

WEBPRENEURSHIP (Entrepreneurship + Web Start Up)

Workshop Objectives

- Why Entrepreneurship
- How to create your own Web-Based Start-Up
- Designing Business Plan & Marketing Plan
- Administer CMS as Website
- Create E-Commerce Website
- Setting Up Payment Gateway
- SEO & SMO Techniques (Online Promotion)
- Investors & Ventures Funding

Day 1

Session 1: Entrepreneurship

- Motivational Session on Opting Entrepreneur as career
- Entrepreneurship & today's era
- Entrepreneurial Motivation & Competences
- Role of Innovation & Creativity
- Business Opportunity
- Business Regulations & Support Systems
- Business Plan
- Marketing Plan
- The Operations Plan
- Organizational Plan
- Financial Plan

Session 2: Web-Based Start Up

- Web based business & E-Commerce
- Generating Web based Ideas
- What is E-Commerce?
- How it works
- What can you sell online?
- E-commerce as a standalone business
- Coming up with a strategy and business plan
- Choosing a shopping cart
- Sell directly on Face book
- Key considerations (shipping, payment, etc)
- Time investments

Session 3: Web Based Technologies

- Understanding different Web Technologies.
- Understanding Web Layout.
- Basic about HTML Programming.
- Creating First Web Page
- Type of Script Language
- Difference between Server Side & Client Side Scripting
- What is Web Server (Hosting) & Domain Name
- How to Register Domain Name & buy hosting space.
- How to Create Profession Professional Email-Ids like xyz@abc.com
- Basic about Database (MySQL)

Day 2

Session 4: CMS

- What is CMS ?
- What is Joomla, Drupal & Wordpress ?
- Working on Joomla
- Joomla Installation & Configuration
- Installing Modules, Plugins & Components.
- Configuring CMS
- Menus & Page Creation
- Installing Theme
- Launching Joomla Website

Session 5: E-Commerce Website

- Creating E-Commerce Website
- Configuring Backend Panel & CMS
- Creating Products & Service Categories
- Product/Service Listing
- Process for Getting Payment Gateway
- How to Configure Automated Payment Gateway.
- Setting Up Shipment Terms & Delivery
- Defining Privacy Policy, T&C, Refund Policy etc.

Session 6: Hosting Administration, Marketing & Social Networking

- Hosting Administration with CPanel.
- Creating Back Ups.
- Introduction about SEO (Search Engine Optimization).
- Social Media Marketing (SMM)
- Google Adwords (Pay Per Click PPC)
- SEO on HTML Websites.
- Favicon.
- Facebook & Google Analytics Session

- Email Marketing
- Introduction to Web Security.

Getting Investment in your Ideas from Investors

- What is Incubation?
- How Seed Funds Providers, Angel Investors, Accelerators & Virtual Capitalists can help you ?
- How to prepare the presentation to pitch in front of Investors?
- Different Round & Stage of Investments