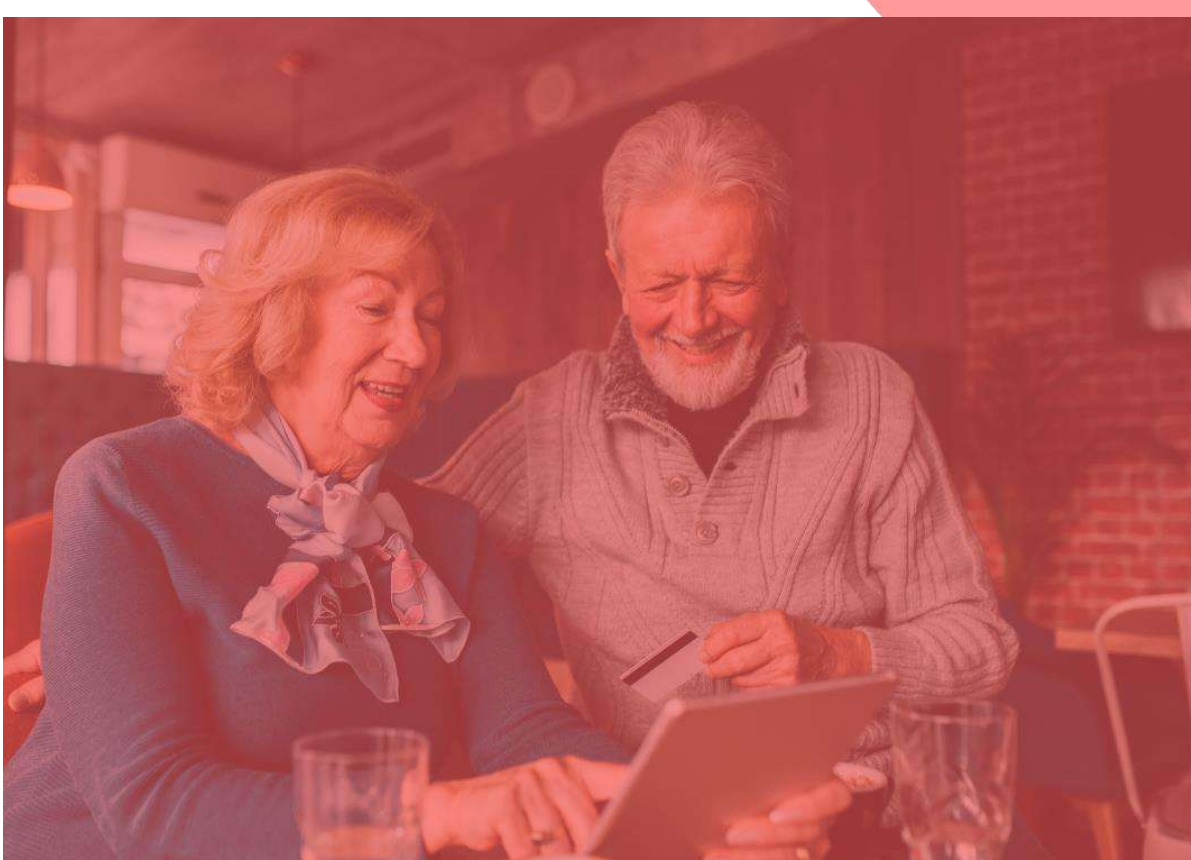
Quizz (Write the correct answer in green):

Q1: What type of tool is LinkedIn?

- E-Commerce
- Professional Social Media
- Graphic Design
- Data Visualization

Q2: What can you do to have a great profile?

- Choose the right profile picture
- Grow your network
- Spotlight the services you offer
- All answers are correct



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.liveplan.com/>

Description

LivePlan is a business plan creation solution designed for small businesses and entrepreneurs, with step-by-step planning and over 500 sample business plans. At each step of LivePlan's business plan creation process there are sample business plans, video help and tutorials to assist users in creating a customized business plan. The step-by-step planning method aims to make it easy to create a professional plan to impress your audience. With built-in financial features, LivePlan does all the calculations for users automatically, including budget creation and forecasting.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Business Planning	Once you've created your one-page plan within the system, you can create more in-depth plans with fill-in-the blank forms. You can create visually stunning pitch presentations and track customized milestones.
Financial Performance Tracking	LivePlan includes smart financial forecasting tools to keep track of your future profits and losses; it allows you to keep track on revenue, expenses, operating and net profits, cash flow, and other financial numbers.
LivePlan Plug-Ins	QuickBooks Online and Xero plug-ins' help to have a better impression of your current money situation and provide richer reporting and financial information that's only a mouse-click away.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=EpoIAIaPG_Y&ab_channel=LivePlan	Getting Started in LivePlan	LivePlan	If you're starting LivePlan for the first time, this video will give you a complete overview of the main sections you'll need to use to create your business plan: the Pitch, the Plan, the Forecast, and the Schedule.
https://www.youtube.com/watch?v=gnoHXeGk9Do&ab_channel=Bplans	How to Pitch, Plan, and Track Your Business with LivePlan	Bplans	Sabrina Parsons, CEO of Palo Alto Software, gives an overview of business planning, pitching, forecasting, and tracking your business with LivePlan.

https://www.youtube.com/watch?v=LEBOhsqnAsQ&ab_channel=LibAbun-BusinessServicesAgency	7 Key Tips About Using Liveplan	LibAbun – Business Services Agency	In this video you will learn how to easily write a business plan, secure funding, and get insights to reach your goals.
https://www.youtube.com/watch?v=hq3ptJz-fqc&ab_channel=TheAwesomeS%27wittyKiwiShow	LivePlan vs BizPlan vs Enloop 2022: Software to Write Your Business Plan Yourself	The Awesome S'witty Kiwi Show	In this video you will find a comparison of 3 software to write your business plan: LivePlan, BizPlan, Enloop 2022. Want to write a business plan step by step? Check out this video.

Other Resources

Link	Title	Author	Description
https://www.fundera.com/blog/liveplan-reviews	LivePlan Review for 2021: Pricing, Features, Top Alternatives	Christine Aebischer	In this article, you will see everything you need to learn from a LivePlan review. You will be able to know what LivePlan does, how much it costs, and what LivePlan alternatives offer.
https://www.bplans.com/create-your-business-plan.php	Easily Create a Business Plan To Secure Funding & Keep Your Business Healthy	Bplans	This article explains how LivePlan Makes it Surprisingly Simple to Write a Convincing Business Plan.
https://www.liveplan.com/blog/how-to-improve-your-company-3-times-faster-than-your-competition/	How to Improve Your Business Faster Than Your Competition	Noah Parsons	If you run your company as most business owners do, you might take a deep look at your business numbers once every three months.
https://help.paloalto.com/hc/en-us/articles/115002760651-The-LivePlan-Method-Analyze-Forecast-Phase	The LivePlan Method: Analyze & Forecast Phase	Diane G.	In this article you will find some guidance on LivePlan's analyse and forecast phase.

Competences acquired (check the list of skills done by AMARIS)

#projectandoperationsmanagement #finances #dataanalytics

Difficulty level

Basic

Practice your skills

A study from CPA (<https://www.cpapracticeadvisor.com/small-business/news/12435474/what-small-businesses-want-from-accountants-and-advisors>) gather data from some of the entrepreneurs and small business founders in our small business ecosystem and they were asked about their own confidence in business planning and financial analysis. They are less confident about financial planning. Therefore, in order to improve your financial planning:

- start by establishing monthly goals and switch to a monthly financial and strategy review process;
- Follow your numbers and make timely changes whenever they are needed;
- Use LivePlan's Expert Advisor program which will help you analysing your data and practice your skills.

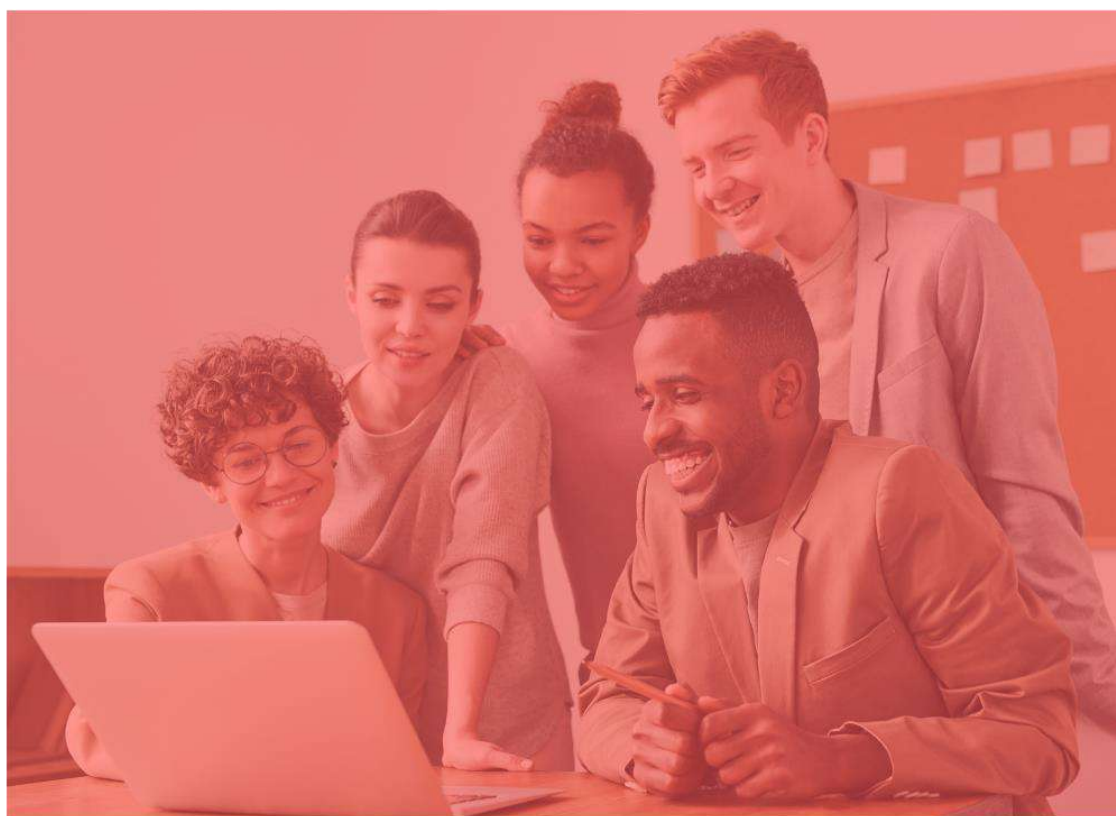
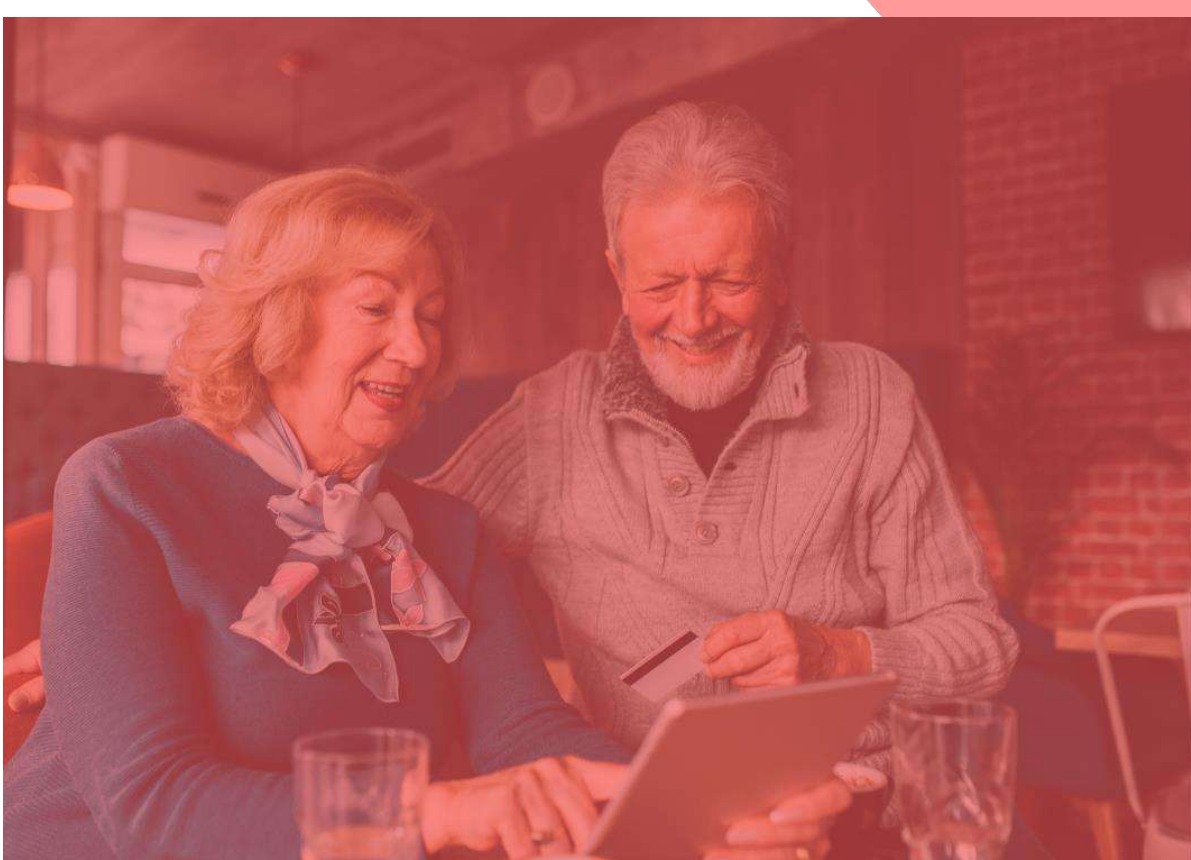
Quizz (Write the correct answer in green):

Q1: Who is LivePlan for?

- Small business owners
- Large companies
- Scalable startups
- Researchers

Q2: Which of these is NOT a LivePlan feature?

- Data Visualization
- Projections
- Drag and Drop
- Strategic Planning



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.qlik.com/us/>

Description

Qlik is an analytics platform known in the market for being extremely intuitive. With the intelligent visualisations available within it, it is possible to illustrate data in a dynamic and understandable way even for those who are not used to performing analysis. To drive even more possibilities, the platform features Advanced Analytics, which takes the experience to another level, where query-based BI tools have yet to reach.

Qlik makes the experience easier for teams working remotely, bringing agility and scalability. Without limits, the platform is also not limited to the desktop or the connection, allowing access via mobile devices online or offline.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Associative Model	In Qlik, an associative model is used where the entire data that is loaded into Qlik, being it from any data source, can be linked and associate.
Smart Visualizations and Analytics	Qlik offers smart and advanced visualizations that aid in analyzing data better. The visualizations are very interactive and respond quickly to any selection made by the user.
Self- Service Creation	For easy app creation, data preparation and data loading, Qlik provides drag and drop features which bypasses all the dealing with scripts and queries.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=wElsSKq8tBg&ab_channel=DATAcated	Qlik Sense Demo	DATAcated	This video is a quick demo of Qlik where you can have a tour on Qlik. There are shown all the steps you need to take to know how to use this tool - since the creation of a profile to data analysis.
https://www.youtube.com/watch?v=ni0KIZu5rRs&ab_channel=AbhishekAgarwal	Qlik Sense Project for Practice Sample KPI project - Qlik Tips & Tricks for Qlik	Abhishek Agarwal	In this video you can learn how to create a new KPI project in qlik sense, just by following the step by step instructions, and learn qlik sense by doing this simple hands-on qlik sense exercises. You also get to learn what type of architecture you

			should be using in your project in qlik sense.
https://www.youtube.com/watch?v=j9721wS0UYE&ab_channel=Qlik	Qlik Sense Visualization Showcase	Qlik	This video is a quick compilation of all the beautiful and stunning visualizations that can be created with Qlik Sense right out of the box, no 3rd party extensions needed.
https://www.youtube.com/watch?v=gB-71nxtHHA&ab_channel=BITechnology	Qlik Sense, Top 11 Features Why Enterprises Choose Qlik for data analytics (With Sound)	BI Technology	In this video, you will find the 11th top features of Qlik and why should enterprises choose this tool for data analysis. This video is also a complete tour throughout this tool.

Other Resources

Link	Title	Author	Description
https://searchbusinessanalytics.techtarget.com/definition/Qlik	Qlik	Ed Burns	Qlik is a software vendor specializing in data visualization, executive dashboards and self-service business intelligence products. In this article you will be able to know why Qlik is such a great tool for enterprises and entrepreneurs and why it is also easy to use.
https://data-flair.training/blogs/qlik-sense-tutorial/	Qlik Sense Tutorial For Beginners – Features and Architecture	Data Flair	This is a complete tutorial on Qlik. It includes key concepts, features, use cases, pros and cons, and other topics.
https://www.data-science-learner.com/qlik-sense-tutorial-complete-overview-beginners/	Qlik Sense Tutorial: A Complete Overview for Beginners	Data Science Learner	Are you looking for the best data visualization tool in the market? Are you Interested in Qlik Sense? First, you will need to learn the basics of Qlik Sense, and this article will help with it. You will get a complete overview of Qlik Sense for working end to end.
https://www.qlik.com/blog/lead-with-success	Lead with Success	Roberto Sigona	Here are introduced the 3 rules for customer success by the Chief Customer Officer of Qlik himself. In this article, he shares the important best practices of customer success. Get inspired!

Competences acquired (check the list of skills done by AMARIS)

#dataanalytics #marketanalytics

Difficulty level

Intermediate

Practice your skills

Use Qlik in order to:

- analyze aspects like production planning, pricing, invoicing, order management, and customer service support, etc.
- access and drill through the available data using user-friendly and interactive QlikView dashboards.

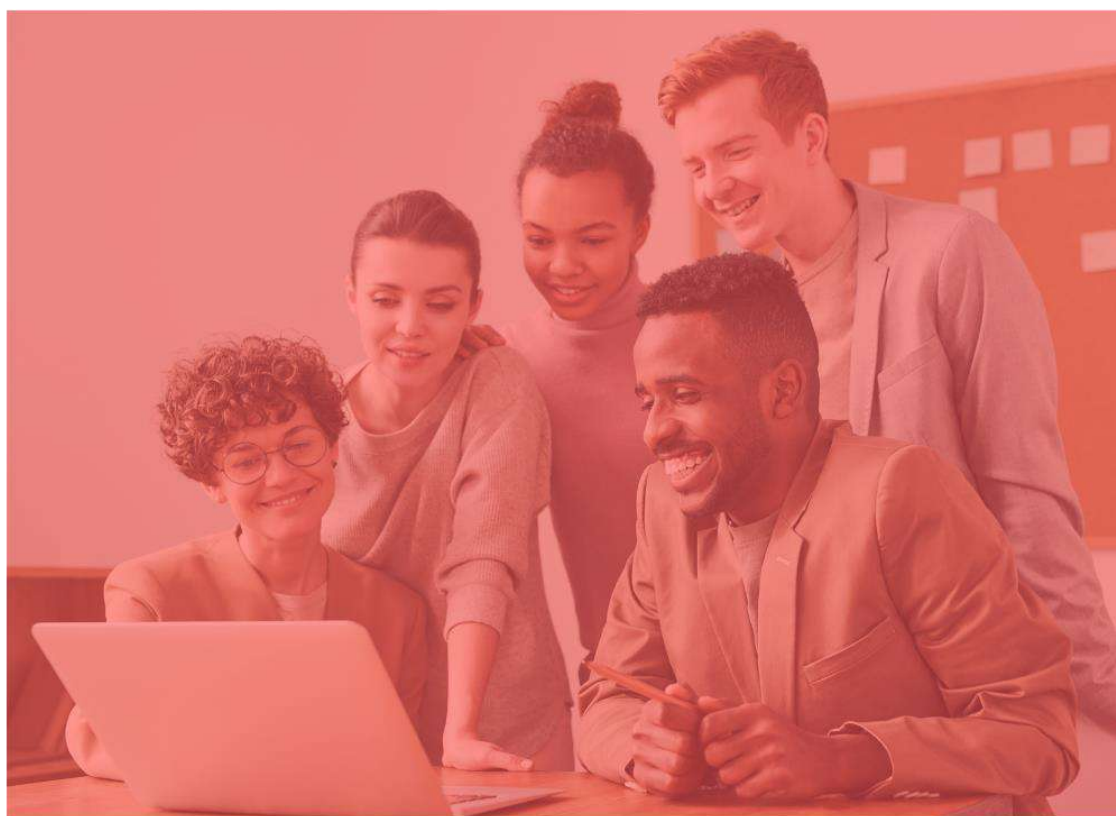
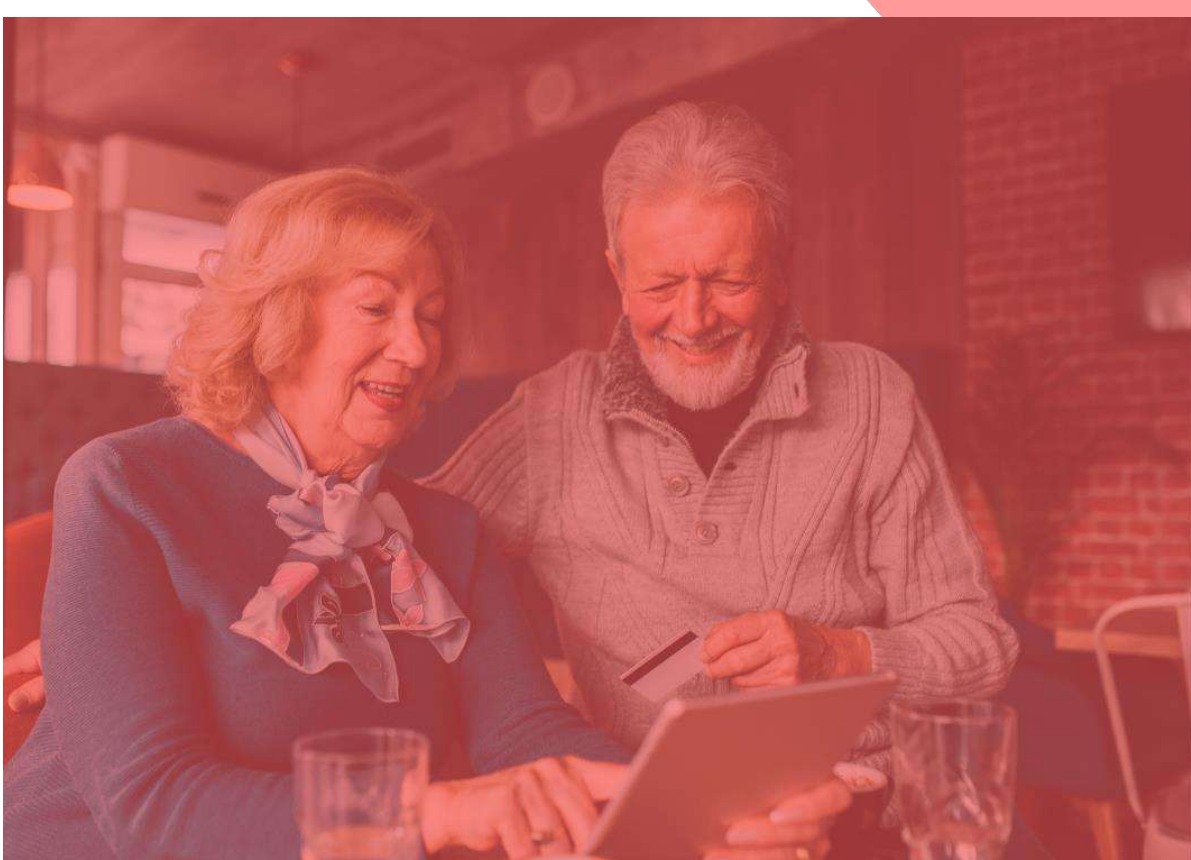
Quizz (Write the correct answer in green):

Q1: Which of the following is NOT a BI tool?

- Looker
- Demo
- Sisense
- Polar

Q2: What is the process known for installing a program to your device with minimum or no user interaction?

- Silent installation
- Inactive installation
- Attended installation
- Unattended installation



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Content Template to be done for each Tool



Link to the Tool:

<https://www.splunk.com/>

Description

Splunk is a software platform widely used for monitoring, searching, analyzing, and visualizing machine-generated data in real time. It performs capturing, indexing, and correlating the real time data in a searchable container and produces graphs, alerts, dashboards, and visualizations. Splunk provides easy to access data over the whole organization for easy diagnostics and solutions to various business problems.

If you have a machine which is generating data continuously and you want to analyze the machine state in real time, you can do it by using Splunk.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Data Ingestion	Splunk can ingest a variety of data formats like JSON, XML and unstructured machine data like web and application logs. The unstructured data can be modeled into a data structure as needed by the user.
Data Indexing	The ingested data is indexed by Splunk for faster searching and querying on different conditions.
Data Searching	Searching in Splunk involves using the indexed data for the purpose of creating metrics, predicting future trends and identifying patterns in the data.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=fTvIb5LcUUU	"Splunk Product Overview"	Splunk	In this video, you will see an overview of Splunk, what makes machine data accessible, usable and valuable to everyone. How is this tool an easy, fast and secure way to analyze the massive streams of machine data generated by your IT systems and technology infrastructure—physical, virtual and in the cloud.
https://www.youtube.com/watch?v=ZIKPquM0wo	Splunk Tutorial What Is Splunk Splunk Tutorial For Beginners Splunk Careers Intellipaat	Intellipaat	In this splunk tutorial for beginners video you will learn in-depth about what is splunk, the various components of splunk and splunk architecture. You will also learn who are the various customers of splunk, and a use case of splunk with how to add data in splunk.

https://www.youtube.com/watch?v=rqPD-TF-zGI&ab_channel=TechnologyAdvice	Splunk Review: Top Features, Pros, And Cons	TechnologyAdvice	In this video, the authors review Splunk Enterprise. Here, you will be able to find a list of free, personalized recommendations using a Product Selection Tool.
https://www.youtube.com/watch?v=UXFIK MJHwgs&ab_channel=Splunk	7 Tips To Boost Performance of Your Splunk Enterprise Security Operations	Splunk	This Tech Talk explains how to optimize CPU and Memory usage to achieve considerable costs savings, how the built-in monitoring console and Enterprise Security auditing page can provide better visibility into how your SIEM is performing, and how to empower your team with bottleneck root cause analysis and performance tuning skills to scale your ES operations.

Other Resources

Link	Title	Author	Description
https://www.cinqict.nl/blog/5-new-features-in-splunk-8-1	5 new features in Splunk 8.1	CINQ.	A year after Splunk's big release of version 8, the company released Splunk 8.1 during their legendary (and virtual) Conf2020. As each release has many new features, in this article, there will be highlighted some of these features and discussed why they are interesting for users and admins based on the author own practical experience.
https://www.guru99.com/splunk-tutorial.html	Splunk Tutorial for Beginners: What is Splunk Tool? How to Use?	David Taylor	In this article is a tutorial for beginners, which helps you to know exactly what is Splunk and what it is used for, as well as its features, productions, applications, best practices and other topics.
https://www.tutorialspoint.com/splunk/splunk_overview.htm	Splunk - Overview	Tutorials Point	This article gives you an overview of Splunk - what is this tool used for, its products categories and main features.
https://www.splunk.com/en_us/data-insider/what-is-business-analytics.html	What Is Business Analytics?	Splunk	Here you will be able to find the benefits of business analytics aligned with Splunk. We will be able to know about its benefits and applications.

Competences acquired (check the list of skills done by AMARIS)

#dataanalytics

Difficulty level

Advanced

Practice your skills

If you have already knowledge of Data Analytics, using Splunk is going to be easier for you. Splunk has different applications, so you can:

- Deploy Splunk for web analytics to understand KPIs and improve performance;
- Use it in IT operations to detect intrusion, breaches, and network abusers;

- Then, track, analyse and fine-tune digital marketing initiatives.

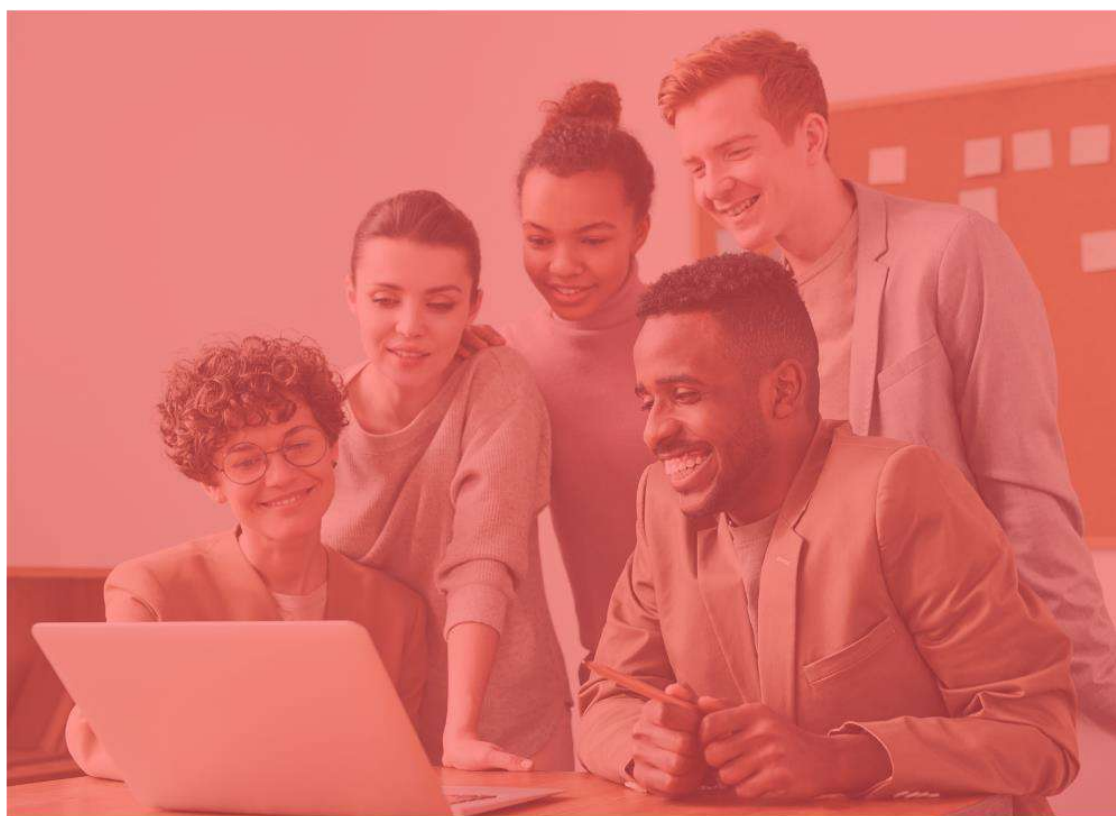
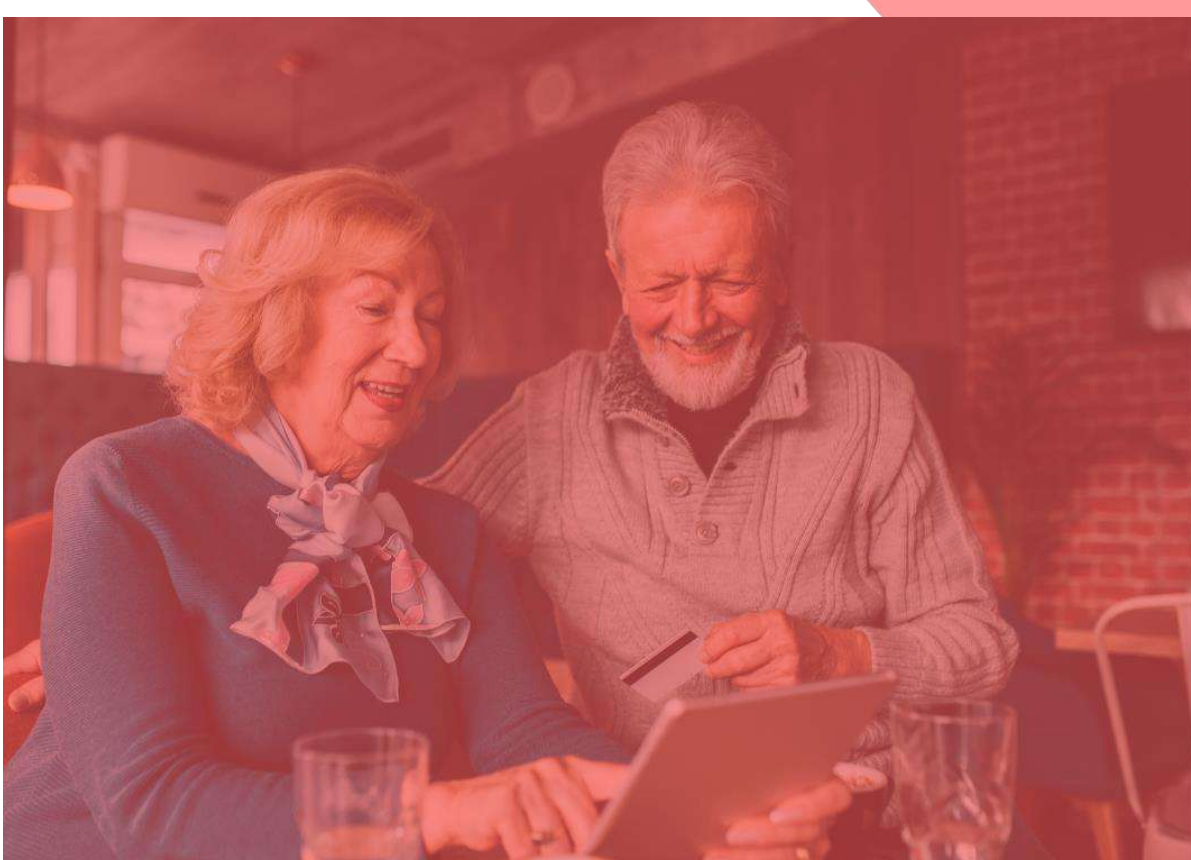
Quizz (Write the correct answer in green):

Q1: Splunk is mainly used for?

- Data Visualization and Data Management
- E-Commerce
- Design Prototyping
- Mindmapping

Q2: What are the different types of Splunk dashboards?

- Real-time dashboards
- Dynamic form-based dashboards
- Dashboards for scheduled reports
- All options are correct



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Content Template to be done for each Tool



Link to the Tool:

<https://www.tableau.com/>

Description

Tableau is a powerful and fastest growing data visualization tool used in the Business Intelligence Industry. It helps in simplifying raw data in a very easily understandable format. Tableau helps create the data that can be understood by professionals at any level in an organization. It also allows non-technical users to create customized dashboards. Data analysis is very fast with Tableau tool and the visualizations created are in the form of dashboards and worksheets.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description. Max 30 Words
Tableau Dashboard	Dashboards are very informative as they can present data in the form of stories, enable the addition of multiple views and objects, provide a variety of layouts and formats, enable the users to deploy suitable filters.
Collaboration and Sharing	Instant and easy collaboration and data sharing help in getting quick reviews or feedback on the data leading to a better overall analysis of it.
Live and In-memory Data	You can use data directly from the data source by establishing live data connections or keep that data in-memory by extracting data from a data source as per their requirement.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=YfE9jBq002s&ab_channel=TableauSoftware	What is Tableau? A Tableau Overview	Tableau Software	Tableau helps people see and understand data. With this video, you will be able to overview Tableau and what this tool is used for.
https://www.youtube.com/watch?v=aHaOIVR00So&ab_channel=edureka%21	Tableau Full Course - Learn Tableau in 6 Hours Tableau Training for Beginners Edureka	Edureka!	This Edureka Tableau Full Course video will help you understand and learn Tableau in detail. It is ideal for both beginners as well as professionals who want to master up their Tableau concepts.
https://www.youtube.com/watch?v=TPMIZxRRaBQ&ab_channel=freeCodeCamp.org	Tableau for Data Science and Data Visualization - Crash Course Tutorial	freeCodeCamp.org	In this video you can learn to use Tableau to produce high-quality, interactive data visualizations. Tableau can help you see and understand your data.
https://www.youtube.com/watch?v=EoH1HbqTGyc&ab_channel=TableauSoftware	Tableau for Marketing: 3 Ways to Increase	How to Get an Analytics Job	Marketing campaigns are way more effective if they are informed by data. In this video the author walks

HowtoGetAnalyticsJob	Marketing ROI with Tableau		through three examples of how to apply Tableau to marketing data to better inform future marketing efforts.
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Other Resources

Link	Title	Author	Description
https://www.analyticsvidhya.com/learning-paths-data-science-business-analytics-business-intelligence-big-data/tableau-learning-path/	Learning Path: Your Guide to become a Tableau Expert	Analytics Vidhya	Here is a learning path to all those people who are new to Tableau. This path will help you to learn Tableau in a structured approach.
https://medium.com/@sj20997/tableau-c9d6962991ca	Tableau — A Beginners Guide	Shubhangi Jena	A brief and concise tutorial to getting started with Tableau Software.
https://data-flair.training/blogs/tableau-features/	10 Features of Tableau to Smoothen your Data Visualization Tasks	Data Flair	In this tutorial, you can check out some of the very important and interesting features of Tableau. It is this bundle of unique features that make Tableau a popular and widely accepted Business Intelligence tool.
https://towardsdatascience.com/5-powerful-features-of-tableau-that-will-make-your-data-visualization-projects-stand-out-37291c737ec8	5 Powerful Features of Tableau That Will Make Your Data Visualization Projects Stand Out	Benjamin Nweke	In this article you will learn about 5 powerful features that will improve your data visualizations skills, by making it easier.

Competences acquired (check the list of skills done by AMARIS)

#dataanalytics

Difficulty level

Advanced

Practice your skills

Tableau's Academic Programs runs the Student Viz Assignment Contests where you can submit your favorite homework assignments or vizs you've created and published to Tableau Public. So, put it into to test while improving your skills! If you make it to the top 3, you'll even receive some global exposure for your work! How to get started:

- Read this article to know more about it:
<https://www.tableau.com/academic/student-viz-assignment-contest>
- Find a public dataset in our list of free resources and create your visualization
- Submit your viz to the Student Viz Contest.

Quizz (Write the correct answer in green):

Q1: Which of the following is NOT a Tableau Desktop application?

- Tableau Desktop
- Tableau Public
- Tableau Reader

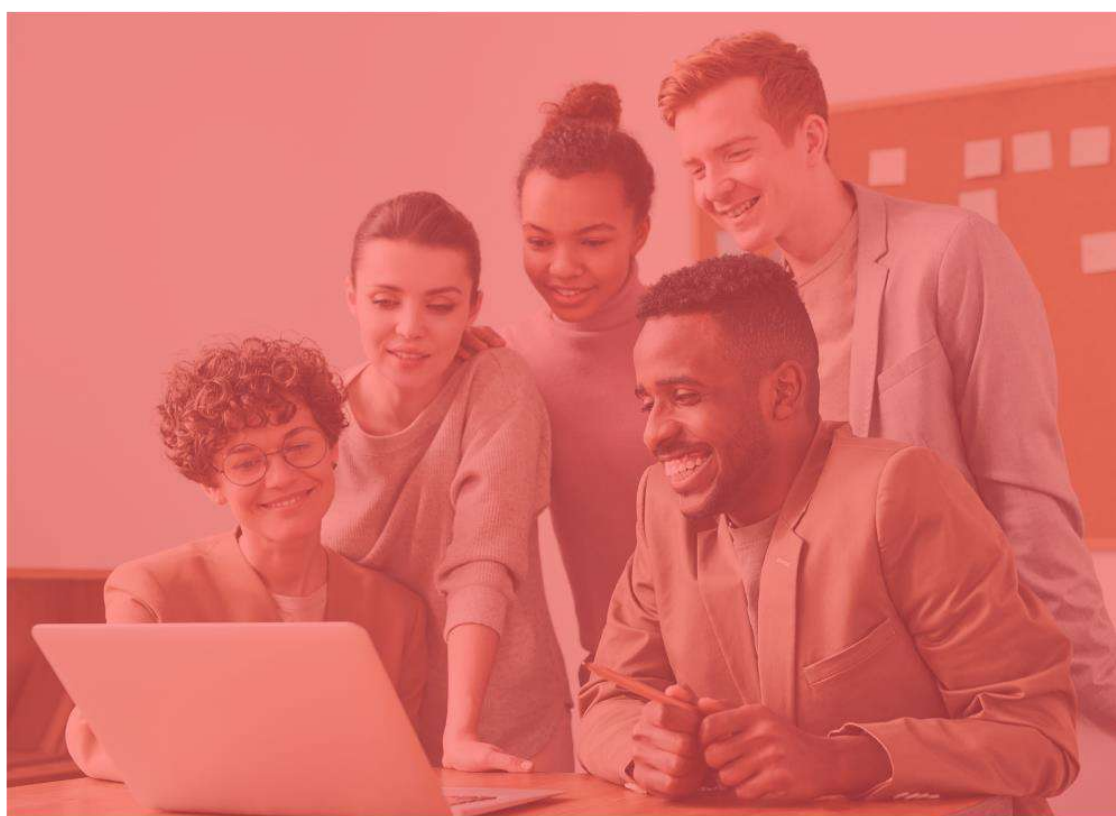
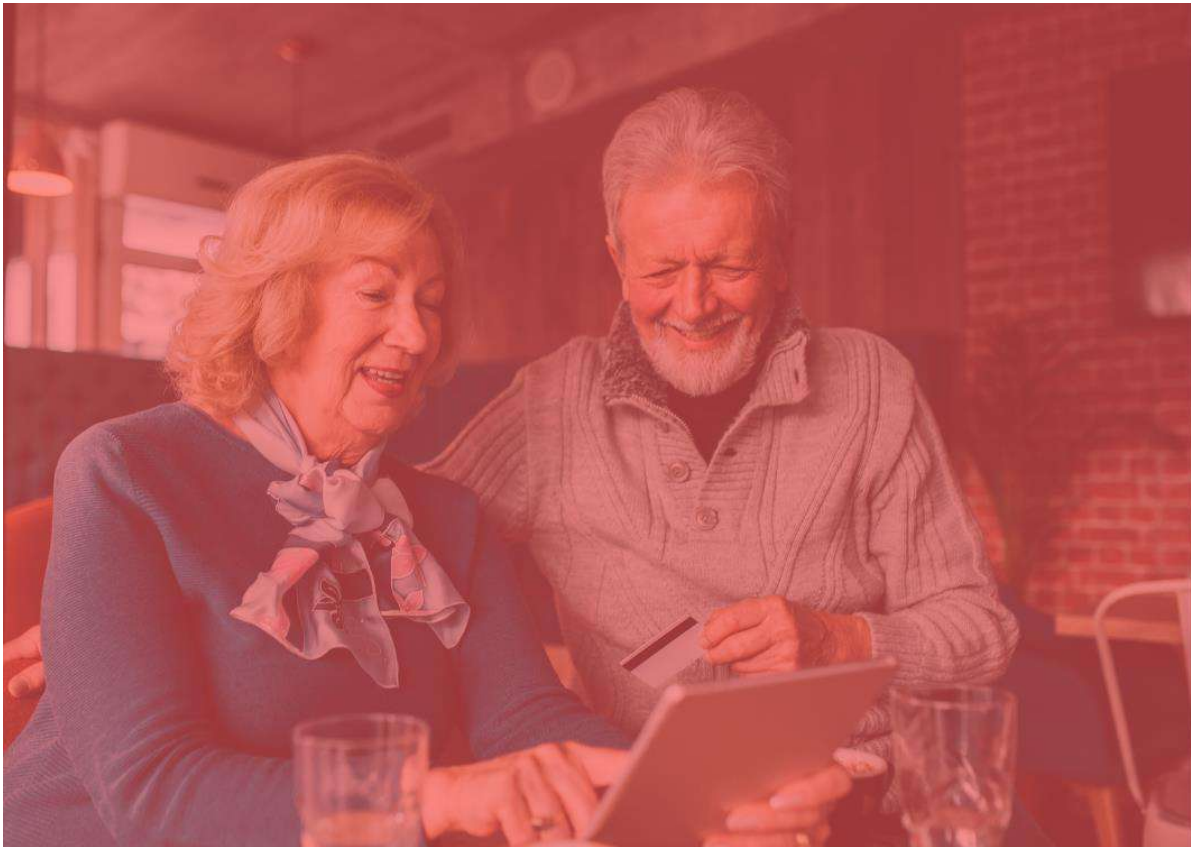
- Tableau Express

Q2: In Tableau, Data Blending is where you?

- Combine data from various systems within a Data Source
- Cache data from various source systems into a .hyper file
- Merge data from two (or more) data sources within a Tableau Worksheet
- Blend multiple worksheets together



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Link to the Tool:

<https://trello.com/>

Description

Trello.com is an online project management tool that visualizes the tasks of a group project and helps to keep everything organized, meet deadlines on time and provides everyone with the information they need.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Trello labels	To prioritize tasks, to organize cards by teams, or to catalog a repository of cards by subject.
Power-Ups	Connect the other apps you rely on to power your productivity to any of your boards
Advances checklists	Every Trello card comes with a checklist so you can break projects down into smaller tasks or create an even more detailed to-do list.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=xky48zyL9iA	Getting Started With Trello (Demo)	Trello.com	Brian from the Trello team walks you through a basic introduction of a Trello board. A full transcript is provided below the video.
https://www.youtube.com/watch?v=6drUzoeHZkg	How To Use TRELLO for Beginners + Workflow Examples [2020 Trello Tutorial]	Kimberly Ann Jimenez	If you're looking to maximize your productivity with a project management tool, look no further! Here's how to use Trello for beginners.

Other Resources

Link	Title	Author	Description
https://trello.com/en/guide	Getting started with Trello	Trello.com	There is a guide that will walk you through everything you need to know about using Trello, from setting up your project to equipping your team with all of the tools they need to get the job done.
https://trello.com/webinars	Trello Webinars	Trello.com	It is a collection of free Trello webinars allowing you to become a productivity professional.

Competences acquired (check the list of skills done by AMARIS)

Project and operations management; teamwork.

Difficulty level

Basic

Practice your skills

Create board from template: Try to be organized with a to-do list. Split your work into very specific lists, use the reference lists to keep important information, and be honest to your self on what you have to achieve in order to increase your personal productivity each week with this board. <https://trello.com/b/fq9Flotk/mise-en-place-personal-productivity-system>

Quizz (Write the correct answer in green):

Q1: What options can you create on a to-do list in Trello?

- To Do
- Doing
- Done
- All of the above

Q2: Which of the below statements is true regarding the Trello cards?

- Your team cannot manage deadlines
- Feedback is not an option for your team
- Your team cannot assign tasks and hand off work
- Connect work across apps



Link to the Tool:

<https://monday.com/>

Description

Through Monday.com platform you and your organization can easily build software application and work management tools that fit your needs. The platform uses a new category of software, the Work Operating System (Work OS). You can accelerate your digital transformation, enhance organizational agility, create a unifying workspace across departments, and increase operational efficiency and productivity.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Prioritize people management	There are many different templates to choose from when creating your first boards. It also allows you to be on the top of your projects with communication, collaboration and analytics features that the software provides you.
Effective and productive organization	Notify team members, add files, and link boards together. It will allow you easy to keep track of what's going on.
Dashboards	You can display what's important in just one place. With 15 available widgets, you can understand project progress, track budget, and estimate teammates workload.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=wFmc1ehZIS4	monday.com Webinar: Basic walk through	Monday.com	Omry S. goes over how to manage your people and tasks on the platform. He runs through the communicating, collaborating, and getting started on monday.com.
https://www.youtube.com/watch?v=ObkWrFukoma	Everything You Can Do with monday.com!	Monday.com	Watch this demo to see how monday.com gives you peace of mind with: 0:10 - Customizable Boards 1:42 - Views to track workloads 2:07 - Integrations with outside services 3:11 - Column permissions and privacy 3:30 - Using Automations to speed up manual processes 3:54 - Easy & quick team collaboration 4:20 - monday.com Forms

Other Resources

Link	Title	Author	Description
https://monday.com/lp/videocenter	Welcome to our video center!	Monday.com	Whether you're just getting started with the platform, or you've been using monday.com for some time, there's always something new to discover and ways to improve! You can find best practices, advanced features, how to

			use the software for your marketing team and many more.
https://monday.com/cs/webinars/	Welcome to our Webinar Hub!	Monday.com	You can explore the library of demo and webinar recordings, covering popular use cases, best practices, feature focused, that you can watch at your own time and even in your national language.

Competences acquired (check the list of skills done by AMARIS)

Project and operations management; Teamwork

Difficulty level

Intermediate

Practice your skills

Suppose that you have many deadlines assigned by your manager. Try to first put them in your task management tool and then list them by prioritize them. Set reminders or notifications so that you don't miss them.

Quiz (Write the correct answer in green):

Q1: What of the below tips you should take into consideration to improve your time management skills

- Track your time
- Set time estimates
- Remove distractions
- All of the above

Q2: Which characteristics are embraced by Monday.com that helps you get organized?

- Prioritization of your tasks
- Setting deadlines
- Time management
- All of the above



Link to the Tool:

<https://www.ntaskmanager.com/>

Description

nTask is a cloud-based task management tool. It provides you with tools that enable collaboration with your team members, task management, meeting scheduling and more. One of its main goals is to help you, whether you are freelancers, consultants, or business professionals, to meet their productivity goals.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
task planning	You can discover “to-do lists”, regarding start and end dates, about the time estimations, and finally split sub-tasks & dependencies
task assignment and collaboration	nTask makes it possible for your team to connect anytime on your projects with team chat feature. You can share your project updates with everyone or separate team members. There is also a possibility of file attachment and document management, and finally you can have real-time Notifications
task visualization	You can get organized, gain transparency and become flexible with nTask project management by setting task dependencies, optimize progress, set milestones and finally track the budget.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=H3xC3_dFN84	nTask - Review on the Best Project Management Tool [REVIEW]	Skills Factory	In this video you will learn how to use nTask in practice.
https://www.youtube.com/watch?v=CoXZAdC6ZWU	Ntask Project Management Tutorial (Better than Monday.com & Clickup?)	The Social Guide	In this video the social guide shows you how to Use nTask, what features it offers to help you with your Project

Other Resources

Link	Title	Author	Description
https://www.youtube.com/channel/UCGjlcTGCxXyRCb380Tq8_Rg	nTask - Do It Right!	nTask.com	nTask's youtube channel offers you some short video tutorials.
https://support.ntaskmanager.com/portal/en/kb/ntask	nTask Manager	nTask.com	You can find a help guide with guidelines on how to get started, how to create a board, how to repeat a meeting, etc.

Competences acquired (check the list of skills done by AMARIS)

Project and operations management; teamwork.

Difficulty level

Intermediate

Practice your skills

Try to plan, manage timelines and visualize projects through nTask Gantt chart tool experience <https://www.ntaskmanager.com/product/gantt-chart-software/>

Quizz (Write the correct answer in green):

Q1: What are the features for a Kanban Board?

- Enhanced focus
- Communicate easily
- Optimize work planning
- All the above

Q2: What are the main features for nTask.com?

- Gantt Charts
- Task management
- Time tracking & timesheets
- All the above



Link to the Tool:

<https://clickup.com/>

Description

ClickUp is an app that replace all tasks, docs, chat, goals and more for project management. It brings your team together to plan, track, and collaborate on any project. It helps to organize projects, collaborate with your team, and track progress and goals.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Space, folder, list	Organize teams and departments into Spaces, group big projects or initiatives into Folders, and break out tasks into Lists for a clear visual hierarchy of all your work.
Customize your tasks for any project.	Choose from over 35+ ClickApps to customize your task management for any work need. Save time with task Automations, assign Sprint Points, add Custom Field data, and more.
Break down big projects with subtasks.	Simplify complex projects by breaking them down into levels of subtasks. Visualize your tasks and subtasks in multiple views and easily rearrange or edit in bulk with the Multitask Toolbar.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=LUa4rgl8hU4	Beginner's Guide to ClickUp: Project Management (2020)	Keep Productive	This beginner's guide to ClickUp is presented by Yvonne Heimann, a ClickUp expert and business consultant that will guide you round how ClickUp works.

Other Resources

Link	Title	Author	Description
https://clickup.com/on-demand-demo	On-Demand Demo	Clickup.com	You can find upcoming webinars that guide you on your smooth operation through this software.
https://clickup.com/blog/how-to-use-clickup-to-set-goals-for-your-team/	How To Use ClickUp To Set Goals For Your Team	Erica Chappell – Managing Director, clickup.com	An interesting article with videos from a person that is working for clickup.com is always a Good idea.

Competences acquired (check the list of skills done by AMARIS)

Project and operations management; Teamwork

Difficulty level

Basic

Practice your skills

Try to create a **workspace** (which is the first thing you'll do when starting with a new account in ClickUp), then divide into **spaces** and play with the features such as Task Priorities, Tags, and Time Tracking. (directions to be followed

<https://clickup.com/blog/clickup-best-practices-tips-and-tricks-for-getting-started/>)

Quizz (Write the correct answer in green):

Q1: Which of the below project management skills are not covering in clickup.com?

- Communication
- Invoicing
- Creative Ideation
- Quality Control

Q2: Which of the below time management technique cannot be found in clickup.com?

- SMART goals
- Pareto principle
- Getting Things Done (GTD)
- Eisenhower Matrix



Link to the Tool:

<https://asana.com/>

Description

Asana is a task and project management software platform for teams. It is an app that many people are using in the PM software industry for remote working. It has also a communication tool for internal chat feature for efficient team working. Asana app allows you to plan, share and organize your work efficiency.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
File sharing integrations	You can easily integrate it with Google Drive, Dropbox, and OneDrive.
Reporting	Many features are available here, such as portfolios, where you can organize strategic initiatives and monitor the status of all your important projects as a list or on a timeline in one place
Team management	Create teams to organize your projects and connect teammates with a shared calendar and conversations. You can also control team privacy settings.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=6na4wgTWJGw&list=PLJFG93oi0wJDMccrrEbbZha0v64Jo63K8&index=1	How to Asana	Asana.com	Find out interesting 1min videos on how to develop your skills in asana website. Learn from Kanban boards, post status, setting specific deadlines etc.
https://www.youtube.com/watch?v=HGxzd-eaLWs	Asana Tutorial: How to get Started with Asana in 2020	Louise Henry	A person who is using this software will show you how to start using asana.com through her tutorial.

Other Resources

Link	Title	Author	Description
https://academy.asana.com/series/video-tutorials-tips	Video Tutorials	Asana academy	Get quick tips in these bite-sized tutorial videos to help you and your team be successful in Asana.
https://academy.asana.com/page/webinars	Live and on-demand webinars	Asana academy	See best practices in action. Register for a live webinar training or access our on-demand webinar recordings.

Competences acquired (check the list of skills done by AMARIS)

Project and operations management; Teamwork

Difficulty level

Intermediate

Practice your skills

Suppose that you are a project manager, and you need to implement project management best practices and bring a new level of clarity and visibility to your project team. Visit the asana guide, follow the steps and learn how to create tasks (<https://asana.com/guide/help/tasks/actions>)

Quizz (Write the correct answer in green):

Q1: Which task actions are available in asana.com

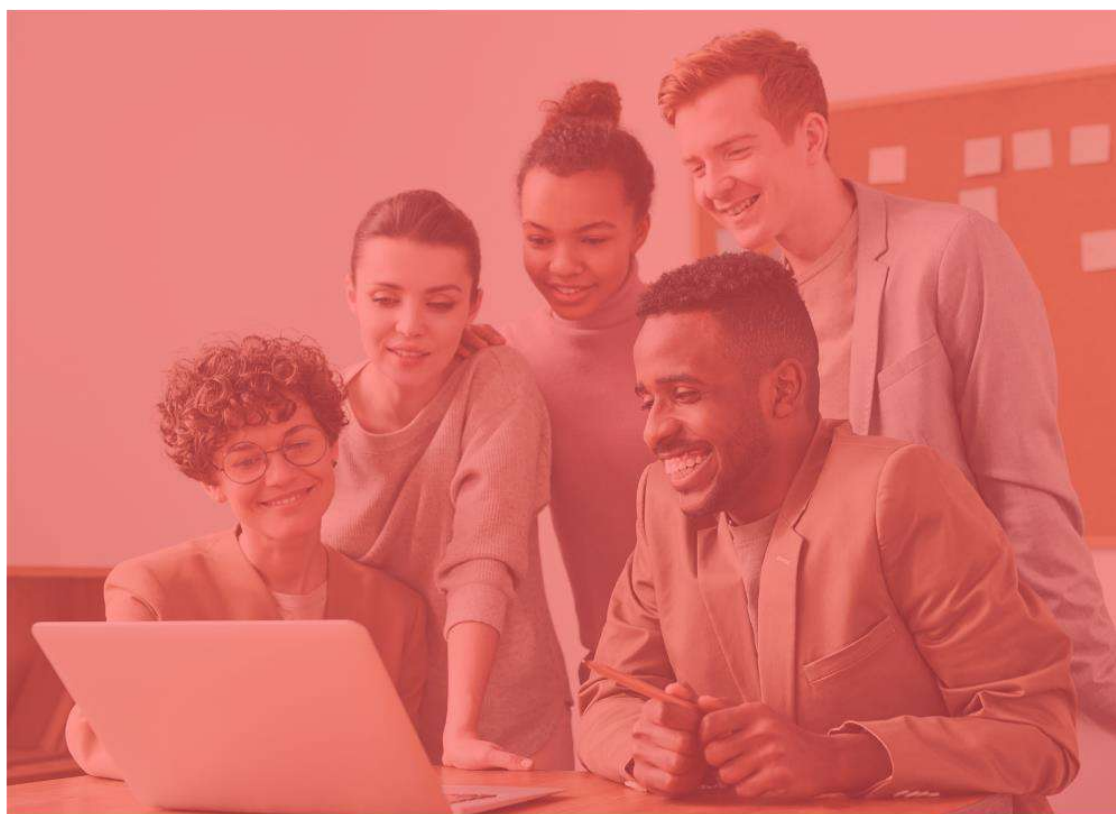
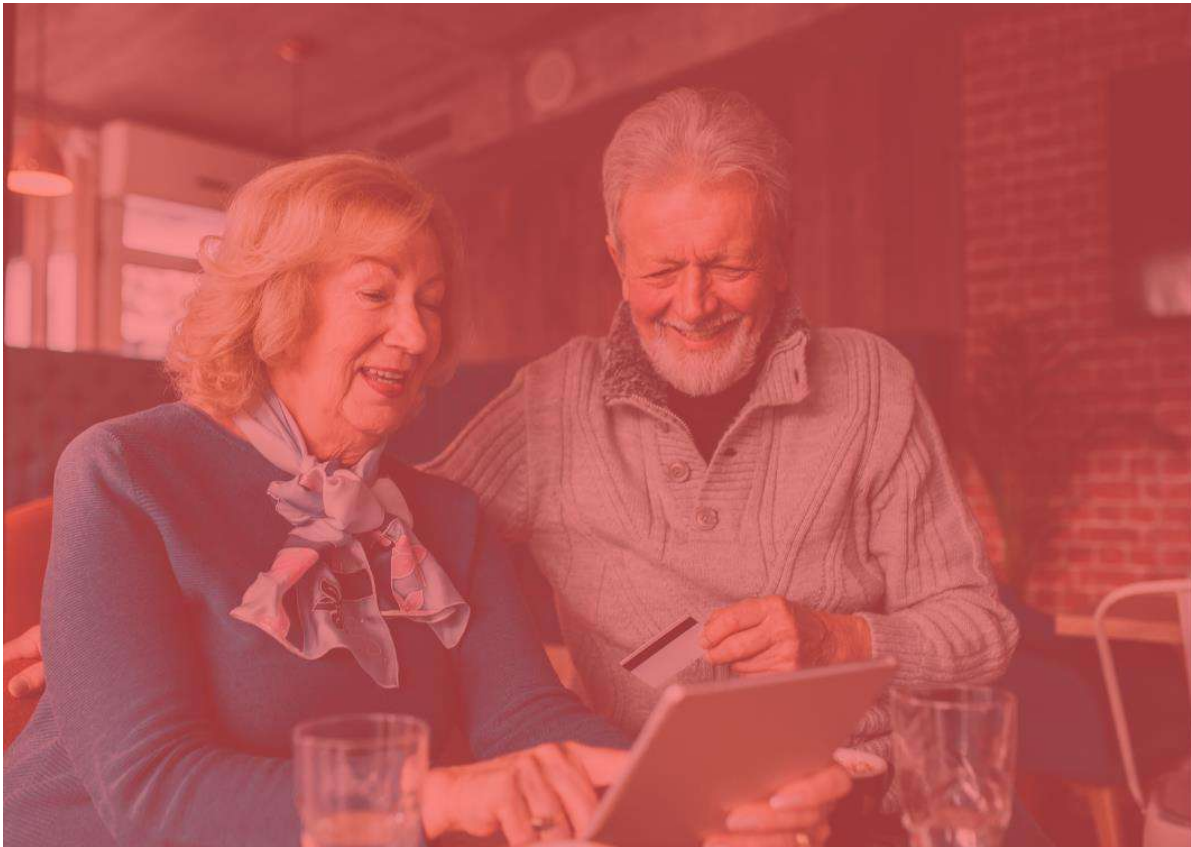
- Duplicate Tasks
- Convert to Project
- How to add a Task to a Project
- All the above

Q2: If you use subtasks, which of the below are available?

- Subtask details
- Subtask Grid View
- Subtask permissions
- All the above



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Link to the Tool:

<https://stripe.com/en-cy>

Description

Stripe is a technology company that builds economic infrastructure for the internet. From start-ups to public companies, businesses are using this software to accept payments and manage their businesses online. The mission of this tool is to increase the GDP of the internet. Suite of payment APIs that powers commerce for online businesses of all sizes. Some of the products that are using through this platform are: Billing, Payments, Tax, and Invoicing. There are also facility payments, where you as customer through Stripe Connect, from 35+ countries can onboard to accept payments within a platform and receive payouts in minutes.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Customer interfaces	You can create the perfect checkout experience that works across browsers and devices of all sizes. Choose from a range of options to find the integration that's right for you.
Payment options	Grow your business, go global, and boost conversions in other countries by giving your customers their preferred payment options through a unified integration.
Process payments- use cases	Whether you're looking to accept one-off payments, set up subscriptions, or power payments for a platform or marketplace, Stripe provides a complete tech-stack to support any business model.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=fD4uGhNa5ec	Stripe Tutorial: How To Create Stripe Account & How To Use Stripe	Anthony Allen	In this Stripe Tutorial learn how to create stripe account and how to use stripe
https://www.youtube.com/watch?v=Qbi52QLaE30	How To Use Stripe - Tutorial For Beginners	Scott D. Clary - Success Story Podcast	This tutorial will be for beginners who are brand new, advanced users who want to learn about additional features, or users who would like a refresher on features and functionality.

Other Resources

Link	Title	Author	Description
https://stripe.com/en-cy/use-cases/platforms	Embed payments and financial services into your platform	Stripe.com	Here you can get customers set up for payments in minutes, by giving them a full-featured dashboard to manage their payments. Furthermore, you can give customers access to Stripe's entire suite of features such as, launch global payments, optimize invoices for fast

			payments, add subscriptions and loyalty programs, and unify online and in-person payments.

Competences acquired (check the list of skills done by AMARIS)

Finances; Project and operations.

Difficulty level

Intermediate

Practice your skills

Test your integration: Learn about the different methods to test your integration before going live. Visit the page that includes test card numbers and other information to make sure your integration works as planned. Use it to trigger different flows in your integration and ensure they are handled accordingly.

<https://stripe.com/docs/testing>

Quizz (Write the correct answer in green):

Q1: Stripe.com can help companies

- Beat fraud
- Send invoices
- Issue virtual and physical cards
- All the above

Q2: Product that you can find in this software is

- Payment links
- Billing
- Radar
- All the above



Link to the Tool:

<https://www.waveapps.com/>

Description

This tool is useful to create accounting reports, create and send invoices, manage personal finances. If you are a small business owner, you can manage your finances fearlessly through wave.com. Wave.com target to more new entrepreneurs, and more thriving small businesses. To get to that, they try to be the simplest, all-in-one financial management solution small business owners can't live without.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Accounting	You can track your income and expenses
Invoicing	You can create and send professional invoices

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=nk_9DYklv2I	Wave Accounting Tutorial - Introduction to Wave Accounting for beginners (2019)	Nuts Accounting	Learn how to use Wave Accounting in this video by Wave Accounting tutorial for beginners 2019.

Other Resources

Link	Title	Author	Description
https://support.waveapps.com/hc/en-us/sections/360010051291--Video-Tutorials-Wave-Accounting-Basics-	[Video Tutorials] Wave Accounting Basics	Waveapps.com	Through the Help Center of waveapps.com software, you can watch basics video in many categories such as "how to import your transactions" & "bookkeeping your invoice payments"

Competences acquired (check the list of skills done by AMARIS)

Finances; Project and operations.

Difficulty level

Intermediate

Practice your skills

Suppose that you are responsible to create and send invoices to your customer. Practice your skills and create one.

<https://support.waveapps.com/hc/en-us/articles/208621656>

Quizz (Write the correct answer in green):

Q1: Following which innovative step can you recurring payments through waveapps.com?

- Ask for money only in euros
- Automatic receipts for processed payments
- No time zone control
- Follow only one template

Q2: How can you contact Wave support?

- Phone
- Online
- In Person
- All the above



Link to the Tool:

<https://factorialhr.com/>

Description

Factorial is human resources software developed to digitize companies by integrating human management processes such as absence management, payroll incidents, internal communication, recruitment and induction of personnel. With this Human Resources software, you can work on many features such as payroll summary, HR reports, time tracking or time off manager.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Manage and share documents	You can manage documents such as contracts, payrolls, personal, identification and medical leave receipts, all of which can be legalized through the use of electronic signatures.
Holidays and Absences Software	Quickly and easily manage your employees' holidays and absences.
HR Reports and Analytics	Generate customized reports based on your company data and make better decisions about your workforce and your business.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=3Bpi_GSK89U	Factorial HR - Demo by Jordi Romero, CEO	Factorial HR	In this official channel of Factorial, the company shares content related to platform and materials so you can better manage your employees.
https://www.youtube.com/watch?v=MyWvLd5emns	Webinar: First steps with the human resources software Factorial HR	Factorial HR	Learn how to use the human resources software Factorial HR with the webinar.

Other Resources

Link	Title	Author	Description
https://factorialhr.com/webinars	Human Resources Webinars	Factorialhr.com	In this webinar, CEO and founder, Tiffany Castagno, leads an in-depth discussion about how we can leverage data to inform and drive change management.

Competences acquired (check the list of skills done by AMARIS)

Finances; Project and operations.

Difficulty level

Intermediate

Practice your skills

Suppose that you have to develop your employee performance review. Factorial.com performance management software offers complete flexibility. Use the suggested performance review questions or write your own.

<https://factorialhr.com/performance-management#signup-form>

Quizz (Write the correct answer in green):

Q1: Which of the below features cannot be found on factorial.com?

- Time tracking
- SMART goals
- Training management
- Payroll summary

Q2: Which administrative task are available on factoria.com?

- Employee time tracking
- Shift management
- Attract talent
- All the above



Link to the Tool:

<https://www.sage.com/en-gb/>

Description

Sage platform gives you and in businesses around the world the information, insight, and tools you need to succeed. Using smart technology and the imagination of their people, they energize their success. Sage is the global market leader for technology that provides small and medium businesses with the visibility, flexibility, and efficiency to manage finances, operations, and people. AI-powered financials, planning, analytics, and HR.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Accounting and finance, payroll and business management.	Sage.com separates those functionalities by business size (small and medium), industry, business need and customer success.
Cash flow and invoicing	Cash Flow Manager is an invoicing system that shows you the balances of your cash accounts, cash expected to come in, and cash expected to go out.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=nxh7EQnZwJw&list=PLzoSvuWlsmU_xR8ZhCEJmslifXpEY4gb&index=1	Sage X3 - v11 to present	Sage Customer Support and Training	Short tutorial videos are presenting by the Sage Customer Support and Training team.
https://www.youtube.com/watch?v=038nyayrAo	Sage One Accounting Training - Introduction to Sage One Accounting for beginners (2019)	Nuts Accounting	Sage One Accounting training for beginners 2019. Learn how to use Sage One Accounting in this video

Other Resources

Link	Title	Author	Description
https://www.sage.com/en-gb/webinars/	Upcoming webinars	Sage.com	You can register for upcoming Sage webinars targeted at a variety of industries, professions and Sage business solutions and learn how Sage can help your business adapt and lead through uncertain times and emerge stronger from this COVID-19 ordeal.

Competences acquired (check the list of skills done by AMARIS)

Finances; Project and operations.

Difficulty level

Advanced

Practice your skills

Get Started with Accountant Edition. It's free for your practice.

Step 1 – Sign up and verify your email.

Step 2 – Add and set up your clients in a few simple steps.

Step 3 – Jump right in and try out the different features with the two sample companies included in your Accountant Edition.

<https://www.sage.com/en-us/accountants/products/sage-business-cloud-accounting-accountant-edition/>

https://mysageone.na.sageone.com/signup/new?product=accountant_edition&source=productcard

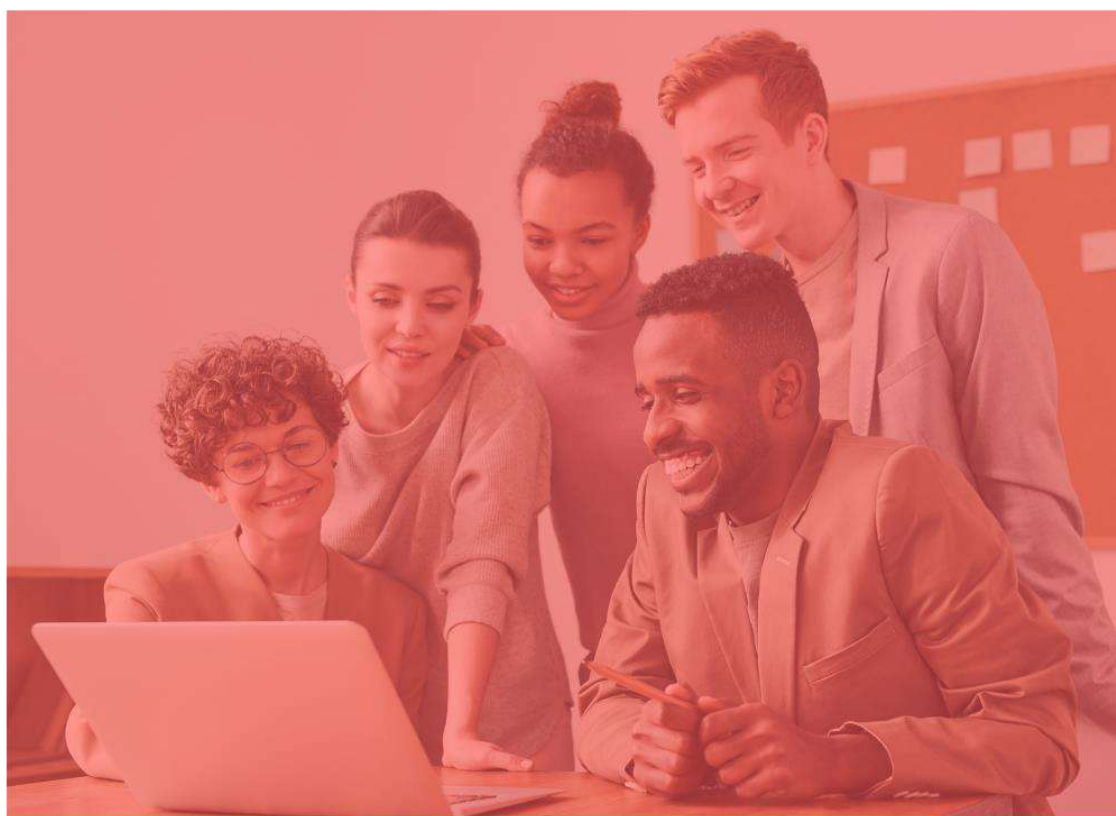
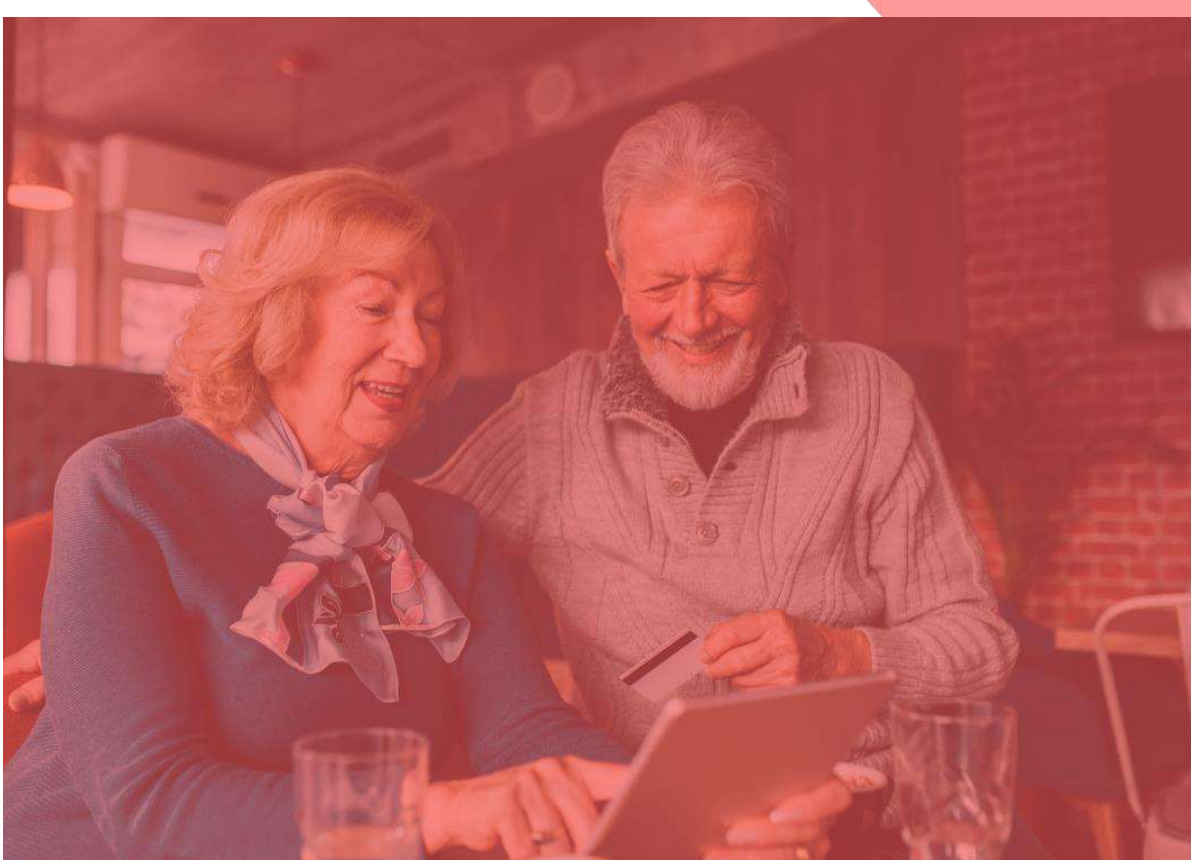
Quiz (Write the correct answer in green):

Q1: Manage your clients' bookkeeping needs with Sage Accounting, an intuitive, easy-to-use online accounting solution. Which of the below is correct based on the features of sage.com that are provided?

- Get access to only a paid Sage Accounting subscription for your practice
- **Manage all your clients' subscriptions in a one-click portal with customized access rights.**
- Manage all accounting features only on Android device
- Manage your Sage Accounting using lot of pages and templates

Q2: For Small businesses sage.com provides the below features

- Accounting
- Sage Timeslips
- Sage HR
- **All the above**



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.canva.com>

Description

Canva is a graphic design platform that you can use to create social media graphics, presentations, posters, documents, and other visual content. The platform uses a drag-and-drop format and provides you access to more than 60 million photos and 5 million of templates (social media posts, banners, visual content, logos, and much more). It is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Design with a drag-and-drop system	different content as: social media images, banner or videos, business cards, logos, brochures... Presentations, calendars, invitations... with millions of templates.
Export the creations	with multiples formats. (jpg, png, mp4, pdf,vsg...)
Create a collaborative space	with different folders with a team.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=un50Bs4BvZ8	How To Use Canva For beginners! [Full Canva Tutorial 2021]	Natalia Kalinska	This tutorial is perfect to learn Canva in 2021 as it covers all the latest developments like creating a curved text in Canva, uploading audio to Canva or using Content Planner in Canva.
https://www.youtube.com/watch?v=AlrC-XaKwew	Canva Video Editor - Complete Tutorial for Beginners!	Justin Brown	Learn how to edit videos in Canva, including all the video editing features and tips you need to know as a beginner.
https://www.youtube.com/watch?v=D126KH5e2k0	How to Create Instagram Carousel post with Canva Step by Step Canva Tutorial	Natalia Kalinska	This is a full Instagram carousel tutorial that shows you step-by-step how to design Instagram carousel and how to split it.
https://www.youtube.com/watch?v=qgpmYZpsY0A	20 CANVA tips and tricks 2021.	Natalia Kalinska	In today's video, you'll learn 20 top Canva tips and tricks to help you design quickly and put all hidden Canva features to good use.

Other Resources

Link	Title	Author	Description
https://bloggingguide.com/canva-tips-and-tricks/	Canva Tips and Tricks	Casey Botticello	Discover some Canva tips and tricks that are not obvious to new users, but can potentially save you hours of time when used consistently.
https://designschool.canva.com/courses/canva-on-your-mobile/?lesson=how-to-use-canvas-mobile-app	Canva on your mobile	Canva	Learn how to use Canva mobile app. Discover templates, manage your account, and all the same functionalities with your mobile phone.

Competences acquired (check the list of skills done by AMARIS)

#creativity #communication #contentcreation #graphicdesign

Difficulty level

Basic

Practice your skills

Suppose that you want to create different materials for your cake and pastry business. Using Canva:

- create your logo and save it.
- create a Carousel for Instagram that allows you to sell your most successful product.
- Make a business card to give to your clients that also includes your logo, your claim and your contact information

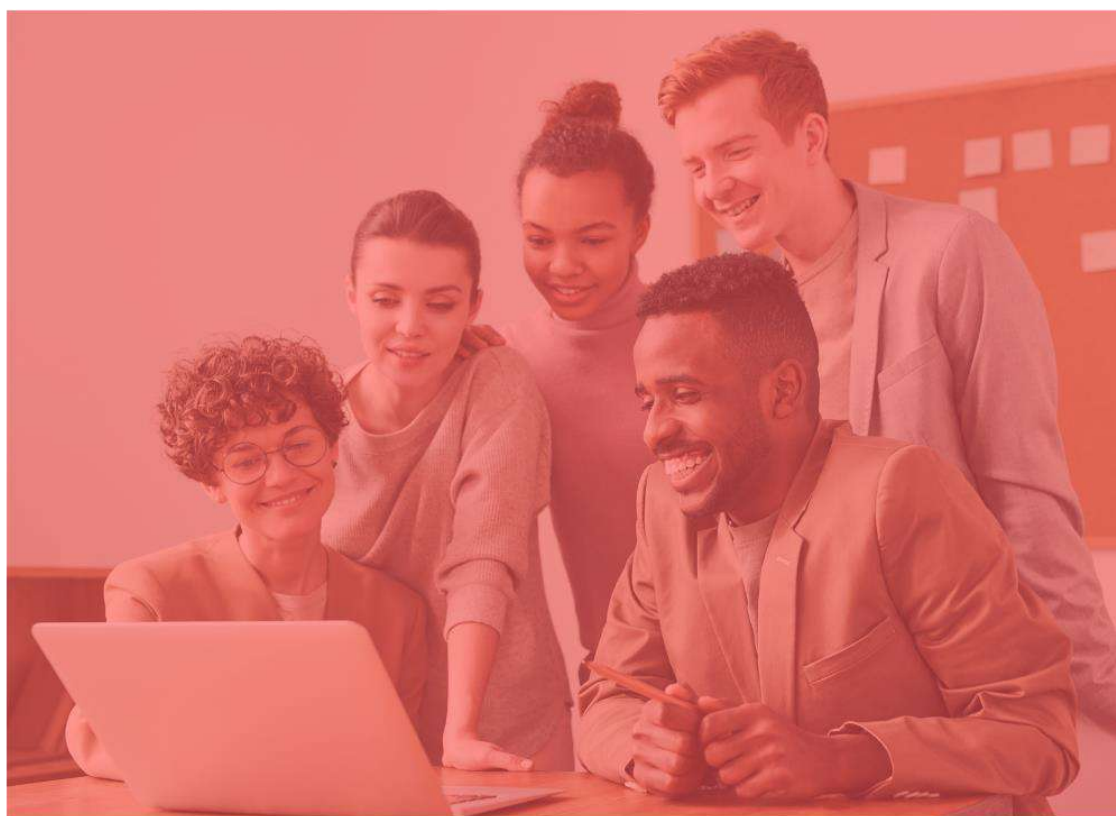
Quizz (Write the correct answer in green):

Q1: Related to the size of Canva creatives

- The size is just chosen depending on the template
- The size can be determined by the template and by written the specific and required size
- The size can only be expressed in pixels
- The size is not important and all the creativities are in the same format and size

Q2: Which of these templates is not included in Canva

- Instagram Stories
- Letter
- Flyer
- All of them are Canva templates



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.adobe.com/es/products/illustrator.html>

Description

Adobe Illustrator is a popular software application which you can use to create vector graphics. For this reason, this tool is commonly used to create logos, promotional or branded content, icons, website graphics and digital artwork.

Vector images are not made up of a grid of pixels. Instead, they are created by paths, which include a starting point and an ending point with a combination of shapes, angles, and lines in-between. All vector images can be broken down into a set of geometric lines and shapes (vectors) placed purposefully in relation to each other. This allows them to be scaled and rescaled infinitely.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Working with Objects	You must select the appropriate shape tool either click once where you want the center of that object to be or click & drag, creating your object as you drag.
The Pen Tool	It allows to create shapes with freeform curves, and with time and skill, most curves found in the "real world" can be duplicated using the Pen tool.
Free Transform	With this tool you can move and manipulate objects in multiple ways: rotates, scales, reflects, distorts, or changes perspective for each object you want.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=a4em99bfceM	Designing a Complete Brand Identity with Sydney Michuda - 1 of 2	Adobe Creative Cloud	In this video you will learn how to create a comprehensive brand identity using Illustrator and Photoshop. You will see how to leverage custom color palettes and layouts to design branded elements and logos.
https://www.youtube.com/watch?v=3ahadCNI0UU	Watch Me Design a Logo: Using Adobe Illustrator Luxury Candle Brand Creative Glow Challenge	Keeping Up With Desjo	In this video you'll see an artist design process and see her doing a creative glow challenge by using Adobe Illustrator.

https://www.youtube.com/watch?v=ligcqYRrQo0	Illustrator tutorial: How to DESIGN WEBPAGE Webpage UI Design	<u>Asm Arif</u>	Find out how to create a website design concept and content for your website.
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Other Resources

Link	Title	Author	Description
https://www.pgsgd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytuts.pdf	The complete beginners guide to Adobe Illustrator	Tastytuts.com	In this tutorial you will read an introduction to the Adobe Illustrator interface.
https://en.99designs.es/blog/design-tutorials/brand-guide-illustrator-tutorial/	How to use Adobe Photoshop Part 1 Learn how to create a brand guide from scratch with this tutorial	<u>Andrea Stan</u>	In this tutorial you will find out everything you need to know about creating the reddest brand guide in Illustrator!

Competences acquired (check the list of skills done by AMARIS)

#creativity #creativethinking #communication #webdevelopment #digitalmarketing

Difficulty level

Advanced

Practice your skills

In case you need to create a basic identity brand you can use Illustrator for:

- Create your logo with all the different design tools, shapes, pencils, etc.
- Design content for your social media.
- Design the User Experience and style of your website.

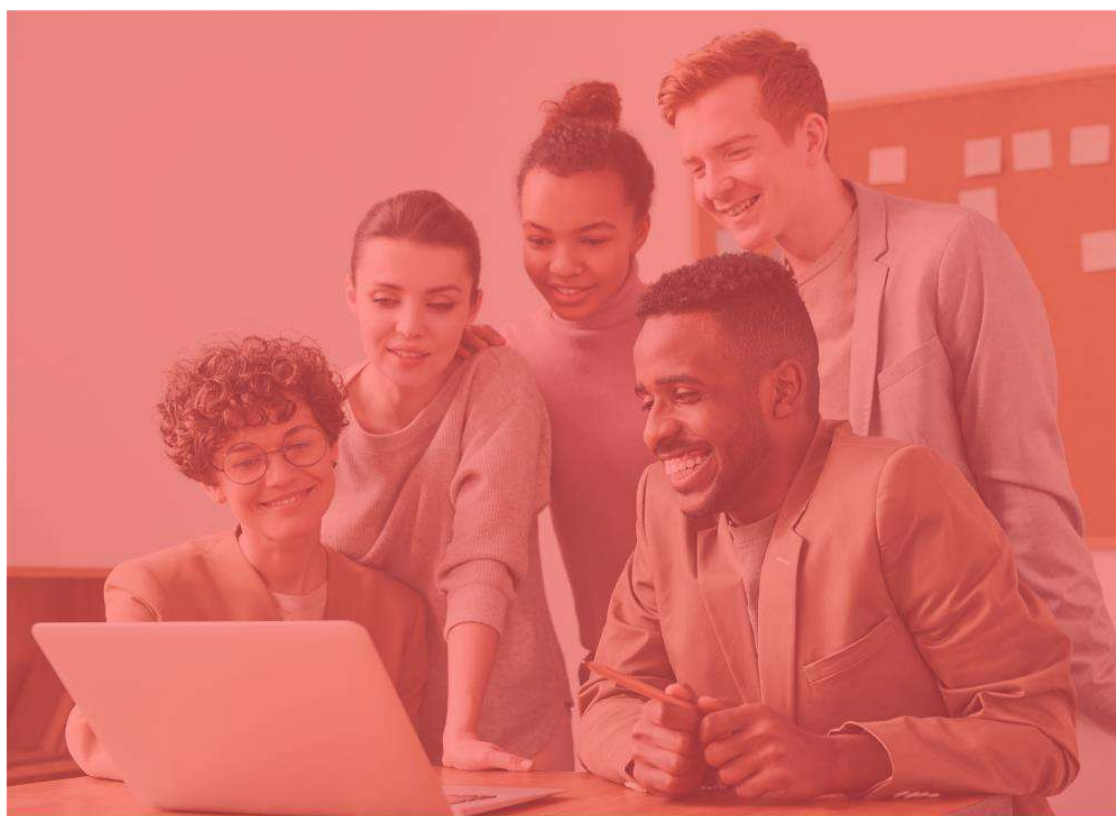
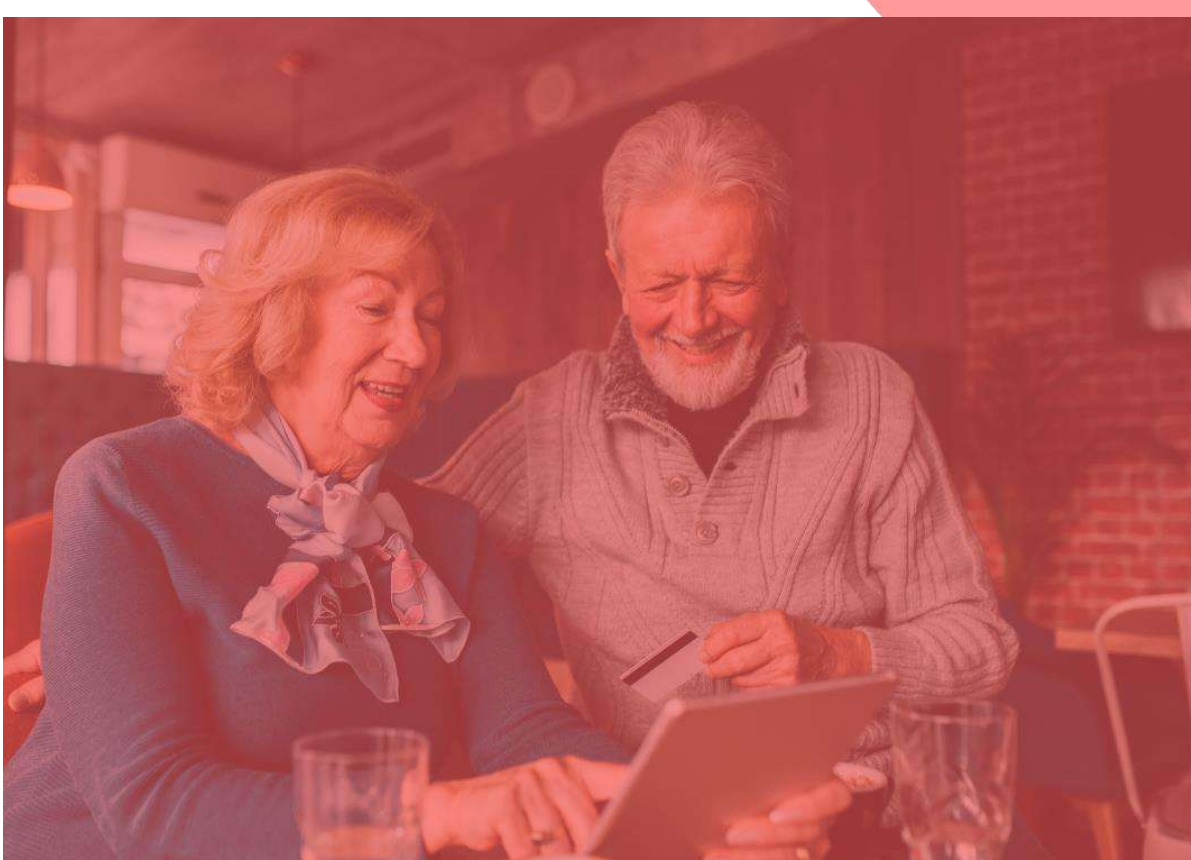
Quiz (Write the correct answer in green):

Q1: Illustrator creates resolution-independent images.

- True
- Flase

Q2: You can change the width and length of an artboard after you create it.

- True
- False



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.adobe.com/es/products/photoshop/landpb.html>

Description

Photoshop is Adobe's photo editing, image creation and graphic design software developed by Adobe Inc. With this tool you can edit and compose images with multiple layers and support masks in several color models including RGB, CMYK, CIELAB, spot color, and duotone. It has its default file extension for a work in progress which is called .PSD. When the work is finished, you can export the content in other formats such as jpeg or png.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Pen tool	Photoshop includes a few versions of the pen tool. The pen tool creates precise paths that can be manipulated using anchor points.
Clone Stamp Tool	The Clone Stamp tool duplicates one part of an image to another part of the same image by way of a brush it is useful for duplicating or removing objects.
Shape Tools	Photoshop provides an array of shape tools including rectangles, rounded, etc. These shapes can be manipulated by the pen tool, direct selection tool etc. to make vector graphics.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=lyR_uYsRdPs	Photoshop for Beginners	Envato Tust+	You'll start at the beginning and work quickly into more exciting techniques. Learn how to use Photoshop layer styles, how to change color levels, how to retouch and manipulate images, and much more.
https://www.youtube.com/watch?v=mvAceDeU_gU	How to Use Adobe Photoshop (Part 1) Graphic Design Tutorial for Beginners	Learn Share Photo Video	Learn how to create a simple image with layers and moving different elements.

https://www.youtube.com/watch?v=G2OhLubyCA	PHOTOSHOP TUTORIAL How to Create a Complete Brand Design	Design Cuts	In this tutorial you will learn how to develop a brand in Photoshop using mock-ups with smart objects. You'll learn how to create an overall brand look, then add a ton of supporting pieces like social promotions, t-shirts, packaging, clothing tags, business cards and a mobile site mock-up.
https://www.youtube.com/watch?v=rrDUTVGW7Mc	DESIGNING A STREETWEAR BRAND IN 3 HOURS - PHOTOSHOP AND ILLUSTRATOR 2021	Designed By Wil	This video displays a step by step process on how to come up with a design of a brand. This is not a photoshop starter guide, is an example of how the youtuber explains his experience.

Other Resources

Link	Title	Author	Description
https://helpx.adobe.com/photoshop/using/whats-new.html	what's new in the latest release of Photoshop.	Adobe, Inc.	Learn what's new in the latest release of Photoshop. Photoshop desktop
https://helpx.adobe.com/photoshop/system-requirements.html	Photoshop system requirements	Adobe, Inc.	Your computer must meet the minimum technical specifications outlined below to run and use Photoshop.
https://freemockup.net	All Free Mockups	All Free Mockups	On this website, you will be able to download mockups template to use for your brand identity with Photoshop.

Competences acquired (check the list of skills done by AMARIS)

#creativity #creativethinking #communication #webdevelopment #digitalmarketing

Difficulty level

Intermediate

Practice your skills

In case you need to create a basic identity brand you can use Photoshop for:

- Create your logo with all the different design tools.
- Create mock-ups to show your clients your services as a prototype.
- Design content for your social media with the default sizes that Photoshop offers.
- Edit your photos to achieve an aesthetic identity.

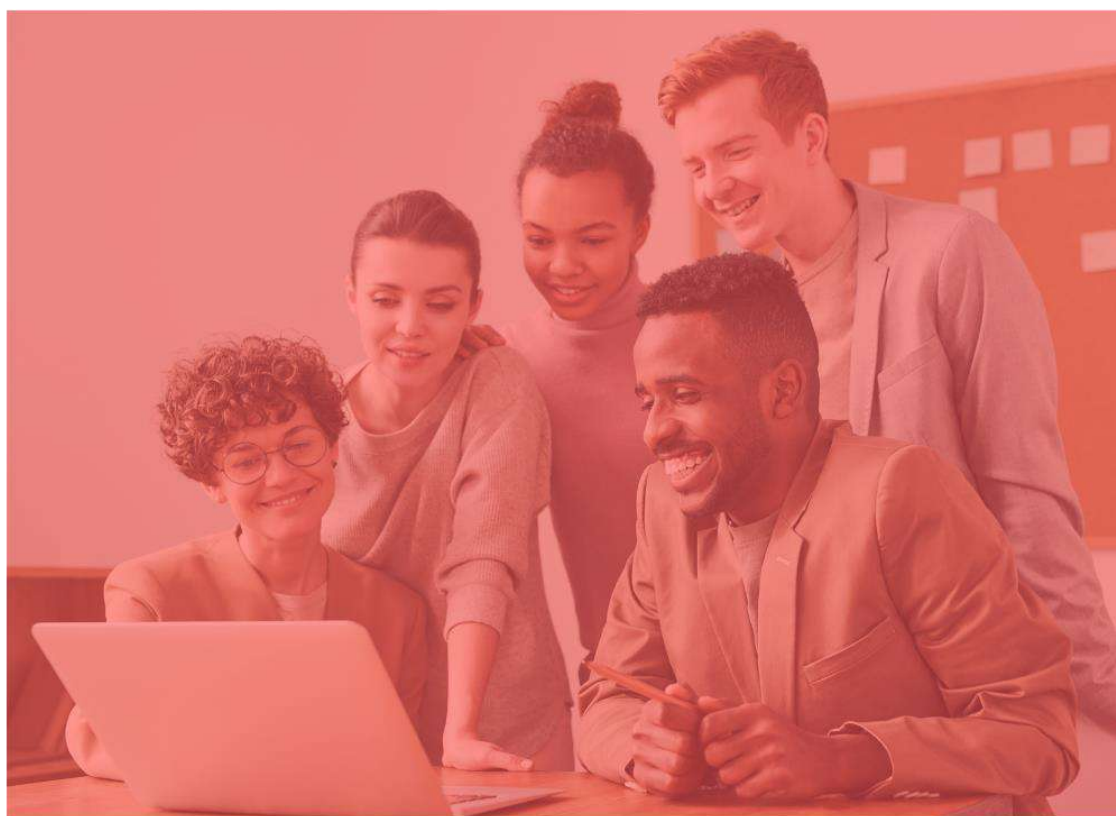
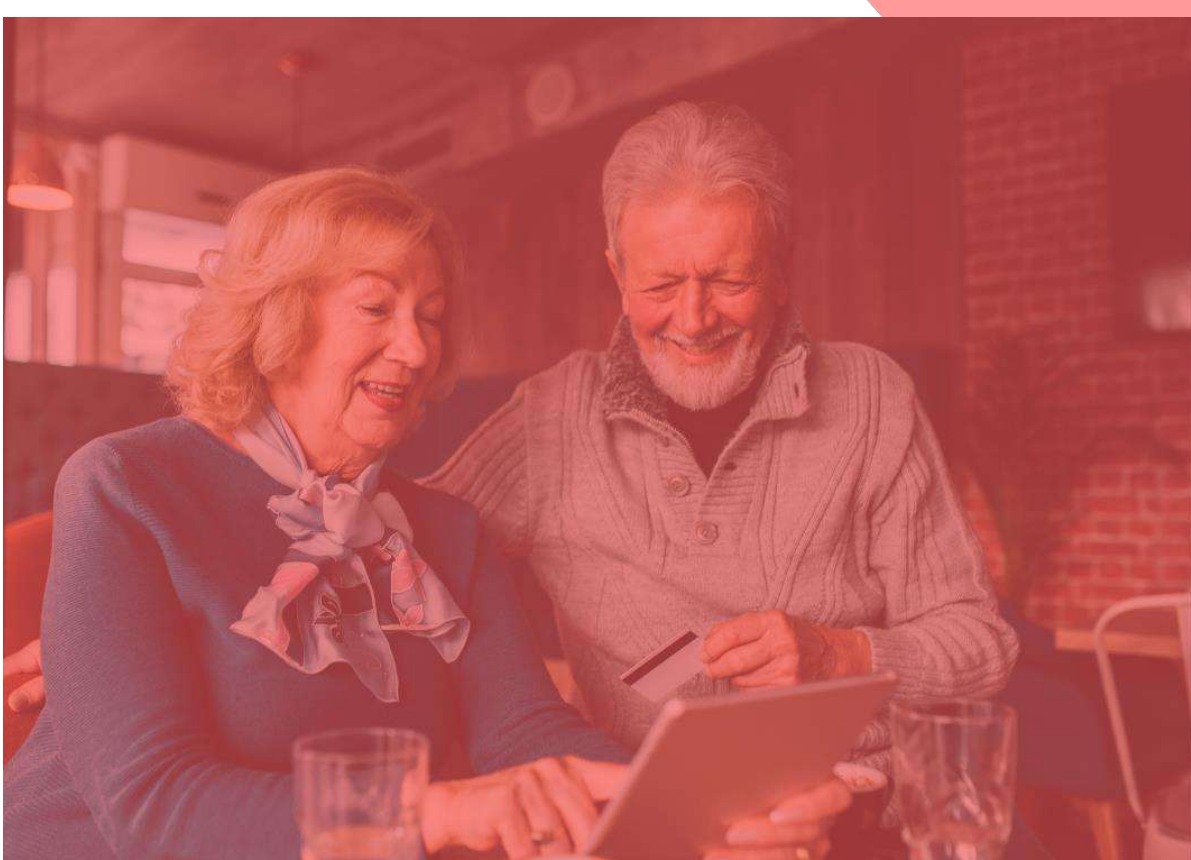
Quizz (Write the correct answer in green):

Q1: What difference is the most important between the Pencil and Brush tool?

- The Brush creates curved strokes, while the Pencil creates straight strokes
- Pencil can be erased, Brush cannot
- **Brush creates smoother strokes than Pencil**

Q2: The quality of the image depends on the resolution, but can you tell which of these statements is correct:

- **A high resolution implies a greater number of pixels.**
- A low resolution implies a less number of pixels.



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool

Medium

Link to the Tool:

<https://medium.com>

Description

Medium is an open platform where readers find dynamic thinking, and where you can share your writing on any topic. It is a global platform connecting writers, bloggers and readers through quality content including both informative articles and expressive opinions. You can also import a story from anywhere on the internet to publish on your Medium account.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Write and create content	You can easily create and style blogs, publications, and newsletters.
Audience insights	It is possible to use data to learn what resonates with your readers so you can keep growing.
Create a profile/page	You can customize your page to stand out and build your brand. Start a blog for free to have a personalized home for your writing.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=nk_I_BCCn94	How to start writing on Medium - Medium for blogging Medium article writing	Abhidev Vaishnav	In this video, you'll take an overview of How to get started on Medium and How to publish your first article.
https://www.youtube.com/watch?v=WwQo-rrgDII	Getting started on Medium.com For geginners + making money freelance writing.	PEYTON	Learn how to set it up, and how to get going with Medium

Other Resources

Link	Title	Author	Description
https://blog.hubspot.com/marketing/how-to-use-medium	How to Use Medium: A Beginner's Guide to Writing, Publishing & Promoting on the Platform	Erik Devaney	Discover a list of Medium functionalities.

Competences acquired (check the list of skills done by AMARIS)

Communication

Difficulty level

Basic

Practice your skills

Try to write an opinion article on Medium.

- Add your title
- Add different text modules
- Upload an image
- Upload a video
- Try to embed some content. For example from Twitter.
- Add a new part
- Publish your content

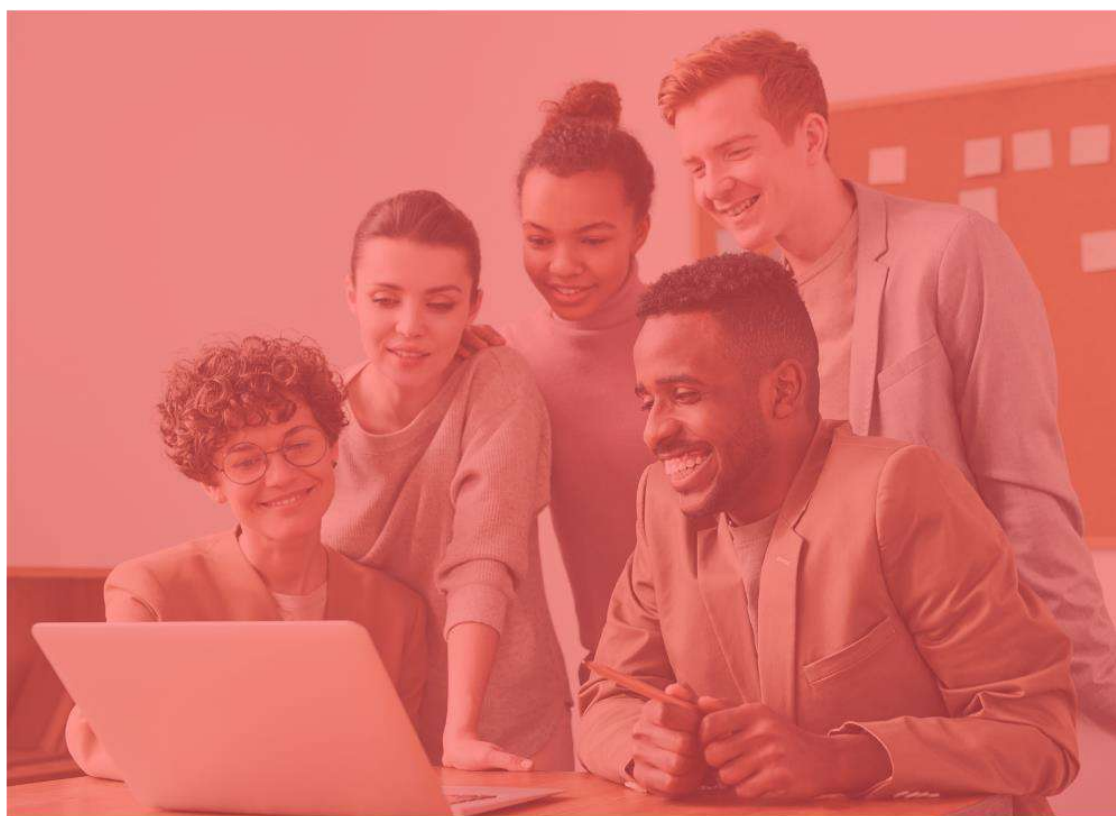
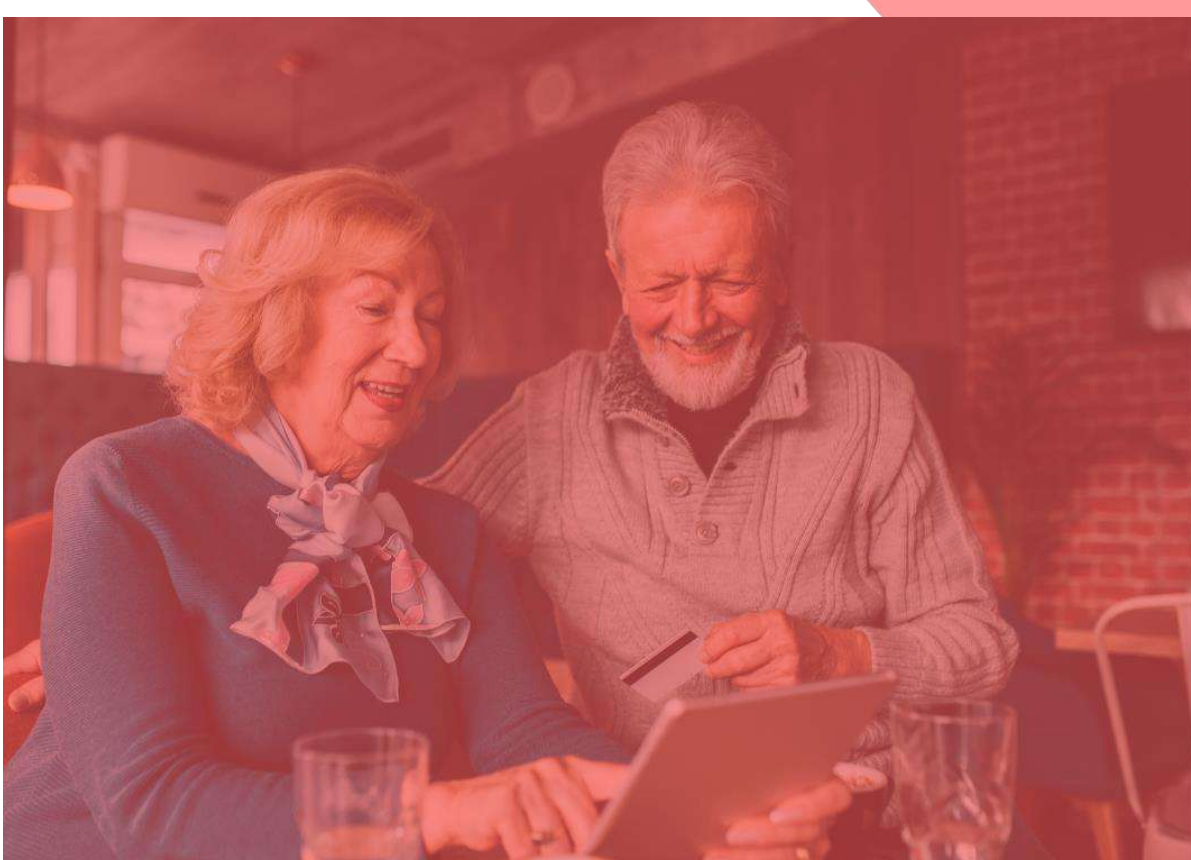
Quiz (Write the correct answer in green):

Q1: Is there any connection with Medium and an image free source?

- Yes, Medium is connected with FreePik
- **Yes, Medium is connected with Unsplash**
- No, I can only upload an image by myself
- No, and it is also impossible to upload an image by myself

Q2: On Medium you have your contents list which is divided in:

- Content saved
- Highlighted content
- Recently viewed content
- **All of them are correct**



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool

Google Trends

Link to the Tool:

<https://trends.google.com/>

Description

Google Trends a free tool available on Google where you can follow the evolution of the number of searches for a certain keyword or subject over time. This information allows you to better know what the user is looking for on Google, Youtube or Google Shopping. This way, you can:

- Prepare the content marketing plan
- Analyze competitors
- Follow the evolution of the brand
- Look for inspiration and related words

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Trend finder	By entering the keyword in the Google Trends search engine, it provides you the trend of the word over time.
Filter by date and by country	Searches can be filtered to analyze the data as you wish.
Compare and inspire	Compare two or more terms to observe differences over time and obtain related words.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=DbTR6t2MJU8	How to use Google Trends - 2022 UPDATE	UNDATABLE	Watch this 5-minutes tutorial to learn how to use Google Trends, to understand search volume, guide your business and marketing decisions, and predict the future.
https://www.youtube.com/watch?v=iD7B3yj0L5I	Google Trends Tutorial - How To Use Google Trends to Find Popular Searches and Topics	Surfside PPC	Discover how to use google trends and all its functionalities.

https://www.youtube.com/watch?v=3DjHb93Sr6I	How to use Google Trends to Find Your Niche (Tutorial with 10 Examples)	Grumo Media	Learn how to use Google Trends to find a profitable niche for your online course, choose the best keywords for your course titles and descriptions, know when it is best to launch your online courses, and do overall market research on multiple online teaching categories.

Other Resources

Link	Title	Author	Description
https://www.semrush.com/blog/google-trends/	How to Use Google Trends for Keyword Research	Connor Lahey	This article will go over key points on how to harness the power of Google Trends in the service of your company's SEO ranking, marketing techniques, social media presence, and beyond.
https://backlinko.com/hub/content/google-trends	Google Trends how to use.	Backlinko	This article explains in a very simple way how to use the tool.

Competences acquired (check the list of skills done by AMARIS)

Market Analytics and data analytics

Difficulty level

Basic

Practice your skills

You want to create your website and decide which are the better words for your url. Imagine you are a travelling agency in Barcelona. With combination of words you will chose for your url and site?

- Travel agency Barcelona
- Barcelona travel agency
- Barcelona travelling agency
- Travelling agency Barcelona

Try with different combinations and explore if there are differences between different countries.

Which are the related words or other recommendations?

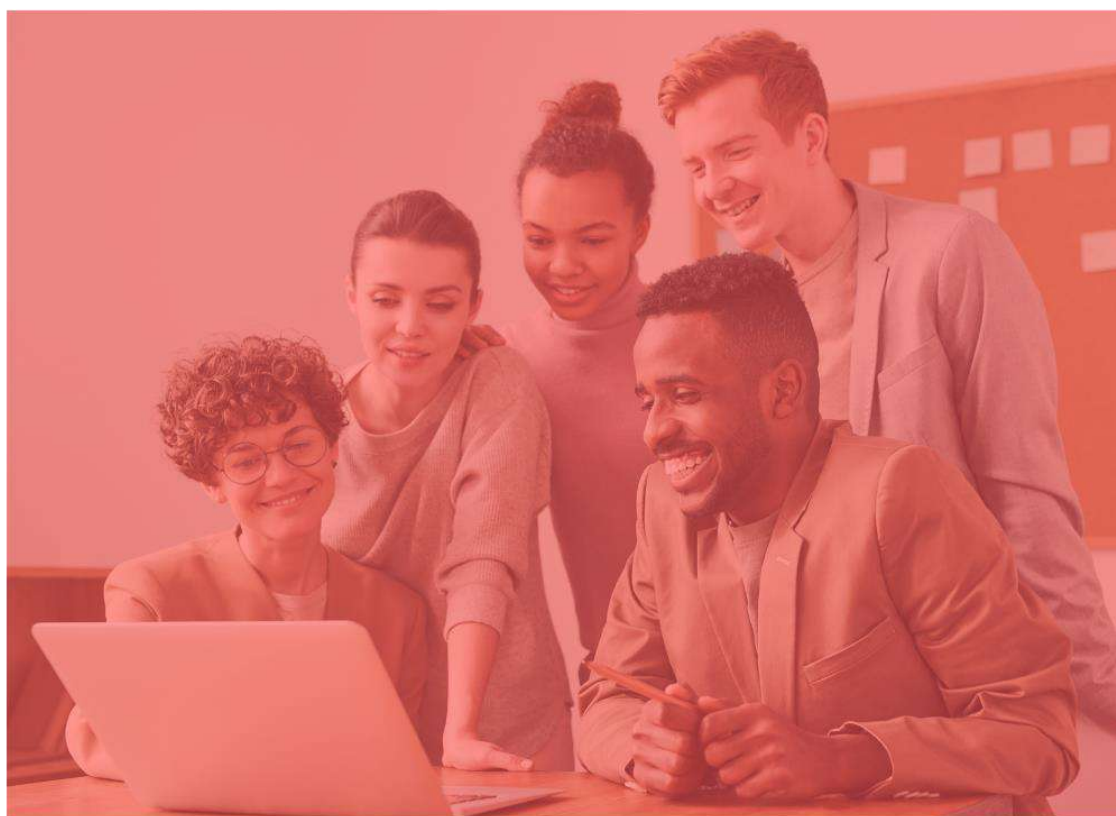
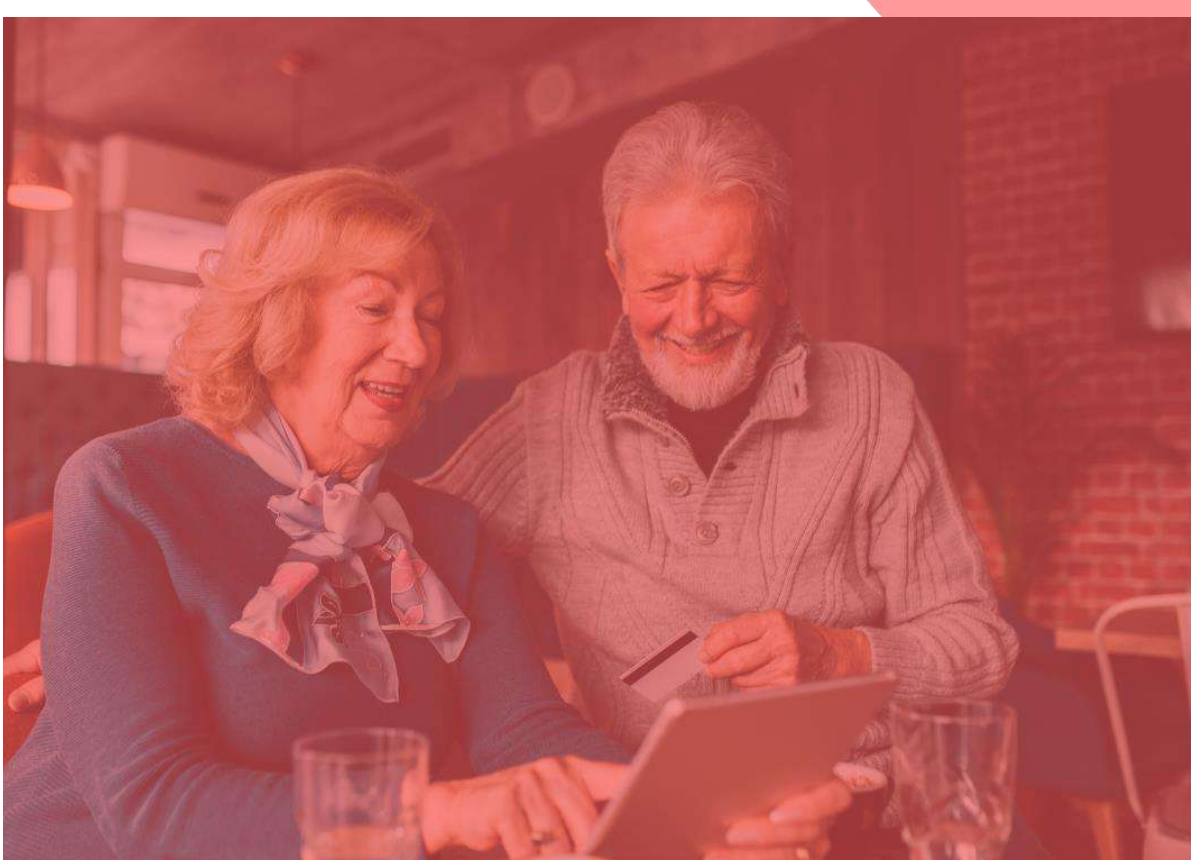
Quizz (Write the correct answer in green):

Q1: You can research of the terms for the past

- 4 hours
- All of them are correct
- 1 hour
- 5 years

Q2: How many terms you can maximum compare with Google Trends

- 3
- 4
- 5
- 6



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://buffer.com>

Description

Buffer is a software application for the web and mobile, designed to manage accounts in social networks, providing you the means to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyze their results and engage with your community. Instead of traditionally logging in those platforms, Buffer will do it all at once. It also makes it convenient to create posts and have them uploaded with a single click. The app contains a browser extension for seamless integration with WordPress, Chrome, RSS readers, and other important tools for sniffing out content.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Plan Your Biggest Content, Months Ahead, with a Social Media Calendar	Use Buffer's Calendar feature to plan content ahead of time and feel confident knowing your profiles are packed for the upcoming days.
Create a Custom Schedule for Each Platform, Even Each Day!	Experimenting with custom schedules can help you increase your reach and drive more clicks on your content.
See how your social media has fared for the week, month, or quarter	Effectively measure what's working and what's not with Buffer Analyze.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=5lytdK2xegQ	Buffer Tutorial - Beginner's Training Guide	<u>Anson Alexander</u>	A tutorial on how to use Buffer to manage multiple social media accounts from the same platform. Buffer helps digital marketers consolidate tasks, schedule social posts for the future and review performance of social media marketing campaigns.
https://www.youtube.com/watch?v=tPSyd1T1nAY	How to use Buffer – Best Social media Manager in 2022	Knowledge by Marcus	Get to know how to use the main functionalities and how to schedule your content.
https://www.youtube.com/watch?v=SUDdIQRkKo	How to use Buffer for Social Media (Automate & schedule posts for Facebook, Instagram & More!)	Wade McMaster	Get to know how to schedule your social media posts using Buffer and automate your Social Media (Facebook, Instagram, Twitter & More!). This is perfect if you're a social media manager as Buffer is a social media management tool that is efficient and simple to use.

Other Resources

Link	Title	Author	Description
https://www.razorsocial.com/the-ultimate-guide-to-bufferapp/	The Ultimate Guide to Buffer	RAZORSOCIAL	This is an easy-to-read content that will explain you how to use Buffer step by step. How to connect your social media accounts with Buffer, how to publish and how to schedule.
https://buffer.com/library/how-to-use-buffer-for-your-social-media-team/	How to Use Buffer for Social Media Teams: The Complete Guide	buffer	Discover how to manage your account and your social media team. Profiles for your team, social media accounts connections and more.

Competences acquired (check the list of skills done by AMARIS)

#socialmediamanagement #communication #digitalmarketing

Difficulty level

Intermediate

Practice your skills

In case you need to manage different social networks and you start with buffer:

- You will be able to schedule your post in time in the different social networks.
- You will be able to organize the content.
- You will be able to analyze the impact of your content.

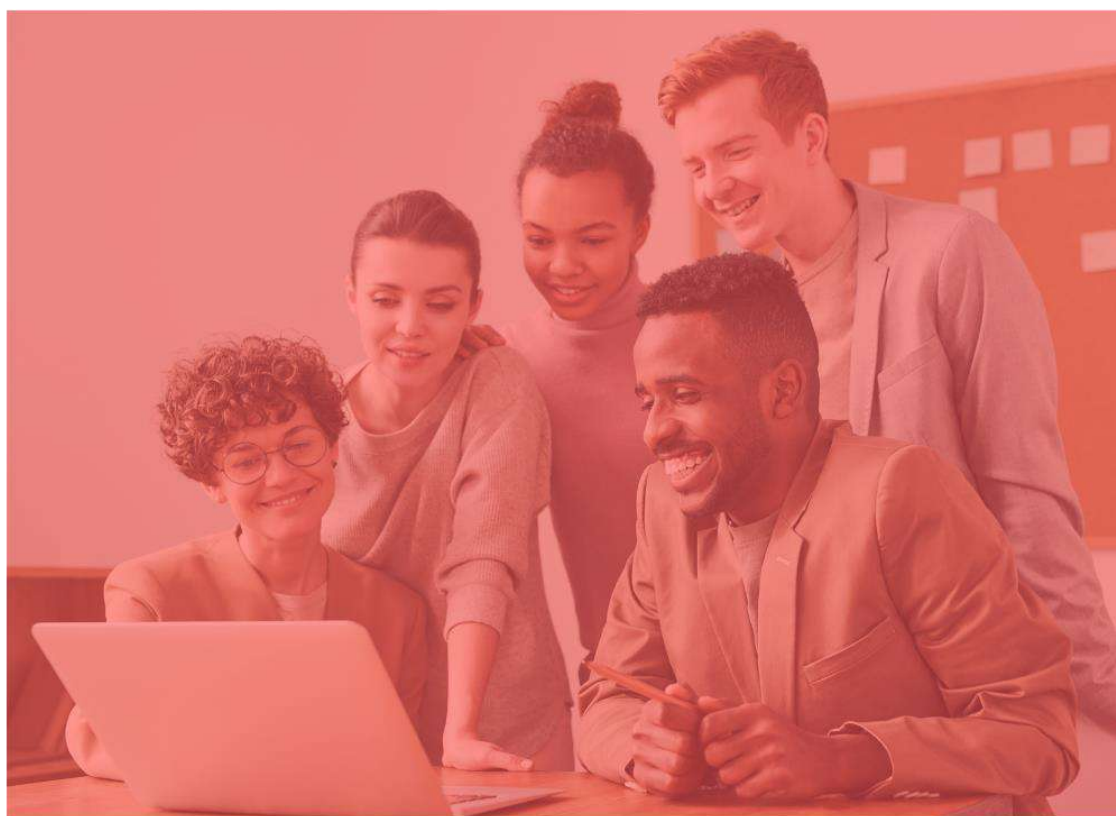
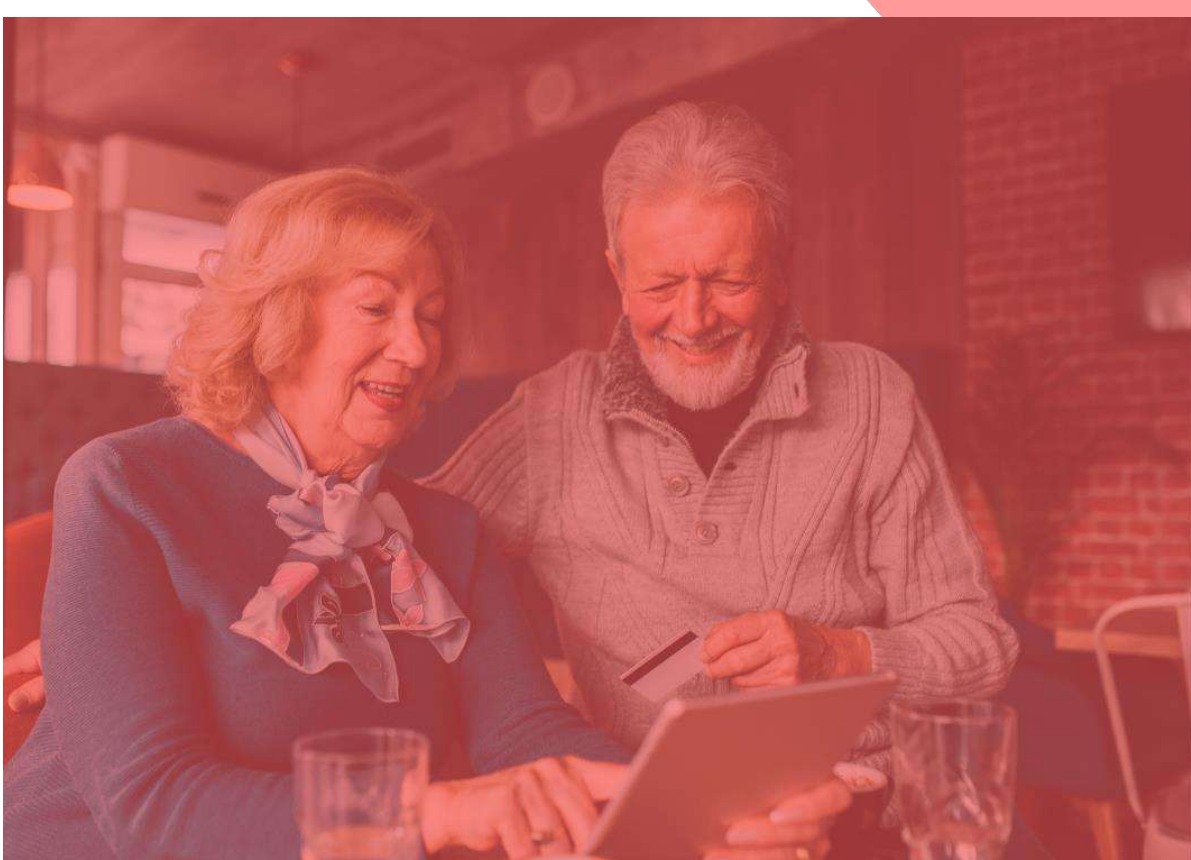
Quizz (Write the correct answer in green):

Q1: Buffer only allows you to schedule and manage one social media:

- True
- Flase

Q2: You can analyze the impact and target audience with Buffer:

- True
- False



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.grammarly.com/>

Description

Grammarly is a writing assistant that checks grammar, spelling, punctuation, sentence structure, or even style. It is designed to improve grammar and spelling, based on the context of what the writer has already written. Thanks to this approach, Grammarly identifies things like weak adjectives, misspelled words, missing articles, and misuse of the comma.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Spelling	Detects words that are misspelled.
Incorrect punctuation	Marks punctuation errors.
Wrong words	It offers you alternatives to words that are not used normally, that sound better and alerts you to the parts of your writing that are left over.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=FJ_ZWAUO78s	How to Use Grammarly - Beginner's Guide	Howfinity	This is a complete video for Grammarly beginners where you will learn how to use its main functionalities.
https://www.youtube.com/watch?v=HOrRPkOeGa4	How to Use Grammarly STEP by STEP - Beginner's Guide (2021)	Website Learners	In this video you will learn how to install Google Chrome extension for Grammarly.
https://www.youtube.com/watch?v=erP9EdXErmE	How I Use Grammarly For Writing And Editing (TOP 10 TIPS)	Rafal Rayzer	The speaker will show you a few "secret" things that make the editing process with Grammarly so much easier.

Other Resources

Link	Title	Author	Description
https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEWjtoZ3aD-b1AhVti_OHHU4KBS0QFnoECDsQAAQ&url=https%3A%2F%2Fca	Beginners Guide	The University of Auckland	Grammarly User Guide. Introduction.

nvas.auckland.ac.nz%2Fcourses%2F13725%2Ffiles%2F116090%2Fdownload%3Fverifier%3DQfjcHbBnERamf7cAfJlB5UBnA85Om2ltHSlmfKeG%26wrap%3D1&usg=AOvVaw31fK5ZSutqCjai0TF4lxom			
https://www.grammarly.com/blog/category/handbook/	English Grammar Rules	<i>Grammarly</i>	Find answers to all your writing conundrums with our simple guide to basic English grammar rules.

Competences acquired (check the list of skills done by AMARIS)

#socialmediamanagement #communication #digitalmarketing

Difficulty level

Basic

Practice your skills

In case you need to create a basic identity brand you can use Illustrator for:

- Create your logo with all the different design tools, shapes, pencils, etc.
- Design content for your social media.
- Design the User Experience and style of your website.

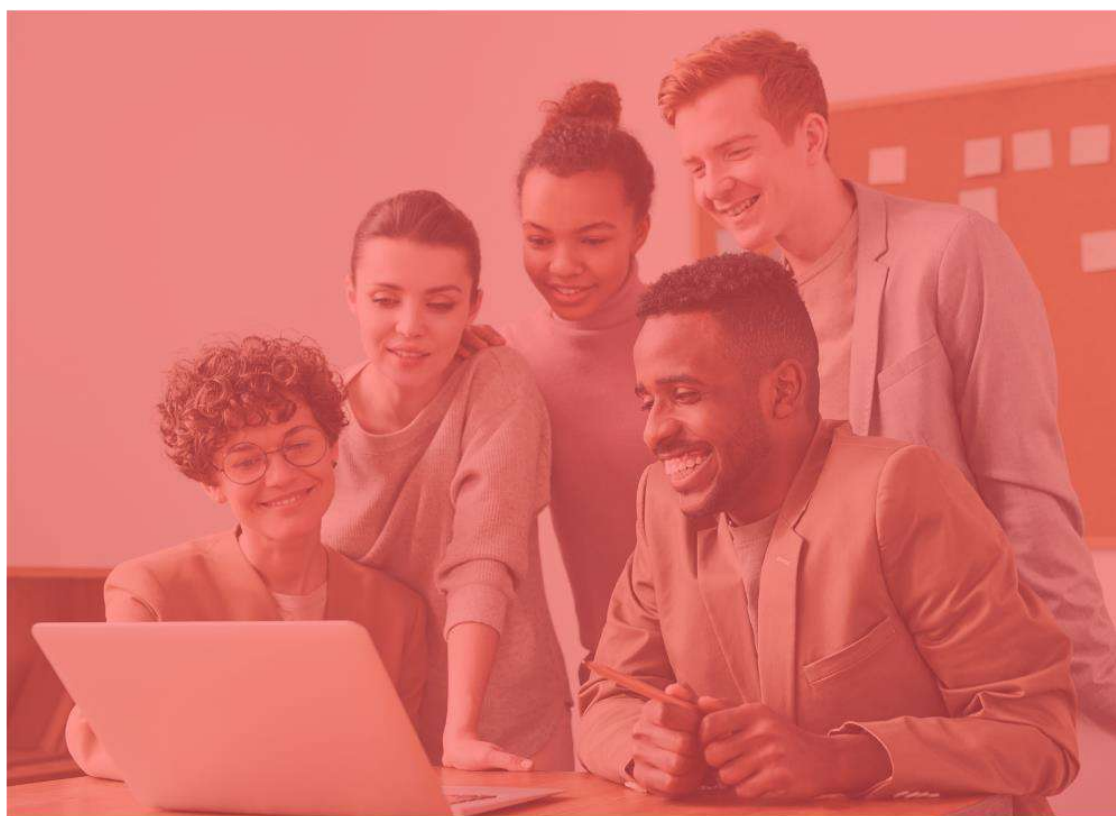
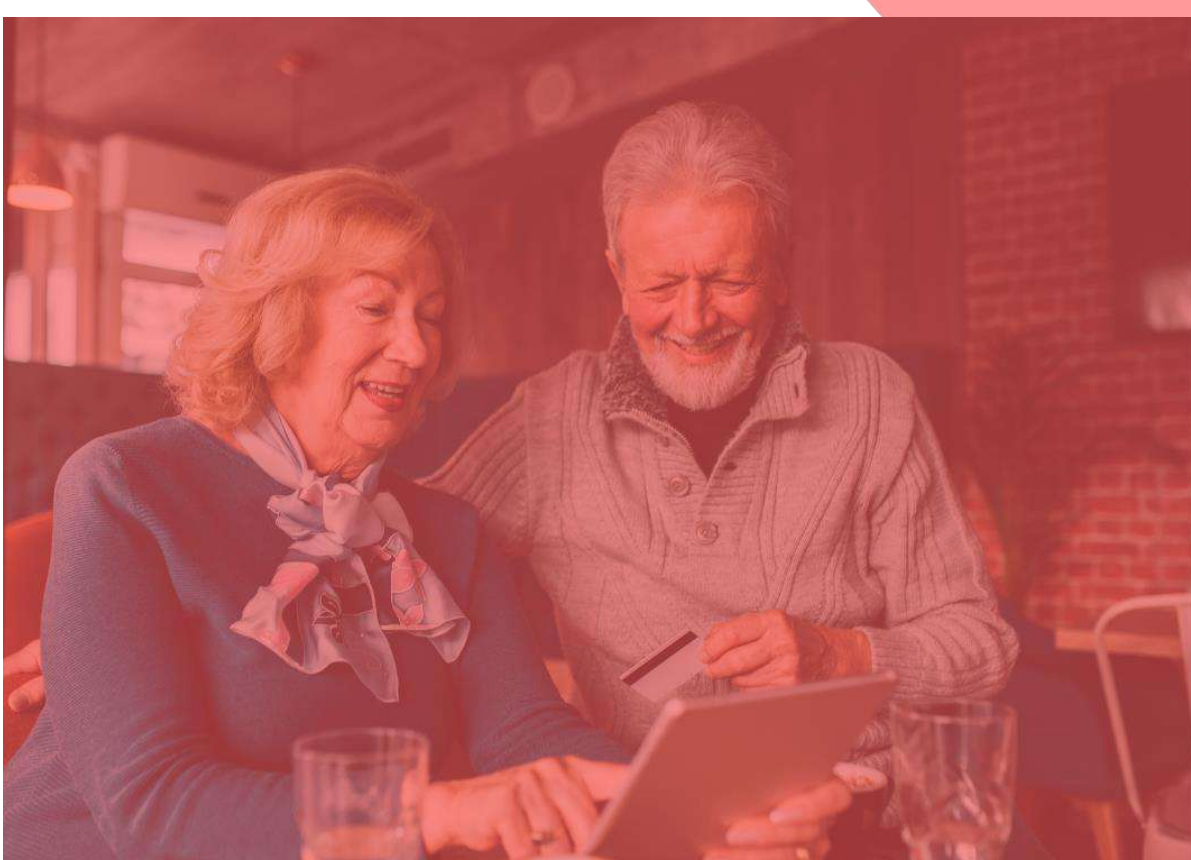
Quiz (Write the correct answer in green):

Q1: Identify if the sentence in grammarly is correct: "I didn't cooked anything special for his birthday."

- Correct
- **Incorrect**

Q2: Check the simple past form of verb: get in grammarly

- **Got**
- Gotten
- Gone
- Goed



THE ~~MISSING~~ ENTREPRENEURS

Content Template to be done for each Tool



Link to the Tool:

<https://www.mailchimp.com>

Description

Mailchimp is a marketing automation platform where you can share and create email and advertising campaigns with customers and other stakeholders.

It is an all-in-one tool where you can manage mailing lists, create custom email templates, and nurture and automate your entire marketing campaigns.

Mailchimp is a web application compatible with most browsers, which means that there is no need to download or install any software on the computer.

TOP 3 Functionalities (only free ones)

Title. Max 10 Words	Description . Max 30 Words
Email builder	Mailchimp includes an email editor that you can use to create professional emails. Users can drag-and-drop blocks into email templates containing different content types such as text, images, buttons, videos, and promo codes.
Segmentation	Mailchimp's platform includes segmentation tools that you can use to create segments of customers using the data that's stored in the system.
Data collection and storage	You can use Mailchimp to collect and store data about your customers. This data is key to segmentation, personalizing content, and implementing trigger emails.

Youtube Videos

Link	Title	Author	Description
https://www.youtube.com/watch?v=LiW6ERTpuHk	MailChimp - How to Create a Simple Email Campaign	Catalyst Design	In this video you will learn how to create an email campaign.

https://www.youtube.com/watch?v=_szt9bzS08	How to Add & Import Contacts to a Mailchimp Audience Using Excel or Google Sheets (March 2021)	Mailchimp Official Content	In this video, you'll learn how to import contacts into your Mailchimp audience using a spreadsheet program like Excel or Google Sheets.
https://www.youtube.com/watch?v=WRsU0IFwJ2o	How to Create a Mailchimp Audience (March 2021)	Mailchimp Official Content	In this video, you'll learn how to create a new audience in your Mailchimp account.
https://www.youtube.com/watch?v=37rkQtaCu5Y	Mailchimp Landing Page Tutorial (How To Create A Landing Page For FREE)	Metics Media	In this Mailchimp landing page tutorial you can learn step by step how to create a landing page in Mailchimp.

Other Resources

Link	Title	Author	Description
https://mailchimp.com/resources/manage-your-audience/	How to Manage Your Audience in Mailchimp	Mailchimp Official Content	Learn how to use Mailchimp as a CRM. A CRM tool helps businesses aggregate, organize, and analyze customer data to better manage relationships with customers.
https://mailchimp.com/en/features/abandoned-cart/	Get shoppers back to their carts	Mailchimp Official Content	Learn how to create an automation campaign for abandoned carts before checking out. A very important strategy for an ecommerce.
https://qualzz.com/most-effective-mailchimp-pop-ups-examples/	7 Of The Most Effective Mailchimp Pop-Ups Examples	Qualzz – Ranjit Gavalla	Discover some pop-up examples. Get inspiration!

Competences acquired (check the list of skills done by AMARIS)

Digital marketing, content creation, communication

Difficulty level

Intermediate

Practice your skills

You want to send an email to your database.

- First, try to upload 5 contacts from an Excel sheet and name the audience
- Then, start creating an email. Chose a template which allows you to add some information about your products (commercial email).
- Upload your company logo and modify the background of the body aligned to your brand.
- And finally, try to add video and social media bottoms at the end of your email.

Quiz (Write the correct answer in green):

Q1: Which of those modules you cannot be added to your email?

- Bottom
- Divider
- Image group
- All of them can be added on a Mailchimp email

Q2: About audience characteristics. Which is the one that shows if you can send newsletters to your audience?

- Tag
- Source
- Email Marketing
- Contact Rating