

Digital Entrepreneurship

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AGENDA

What is Entrepreneurship?

What is Digital Entrepreneurship?

Digital Entrepreneurship
trends in Pakistan.

Challenges

Opportunities and Success
Stories

Q&A Session

What is Entrepreneurship?

The word “entrepreneur” stems from French, means “between-taker” or “go between.”

Our definition includes 4 aspects:

- 1.The creation process
- 2.The devotion of time and effort
- 3.It is the assumption of risk.
- 4.Rewards of independence, satisfaction, and money

It is creating something new with value by devoting necessary time, effort, managing financials, psychic & social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence.



What is Digital Entrepreneurship?

It is to pursue a business venture that's built only on a digital platform.

Digital entrepreneurs rely on web-based tools and information to build and grow online businesses – digital services



Digital Entrepreneurship is about innovation.

To find new ways to :

- reach customers
- designing and offering
- generating revenue and reducing cost
- opportunities to collaborate with platforms and partners.
- sources of opportunity, risk, and competitive advantage.



INNOVATION

What Digital Entrepreneur Do?

- Writing or responding to emails
- Updating website content
- Writing articles or blogs
- Communicating with current and potential clients
- Contacting vendors such as graphic designers, wholesalers, copywriters and product photographers
- Shipping products to consumers
- Providing services to clients such as consulting, counselling or education



How to become a Digital Entrepreneur?

1- Find a niche based on knowledge, skill, interest and resources

- Conduct research
- Social media platforms
- Website development and management
- Digital advertising
- E-commerce software

2- Take Courses

How to become a Digital Entrepreneur?

3- Create a business plan

Writing a business plan

- Executive summary
- Company description
- Market analysis
- Competitive analysis
- Organizational structure
- Description of products or services
- Marketing plan
- Sales strategy
- Funding request
- Financial projections

Sourcing

- Investors
- Other business owners
- Friends and family
- Financial advisers

How to become a Digital Entrepreneur?

4- Networking

- Engaging with brands or individuals on social media
- Attending professional events, like conferences and workshops
- Join professional and recreational organisations
- Tell your friends and family about your endeavour

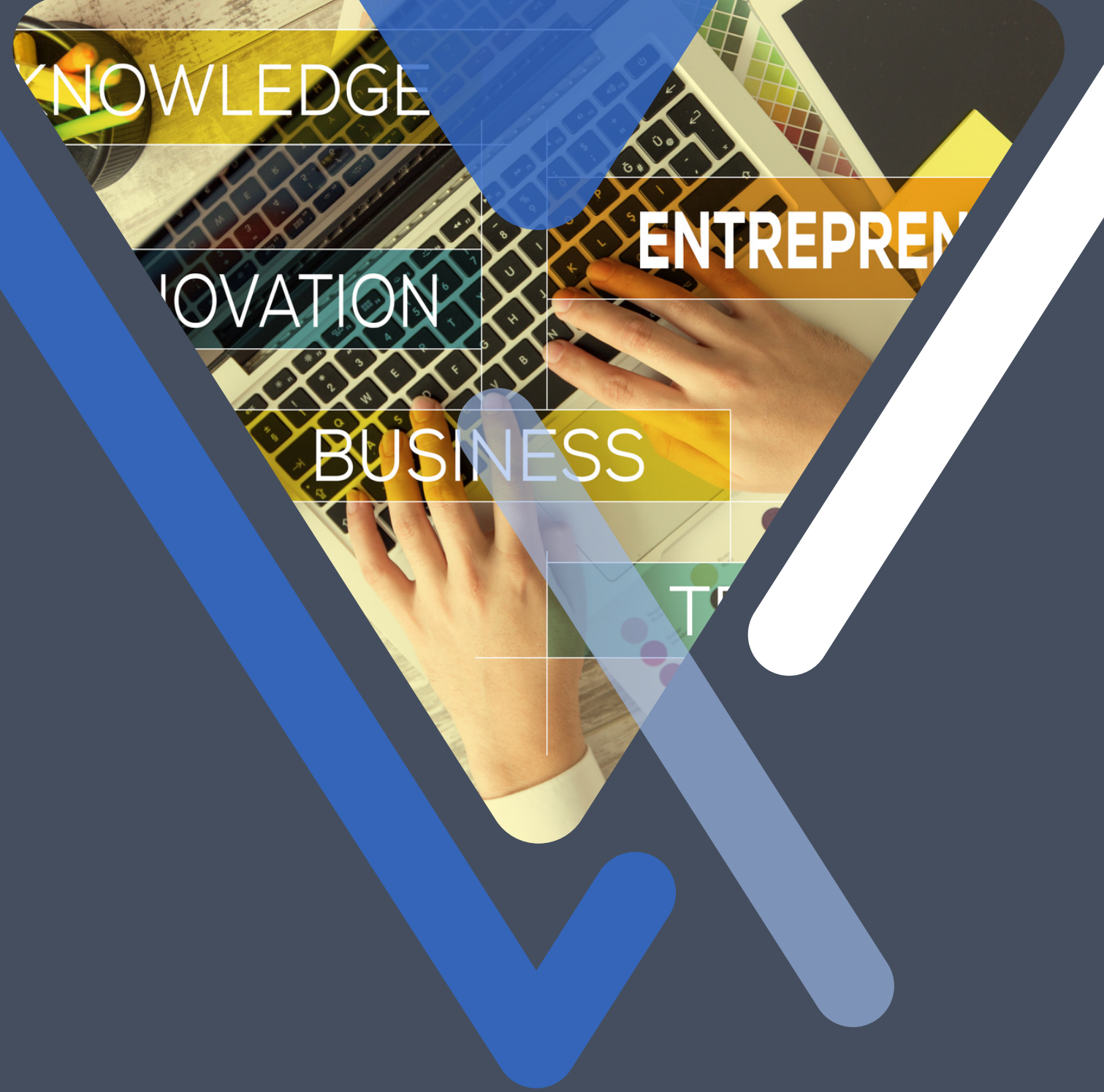
5- Advertise your business

- Digital ads
- Social media ads
- Email campaigns

6- Business Operations

Essentials for Digital Entrepreneurs

- Innovation and creativity
- IT, online software's and marketing
- Communication skills
- Financial know how
- People friendliness
- Networking
- Know your service, product, area & industry
- Having mentors
- Record/logs keeping
- SEO



Time Management for Entrepreneurs

- Resources organisation
- Setting priorities
- Delegation

Challenges for Digital Entrepreneurship

- Online banking
- Poor market research/information
- Inadequate team
- Poor market mechanism
- Poor infrastructure (energy etc)
- Laws of land
- People behavior
- Government institutes
- Risk management

Opportunities and Success Stories

- Cooking channels
- Shows online
- Cultural items online
- Online tuition (Schooling, subject specialists, Quran)
- Seasonal items (Eatables & Appliances.
- Property/Housing (networking & linkages
- Area-based service
- Courier service of items

Conclusion

Digital Entrepreneurship is all about your,

- Will
- Innovation
- Consistency





So, the
entrepreneur
is,

Webster's dictionary describes it
as one who organizes, manages,
and assumes the risks of a
business.

Thank you



<http://www.apnebalpeh.com>

