



# ENTREPRENO

1<sup>st</sup> Quarter **plan**

# Our **Targets**

## **1. Social Media Target**

- **Exceed 2k on Facebook & Instagram**
- **Exceed 10k on Tik Tok**
- **Exceed 5K followers on WhatsApp Channel**
- **Get over 200 connections on linkedin**

## **2. Agencies Target**

- **+5 Marketing Agencies**
- **+5 Media Agencies**
- **3 Free Sessions**
- **+5 Paid Sessions**
- **1 Paid Course**

# Our **Strategies**

## **1. Social Media Target**

- **Daily posts & Stories on IG**
- **Daily reels on Tik Tok**
- **3-4 post on FB per week**

## **2. Agencies Target**

- **Marketing offline for our courses**
- **Offering our services on business owners**
- **Online advertising ( after getting income )**



# Our Team

## 1. Administration Team

- Andrew Amgad : Founder
- Karin Peter : Co – Founder
- Mark Zaky : Co – Founder
- Hala Mohammed : Co – Founder
- Christien Ibrahim : Co – Founder
- Saper Mohammed : HR Director

## 2. Social Media Team

- Bishoy Noshy : Graphic Designer
- Mazen Mohammed : Video Editor
- Gomana Amr : Content Writer

## 3. Operations Team

- Reem Mohammed : Communication Manager
- Tasneem Daa : Marketing Manager
- Ahmed Kareem : IT Manager

# Development **process**

## **I. Why Entrepreneurs ?**

- ✓ **How to make money through Entrepreneurs?**
- ✓ **Our Audience**

## **I. Market Research**

- ✓ **Brand Identity**

## **I. Online Presence**

- ✓ **Content Calendar**
- ✓ **SEO & Hashtags**

## **I. Network**

- ✓ **Business Development meeting**

## **I. Financial Planning**

- ✓ **Administration set up**

## **I. Launch strategy**

## **II. Evaluate Success**

## Week 1-2: **Introduction to Entrepreno**

- I. 6/9: Guess who we are (P)
- II. 7/9: Who is Entrepreno (V)
- III. 9/9, 10/9, 11/9: Hiring (P)
- IV. 13/9, 14/9: Importance of our fields (V) (IG & Tik Tok Only)
- V. 17/9: Check UR mails (P)
- VI. 20/9: Interviews Photos & Videos

# **Week 3-4: Business Basics & Introduction to Entrepreneurship**

- I. 22/9: Entrepreneurial mindset (P)**
- II. 24/9: My biggest Business lesson I learned I (V)**
- III. 26/9: Tips for university I (V)**
- IV. 28/9: How To Create A Business Plan (V)**
- V. 30/9: Balancing Work & Entrepreneurship (V)**
- VI. 2/10: The Importance of Networking for Entrepreneurs (V)**
- VII. 4/10: Startup Resources You Should Know About (P)**

# **Week 5-6: Marketing & Social Media Fundamentals**

- I. 6/10: Quick Tips for Effective Marketing (V)**
- II. 8/10: My biggest Business lesson I learned II (V)**
- III. 10/10: Tips for university II (V)**
- IV. 12/10: Marketing Trends You Need to Know (V)**
- V. 14/10: Marketing Case Studies (P)**
- VI. 16/10: Common Entrepreneurial Mistakes and How to Avoid Them (P)**
- VII. 18/10: Common Marketing Mistakes and How to Avoid Them (V)**



# Week 7-8: **Career Development - CV Writing & Interview Tips**

- I. 20/10: The Role of Social Media in Modern Marketing (P)**
- II. 22/10: Leveraging AI in Marketing (V)**
- III. 24/10: Top 5 Books Every Aspiring Entrepreneur Should Read (V)**
- IV. 26/10: Business Development Tips You Need To Know (P)**
- V. 28/10: The Importance of a Growth Mindset in Business (V)**
- VI. 30/10: Understanding Your Target Audience (V)**
- VII. 1/11: Interview Tips You Need To Know (V)**

# **Week 9-10: Productivity Hacks for Students & Entrepreneurs**

- I. 3/11: How to Write a CV That Stands Out (V)**
- II. 5/11: Productivity Hacks for Busy Entrepreneurs (V)**
- III. 7/11: The Role of Social Media in Business Growth (V)**
- IV. 9/11: How to Prepare for a Job Interview (P)**
- V. 11/11: Common Mistakes New Entrepreneurs Make (V)**
- VI. 13/11: A Successful Entrepreneur's Journey (V)**
- VII. 15/11: How to Start an Online Business with Little to No Capital (V)**

# **Week 11-12: Financial Literacy & Budgeting for Young Entrepreneurs**

- I. 17/11: The Importance of Financial Literacy for Entrepreneurs (P)**
- II. 19/11: 5 Books You Need to Read(V)**
- III. 21/11: Building a Business While Studying (V)**
- IV. 23/11: Time Management Session(P)**
- V. 27/11: CV Writing Session (P)**
- VI. 30/11: Our First Course(P)**



# Thank You

**Presented by:** Andrew Amgad

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