



ESDM COURSE CONTENT

ENTREPRENEURSHIP SKILLS

WELCOME & CONTEXT SETTING ON ENTREPRENEURSHIP, ENTREPRENEURIAL MINDSET, 3 STORIES, GOAL SETTING

WHAT SKILLS YOU NEED TO SUCCESSFUL AS ENTREPRENEUR? ENTREPRENEURS LIFE, CONCEPTS & FUNCTIONS, ENTREPRENEURIAL JOURNEY/ENTREPRENEURIAL PROCESS

WHAT IS YOUR IDEA? BRAIN STORMING YOUR IDEA

HOW TO VALIDATE YOUR IDEA ?

ENTREPRENEURSHIP AS INNOVATION & PROBLEM SOLVING. WHAT IS THE PROBLEM/PAIN POINT YOU ARE SOLVING? WHAT IS YOUR SOLUTION ? WHAT IS YOUR BUSINESS MODEL?

BUILDING YOUR MINIMUM VIABLE PRODUCT

PRICING STRATEGY & PITCH DECK

MARKETING, INTEGRATED MARKETING & AUTOMATION

GO TO MARKET , FIND YOUR FIRST 100 CUSTOMERS

HIRING YOUR TEAM & TRAINING

BUSINESS COMPLIANCE & COMPANY STRUCTURE

LEGAL ASPECTS OF BUSINESS, COMPETITION ANALYSIS & BUSINESS PLAN

LAUNCHING & SCALING UP YOUR VENTURE, LEADERSHIP SKILLS & PERSONAL GROWTH

GROWTH HACKING

BUSINESS PITCH

DIGITAL MARKETING

BRAND POSITIONING, DIGITAL MEDIA MARKETING

DIGITAL MARKETING TOOLS - ACCOUNT CREATION

INTRODUCTION TO SEO

ON PAGE SEO

OFF PAGE SEO

GOOGLE ANALYTICS & SEARCH CONSOLE

FACEBOOK

STORY TRIANGLE

FACEBOOK PAID ADS GOOGLE PAID ADS

CAMPAIGN CREATION

TWITTER & INSTAGRAM

BUSINESS FINANCE & KPI

BLOGGING

LINKEDIN