

Session 1

Entrepreneurship – Problem Statement & Market Size

1. What is the problem you are trying to solve?
2. Is the market ready for this kind of product or service?
3. What is market size?
4. What is Market Segmentation?
5. What is the customer segment you are targeting?

Session 2

Entrepreneurship – Competition

1. Landscape
2. Unique Selling Proposition
3. Early Mover Advantage
4. Me Too.

Session 3

Entrepreneurship – Customer

1. Acquisition Strategy
2. Retention Strategy
3. Who are your customers?

Session 4

Entrepreneurship – Business Model

1. Financial Model
2. Revenue Model
3. Risks
4. Unit Economics

Session 5

Entrepreneurship – Product or Service Description

1. Minimum Viable Product
2. Quality of Service
3. Scalability

Session 6

Entrepreneurship – Funding & Exit Plan

1. Amount you need.
2. Amount utilization strategy.
3. Breakeven Point
4. Positive Cashflow Status
5. Valuation & Equity Sharing
6. Exit Plan

Session 7

Entrepreneurship – Other Things

1. Team Composition & Structure
2. Legal Status
3. Trademarks & Copyrights
4. Emotional & Family Issues

Session 8

Digital Marketing - Marketing Fundamentals

1. Create a Buyer Persona & Unique Selling Proposition (Project Overview)
2. How to Create a Buyer Persona
3. Ways to Find Your Audience Online
4. How to Identify Your Unique Selling Proposition
5. Taking Action: Create a Buyer Persona & Unique Selling Proposition
6. 3 Steps to Get Valuable Feedback on Your Project

Session 9

Digital Marketing - Market Research

1. Create How to Design Your Online Survey.
2. How to Distribute Your Online Survey?
3. How to Analyse Your Survey Result

Session 10

Digital Marketing - Google Analytics

1. Website Data & Traffic Analysis using Google Analytics.
2. Strategic Decisions after analyzing patterns from software.
3. Website Code Optimisation & Feedback
4. Realtime Website Traffic Data Analysis

Session 11

Digital Marketing - Email Marketing

1. Relevance of Domain Email Address'.
2. Emailing Lists 3. Issues with Mailing Lists
4. Email Marketing Software for Lead Generation Purpose.
5. Data Analysis using Email Marketing Software & Strategic Decisions based on it.

Session 12

Digital Marketing - WhatsApp Marketing

1. Use of WhatsApp in Digital Marketing
2. WhatsApp Marketing Campaigns
3. Canned Messages
4. Template Messages
5. Analytics
6. Click Tracking
7. WhatsApp Campaign Funnel.