


UN-ESCWA


UNITED NATIONS - Economic and Social Commission for Western Asia




*Workshop on the
Management and Sustainability of Knowledge Hubs
11-14 January 2010, Khartoum, the Sudan*

Entrepreneurship & Community Development

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ICT Division, UN-ESCWA





Some of the information in this presentation is taken from presentations of RAYE 2009

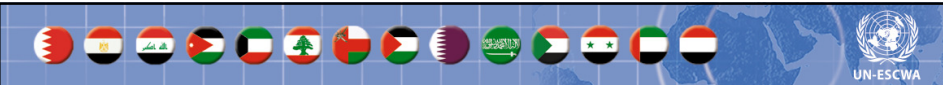



Agenda

- Business incubation
- Intro to entrepreneurship
- Essentials of web marketing
- Web2.0 marketing
- Business planning
- Successful presentation

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Regional Academy for Young Entrepreneurs


- www.raye.me
- Organized by Berytech
- 1st edition in November 2009
- Crash course on how to start a small business
- It's a starting place to know where to start from




November 16th-20th, 2009

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Berytech trilogy

- www.berytech.org


2002



2006



2008



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Some Berytech programmes for startups





Supporting a nation of Entrepreneurs

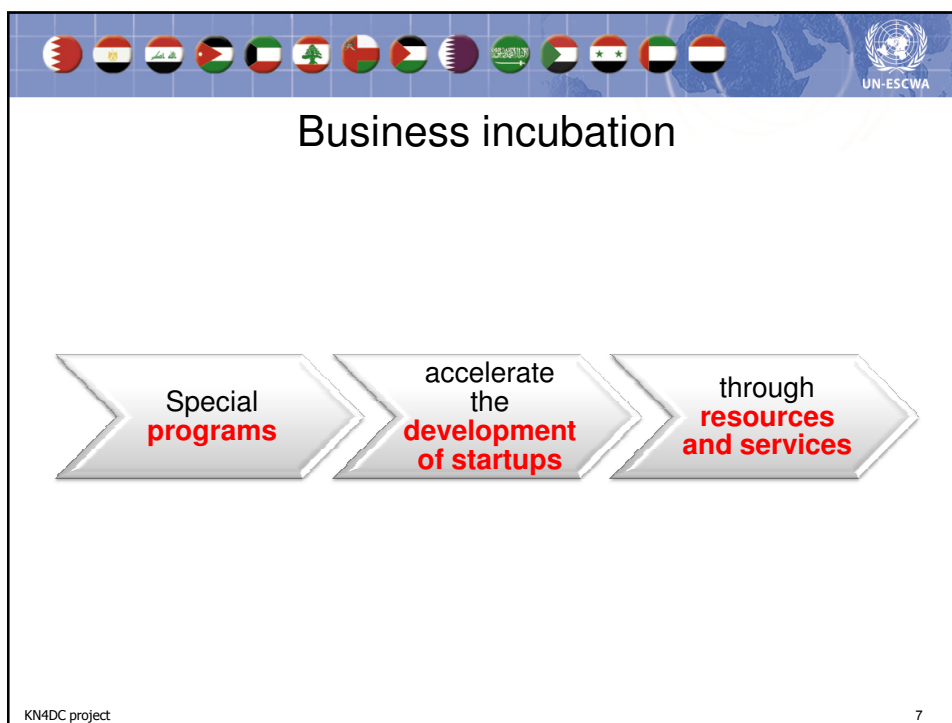









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What's entrepreneurship?

- **Entrepreneurship** is the act of being an entrepreneur, which is a French word meaning "one who undertakes an endeavor".

• **الريادة** هي عملية إنشاء منظمة/منظمات جديدة أو تطوير منظمات قائمة، وهي بالتحديد انشاء عمل/أعمال جديدة أو الاستجابة لفرص جديدة عامة.

Source: Wikipedia


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Sources of ideas

Social networks (family/friends/business contacts)	Prior employment	Thinking by analogy/saw a similar business
Customers/clients	Profound market or technical knowledge	Market research
Solution to a specific problem	Immersion in a market	It just came to mind
Perceived "customer need"	Hobby/Personal Interest	One idea leads to another idea
Trade publications	Media Newspapers/Magazines/ Radio/Television	Foresight

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Essentials in web marketing

- Web marketing is the set of strategies and techniques applied on the Internet to support organizations overall marketing objectives.

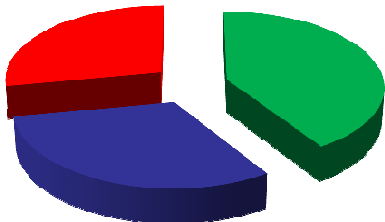


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Traffic on a website: origin

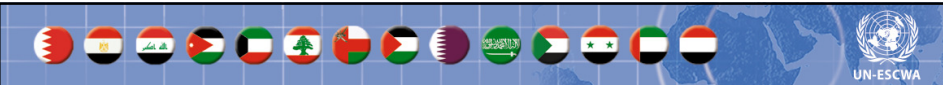
- Mediametrie / Netratings 2009 survey:



Traffic Origin	Percentage
Search Engines	63.5%
External Links	(Not specified)
Direct Access	(Not specified)

- The percentage of traffic coming from SE is steadily increasing. Google represents **63.5%** of the total search market.

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So.....

- **Step 1:** have a website!!!
- **Step 2:** have an ACTIVE website!!!

😊



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How to increase traffic to your website?

Search engine lookups	• Keywords, ads, content, title, etc.
External links	• Colleagues, government, NGOs, etc.
Newsletter / emailing	• Subscription based, consistency.
Community building	• Communities of practice, blogs, ratings, etc.
Games	• Simple, light, funny, etc.
Offline	• Flyers, brochures, posters, etc.


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Web2.0 marketing

21st Century Work Environment?

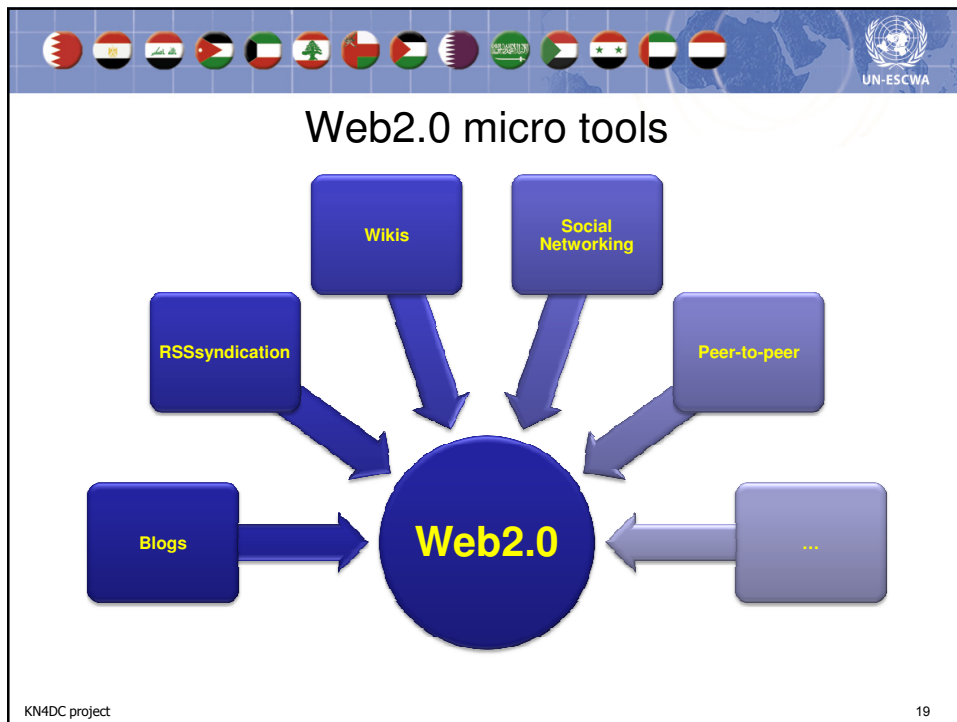


techshow images
techfever
NETWORK

**These people,
Are they:**

- Working?
- Learning?
- Sharing?
- Playing?
- Earning money?
- Losing money?
- Talking to Grandma?
- Searching a new job?
- Ordering food?
- Finding love?
- Watching movies?
- ...

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Benefits of Web2.0 marketing

No SPACE!!!

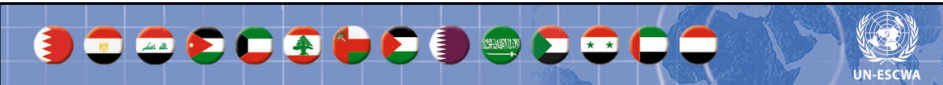


No TIME!!!



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Business planning

- The business plan:
 - Translates the dreams of the entrepreneur into a map to follow;
 - Is not a collection of spreadsheets with financial forecasts;
 - Is the tool which convinces investors to part with their money.

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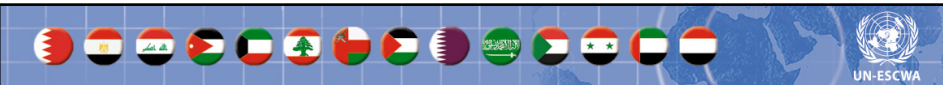


Key elements of a good business plan

POCD

- P**eople
- O**ppportunity
- C**ontext
- D**eal

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People

- People who run the venture
- People who supply critical services to the venture

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Opportunity

A description of the business proposition:

- What it will sell, to whom, how;
- How fast it can grow, key drivers of success;
- Obstacles to success.

- Fundamentally, an assessment of the size of the market, its growth, and the competition.

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Issues about opportunity

- **Market**: who are your customers? Markets or market share growing/steady/declining?
- **Competition**: direct/indirect competitors;
- **Pricing**: cost-based or demand-based? Under priced?
- **Promotion**: how much you can do at no cost?
- **Distribution**: what are the channels of distribution?

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Context

- Founders should describe the big picture in which this business will develop:
 - Inflation
 - Taxation
 - Demographic trends
 - Variables not under the control of the venture

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Deal

- The long and arduous road of producing a good business plan ends with:

A DEAL!!!

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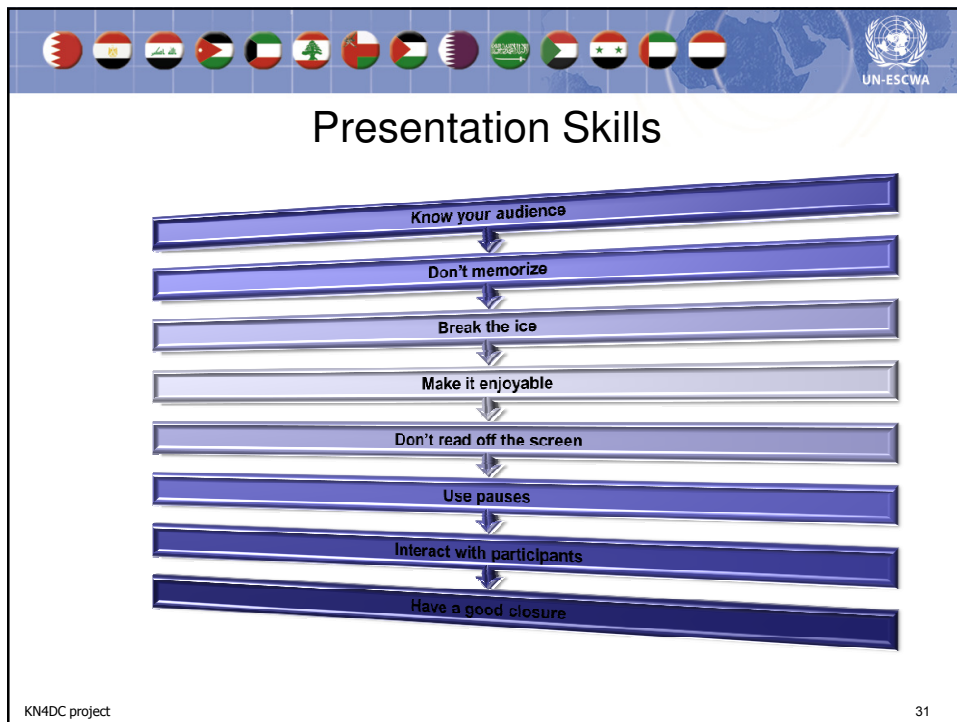
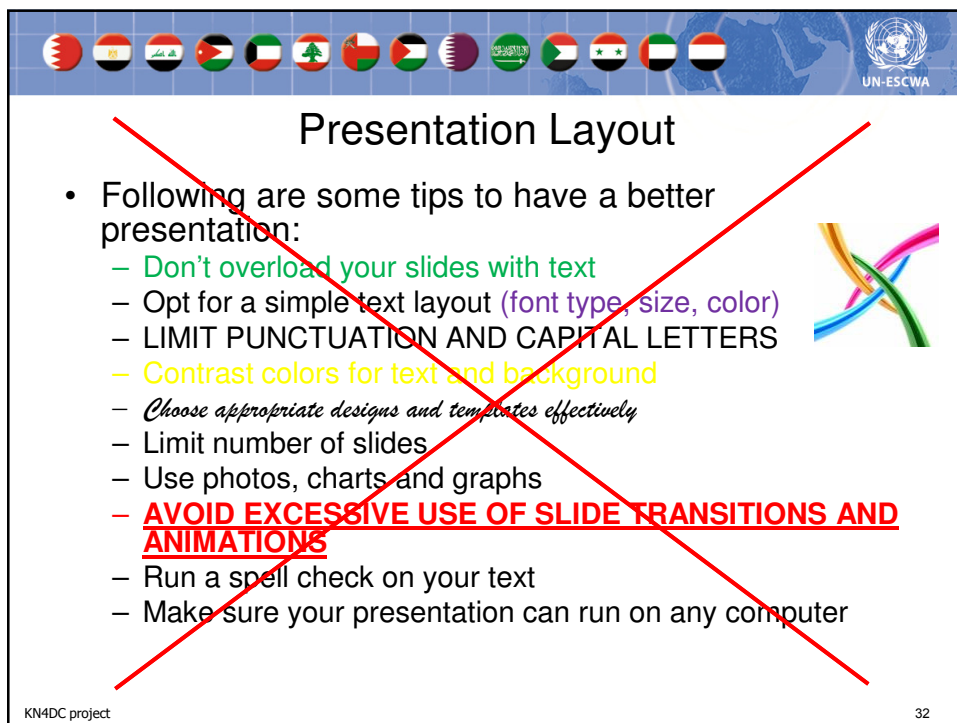
Successful Presentation



```
graph LR; A([Good personal skills]) -- "+" --> B([Good presentation layout]); B -- "➔" --> C([Excellent presentation]);
```

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The slide features a header with a row of flags from various Middle Eastern countries and the UN-ESCWA logo. The main title is "Presentation Layout". Below it is a bulleted list of tips. A large red 'X' is drawn across the entire list. To the right of the list is a small graphic of three overlapping, curved lines in orange, yellow, and green.

- Following are some tips to have a better presentation:
 - Don't overload your slides with text
 - Opt for a simple text layout (font type, size, color)
 - LIMIT PUNCTUATION AND CAPITAL LETTERS
 - Contrast colors for text and background
 - Choose appropriate designs and templates effectively
 - Limit number of slides
 - Use photos, charts and graphs
 - **AVOID EXCESSIVE USE OF SLIDE TRANSITIONS AND ANIMATIONS**
 - Run a spell check on your text
 - Make sure your presentation can run on any computer

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Presentation Layout (1/2)

1. Don't overload your slides with text
2. Opt for a simple text layout (font type, size, color)
3. Limit punctuation and capital letters
4. Contrast colors for text and background
5. Choose appropriate designs and templates effectively

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Presentation Layout (2/2)

6. Limit number of slides
7. Use photos, charts and graphs
8. Avoid excessive use of slide transitions and animations
9. Run a spell check on your text
10. Make sure your presentation can run on any computer

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In life, questions are guaranteed...
answers aren't.



Thank you.

