

### ENTREPRENO 1st 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 linkdin

#### 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 Diaa : Marketing Manager
- Ahmed Kareem : IT Manager

### Development process

- I. Why Entrepreno?
- √ How to make money through Entrepreno?
- ✓ Our Audience
- 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.** Valuate 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

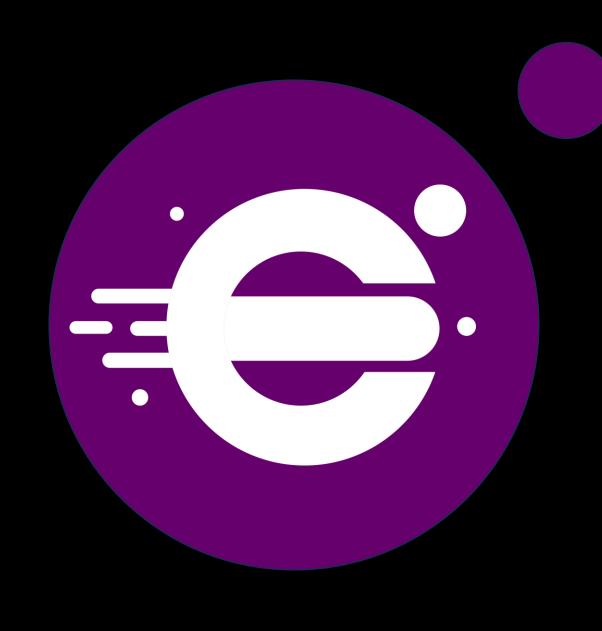
- I. 20/10: The Role of Social Media in Modern Marketing (P)
- II. 22/10: Leveraging AI in Marketing (V)
- III. 24/10: Top 5 Books Every Aspiring Entrepreneur Should Read (V)
- IV. 26/10: Business Development Tips You Need To Know (P)
- V. 28/10: The Importance of a Growth Mindset in Business (V)
- VI.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