

A photograph of a person's hands typing on a laptop keyboard. The laptop is open, and the person is wearing a light blue shirt. A glass of water and a tablet are also visible on the desk. The background is a blurred office setting.

# WORDPRESS OVERVIEW

John Chavez  
DigitalinkR

## ABOUT DIGITALINKR

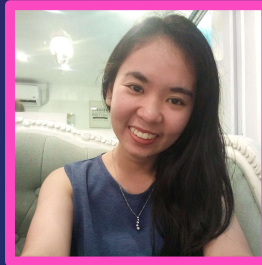
An organization that aims to provide aspiring digital content creators with the necessary training and resources to excel in their field either working in the industry or an individual to have an accessible upskilling and reskilling training courses



## MEET THE TEAM



GEE GUTIERREZ



JIREH CAPAO



DARELL DUMA



JOHN CHAVEZ



RAFFY REPISO



## JOHN CHAVEZ

DigitalinkR – Co-Founder 2022

Autoclinic Group Singapore – Website Developer  
2020 - Present

iStaff Outsourcing – Consultant 2018-2019

ESL Philippines – Website Developer 2016-2019

One Contact Center – Website Developer 2016





## WHAT IS WORDPRESS?

WordPress is an open-source content management system (CMS), which means that anyone can use or modify the WordPress software for free. A content management system is basically a tool that makes it easy to manage important aspects of your website – like content – *without needing to know anything about programming*.

The end result is that WordPress makes building a website accessible to anyone – even people who aren't developers.

# WHAT IS A CMS?

A content management system, often abbreviated as CMS, is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge.

## Core functions of a CMS



Indexing, search  
and retrieval to easily  
access content



Format  
management



Revision features  
to update content



Publishing  
content

# EXAMPLES OF CMS

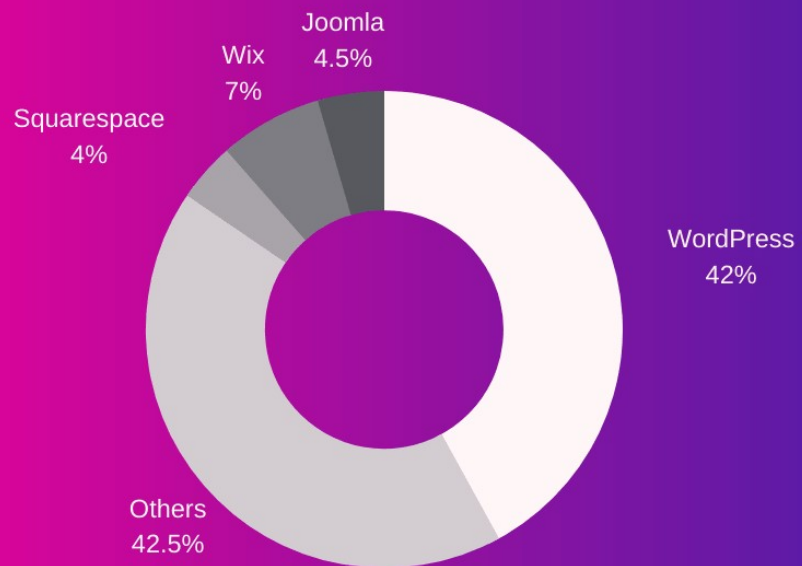
WORDPRESS

DRUPAL

JOOMLA

MAGENTO (FOR  
ECOMMERCE STORES)

## Global CMS Usage



WHO USES  
WORDPRESS?



# WHERE TO USE WORDPRESS?

- BLOGS
- BUSINESS WEBSITES
- PORTFOLIOS
- FORUMS
- ECOMMERCE SITES
- RATINGS WEBSITES
- MORE

# WHY AND WHY NOT WP?

## CONS

- Plugin Dependent
- Security Issues
- Less Coding / Customization
- Updates

## PROS

- Open Source
- Popularity of WordPress
- WordPress Community
- Ease of use
- Flexible content management
- Drag and drop page builders

# JOB OPPORTUNITIES WITH WP

What in for you if you have WordPress skills?

- Website Designer
- Website Developer
- Website Admin / Maintenance
- Plugin Developer (Advanced)
- Theme Developer (Advanced)
- Blogger
- Content Manager

# CONCLUSION

Should we use WordPress?

# AFFORDABLE VIRTUAL CLASSES

## VIRTUAL CLASSES

Trainings with DigitalinkR

### May

May 21 - Wordpress for Beginners:  
Create a Website Step by Step

May 22 - Wordpress for Designers:  
WordPress Theme Development from  
Scratch

### June

June 18 - Wordpress for SMEs:  
How to build an ecommerce store with  
WordPress

June 19 - Wordpress for SMEs:  
SEO (Search Engine Optimization) for beginners:  
How to integrate in your wordpress site

### July

July 23 - Wordpress for Beginners:  
Create your first blog using wordpress

July 24 - Wordpress for Designers:  
Essential Plugins for wordpress site

Fees: Php 500 (students) & Php 950 (non-students)

@digitalinkr

*we also have our  
free webinars!*



# Q AND A

Type all your questions in the comment section or  
chat box



## FOLLOW US ON SOCIAL MEDIA

- Facebook page – DigitalinkR
  - <https://www.facebook.com/DigitalinkR>
- Facebook Group – DigitalinkR Community
  - <https://www.facebook.com/groups/3257904667773137>

# THANK YOU

See you in our future Virtual Classes!

# COMPANY OVERVIEW



# BUSINESS MODEL

## RESEARCH

We based our research on market trends and software sales

## ABSTRACT

We believe people need new management tools to help businesses achieve their OKRs

## DESIGN

Minimalist design and easy to use

8/06/20XX

PITCH DECK

18



# MARKET OVERVIEW

\$3B

---

Opportunity to build  
Fully inclusive market  
Total addressable market

\$2B

---

Freedom to invent  
Selectively inclusive market  
Serviceable available market

\$1B

---

Few competitors  
Specifically targeted market  
Serviceable obtainable market





8/06/20X

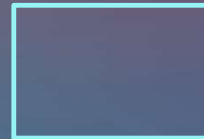
## MARKET COMPARISON



Opportunity to build  
Fully inclusive market  
Total addressable market



Freedom to invent  
Selectively inclusive market  
Serviceable available market



Few competitors  
Specifically targeted market  
Serviceable obtainable market





## OUR COMPETITION

### CONTOSO

Our product is priced below that of other task management tools on the market

Simple and easy to use app and website, compared to the complex tools of our competitors

Affordability is the main draw for our consumers to our product

### COMPETITORS

Company A

Product is more expensive

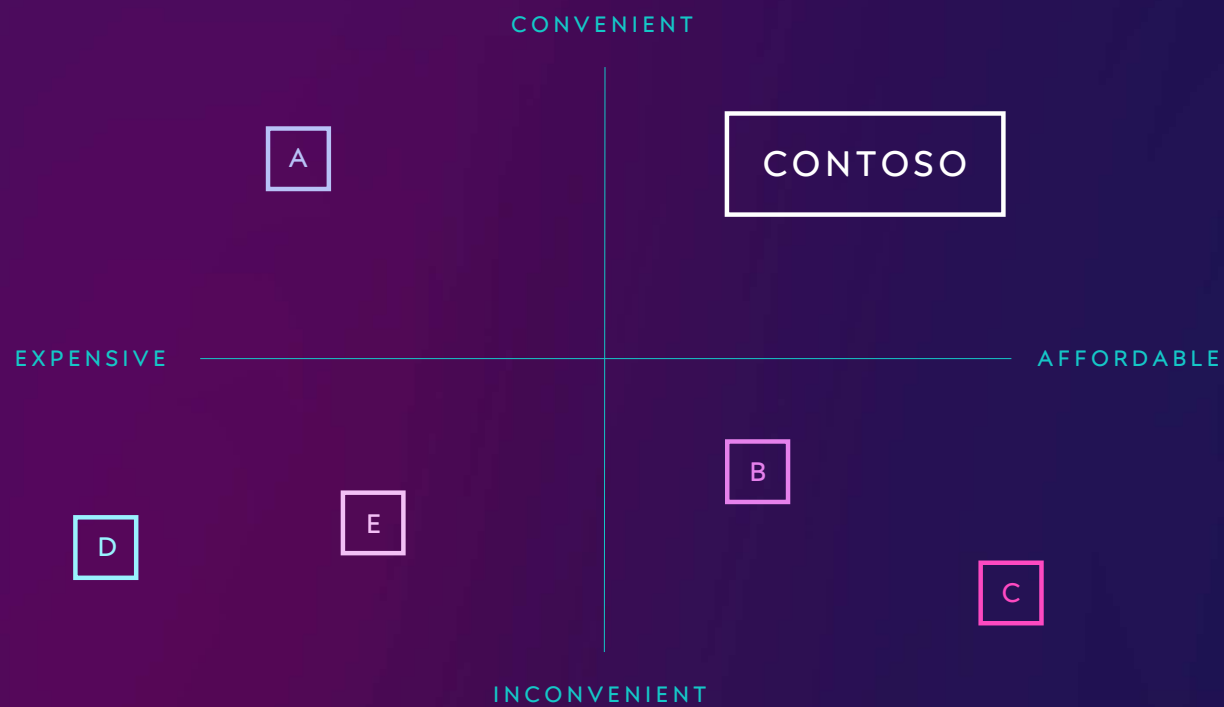
Companies B & C

Product is expensive and inconvenient to use

Companies D & E

Product is affordable, but inconvenient to use

# COMPETITION



# GROWTH STRATEGY

How we'll scale in the future

FEB 20XX

Distribute the app to local start ups to help establish the product

MAY 20XX

Release the app to the general public and monitor press and regional market trends

OCT 20XX

Gather feedback from the start up community to expand availability of the product

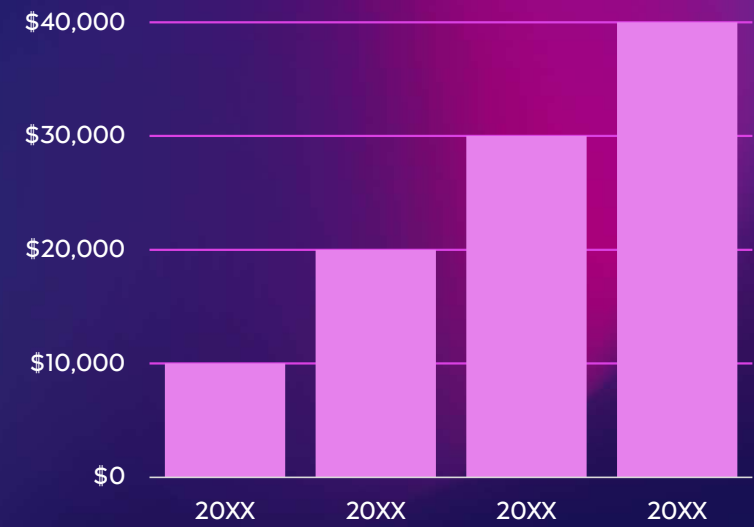
# TRACTION

Forecasting for success

## KEY METRICS

	CLIENTS	ORDERS	GROSS REVENUE	NET REVENUE
20XX	10	1100	\$10,000	\$7,000
20XX	20	200	\$20,000	\$16,000
20XX	30	300	\$30,000	\$25,000
20XX	40	400	\$40,000	\$30,000

## REVENUE BY YEAR



# TWO-YEAR ACTION PLAN



# FINANCIALS

	YEAR 1	YEAR 2	YEAR 3	
Detailers	5,000	40,000	160,000	
Users	50,000	400,000	1,600,000	
Sales	500,000	4,000,000	16,000,000	
Average Price per Sale	75	80	90	
Revenue @ 15%	5,625,000	48,000,000	216,000,000	
<b>GROSS PROFIT</b>	<b>5,625,000</b>	<b>48,000,000</b>	<b>216,000,000</b>	
Expenses				
Sales & Marketing	5,062,500	38,400,000	151,200,000	
Customer Service	1,687,500	9,600,000	21,600,000	70%
Product Development	562,500	2,400,000	10,800,000	10%
Research	281,250	2,400,000	4,320,000	5%
<b>TOTAL EXPENSES</b>	<b>7,593,750</b>	<b>52,800,000</b>	<b>187,920,000</b>	<b>2%</b>

8/06/20XX

PITCH DECK





# FUNDING



## CAMPAIGNS

Revenue obtained from  
online campaigns and  
reorders



## ANGEL INVESTMENTS

Amount obtained  
through other investors



## CASH

Liquid cash we have  
on hand



## SHARES

Number of shares  
converted into USD

## SUMMARY

At Contoso, we believe in giving 110%. By closing the loop on task management and using the latest technology, we help businesses grow and nurture a consumer-first mindset. We thrive because of our market knowledge and a great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



# THANK YOU

Mirjam Nilsson

206-555-0146

[mirjam@contoso.com](mailto:mirjam@contoso.com)

[www.contoso.com](http://www.contoso.com)