



GO Digital! Program for Women Entrepreneurs

What is Go Digital?

Due to COVID 19, a lot of businesses need to “go digital”. The non-profit GAME, which supports women entrepreneurs, is offering a free 6-week course on digital marketing to select participants.

Who is the “Go Digital” Program for?

If you are a Bangalore based women entrepreneur:

- who wants go “go digital” by offering your goods and services online OR
- running an early stage digital business that needs help on how to build a system to increase your sales



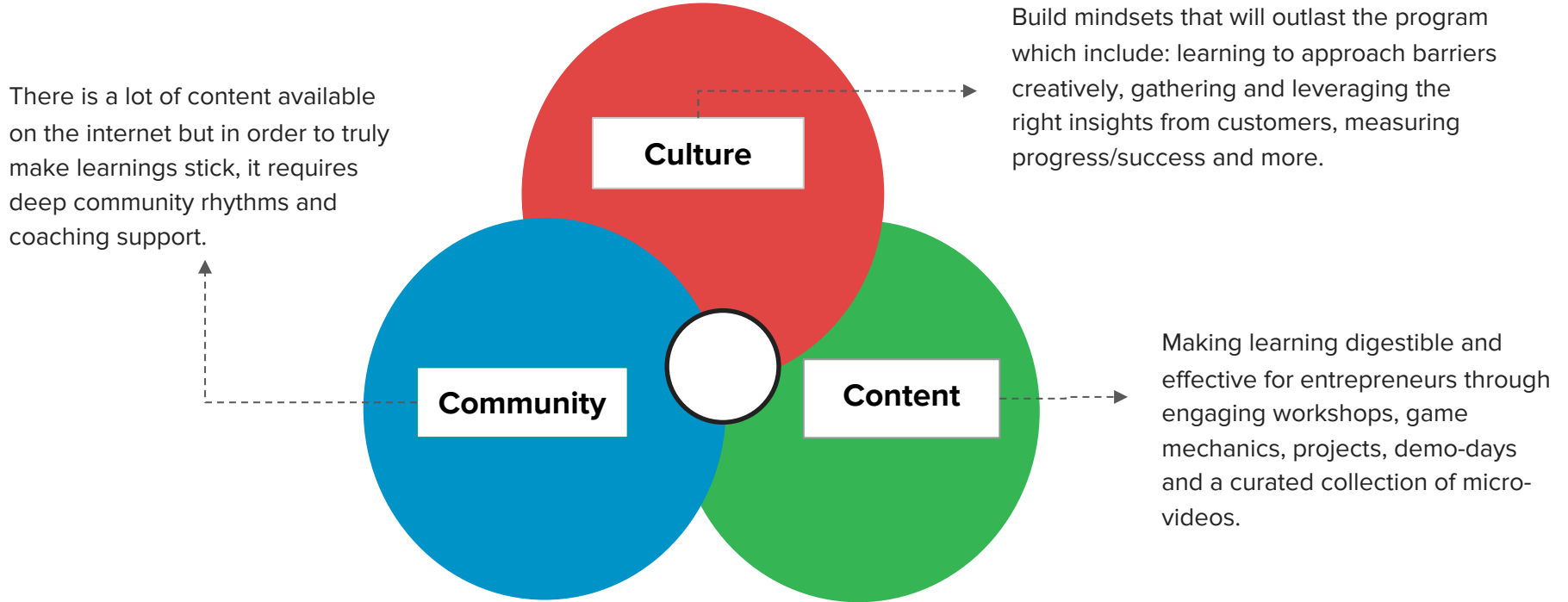
Who is this program for?

If you are a **Bangalore based women entrepreneur** who:

- Is actively making money from a non-software business;
- Is a solopreneur or has a team of up to 10 people;
- Has a smartphone; and
- Have decent command over English

You should apply for this **free** program! Read on to see our approach & what you will learn!

Our Approach





CULTURE



AN EMPOWERING SPACE

Build a support group and discuss the roadblocks and wins of their businesses.

WEEKLY RITUALS

Building habits around self-growth and discipline.

LIFELONG LEARNING

Ask Me Anything sessions with experts + a learning plan for their growth and leadership beyond this program.

MEASURING WHAT MATTERS

A weekly tracker in order to rigorously understand what's working and what's breaking.



COMMUNITY

COLLABORATE & BE COACHED THROUGHOUT

Entrepreneurs will share their projects, challenges, learnings and weekly reviews on a Whatsapp group and will receive coaching support over Whatsapp voice-notes.

DEMO DAYS

Entrepreneurs showcase their progress and share it with their peers and select experts.

COHORT BUDDIES

Every entrepreneur will be assigned an accountability buddy for mutual support to help reach weekly targets.



CONTENT

FORMAT:

Includes 90 minute weekly sessions + Coaching + Content Library

FEATURES:

Experiential

- Engaging sessions with live prototyping and a demo day to pitch their progress.

Actionable

- Revenue targets, group dashboards with weekly trackers.

Simple

- Accessible and easy-to-use tools and platforms.
- Learning to leverage what they already have in new ways.



WHAT WILL YOU LEARN?

Session Breakdown



Preparation: Content library Videos

Warm up

Mindsets

Focus area + Barrier

Hot seat

Prototyping/co-working

Review

**Setup 1:1 with outlier participants
(over Whatsapp)**

Phase 1: Offer

find the right problem to solve and
innovate through constraints

Week 1:

- Niche: What should one sell in a time like this based on ones proficiency
- Value Proposition + Building an offer

Week 2:

- Learning to reframe barriers into questions.
- Micro-pitch and doing free audits/demos to test ones online offering.

Outcomes:

- Crafting an offer that resonates with their users by reflection and testing.
- Building a focus and crafting a message that resonates with their customers. (Engagement levels, feedbacks, audits, etc.)

Measures:

- A/B test customer responses to their problems, the promise of their offering and the offer itself.
- Done through demo-days and group experiments.

Phase 2: Market

Find the low risk methods to test your product

Week 3

- Prototyping + Testing with customers
- Understanding customer journey.

Week 4

- Setting up a simple marketing system/funnel
- Pricing

Outcomes:

- New social media experiments and tracker to test their efficacy for each week.
- Nudging the customer through different stages
- Lead generation, lead nurture, marketing funnel and cost per customer acquisition.

Measures:

- KPIs on content, funnels and reduction in cost per customer acquisition over their current model through habits and rituals.

Phase 3: Sell

Engage and sell to your customer in the most creative ways

Week 5

- Qualify and invite customers for demos through social media and email.
- Create simple content and join communities of interest.

Week 6

- Setting up simple processes and learning simple online tools.
- Sell by chat + optional marketplace + intro to digital ads.

Outcomes:

- Transitioning to a digital business without tech overwhelm.
- Reaching customers without a big email-list.

Measures:

- % increase in revenue due to the online transition, marketing system and coaching.
- Conversion %, Product Roadmap, Increase in LTV, their follow-up success rate and % increase in income.

Six Week Plan

Area	W1: Intro	W2	W3	W4	W5	W6
Mindset	Reframe barriers	Fact & interpretations	Confidence vs commitment	Support as strength vs weakness	Learning vs failing	Closure vs ending
Framework	Pitch Outreach list	Money map Sell by chat	Client journey: Stage	10 min testing Ask: ping, short cut	Role play sales call	Overall Reviews
Habits & Tools	Zoom 50 min sprints	Daily plan msg Whatsapp support Esp 1:1 voice notes	Post its prototyping	<u>First Review:</u> - Business Growth - Process and Habits - Personal Growth	Demo day prep:	Demo day: 60 mins

THE FACILITATORS: LIMITLESS INSTITUTE



**Akshay
Cherian**

Innovation Leadership Coach

Worked with Fortune 500 companies, startups, entrepreneurs, UN Social Sector Leaders and over 40000+ youth on innovation, entrepreneurship & leadership.



**Nihal
Ahmed**

Educator

Built entrepreneurship and learning programs for 10,000 people across 6 continents.
Part of a global steering committee on building a culture around purpose.
(right)



SAYO AYODELE
Partner, Leader's Quest



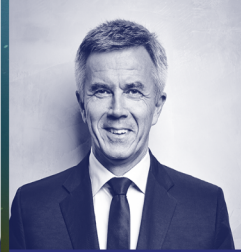
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Member of Board of Management, BMW AG



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Head of Leadership Development, Deutsche Bahn



NAVRINA SINGH
Product leader, Microsoft AI



Presenting the steering committee for

#PURPOSEFULORGANIZATION



ARE YOU INTERESTED?
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