

# **MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP & DIGITAL ECONOMY**

# Session 1: Understanding Entrepreneurship

## What is Entrepreneurship?

Entrepreneurship is the process of starting and running a business to solve a problem or meet a need in the market.

## Why It Matters for You

As a young woman, entrepreneurship gives you:

- Independence
- Income opportunities
- Flexibility (work from home or online)

## The Digital Opportunity

Today, you don't need a shop to start a business.

You can:

- Sell on social media
- Offer services online
- Build a personal brand

## Exercise:

My Goals for This Program

1. What do I want to learn?
2. What do I want to achieve?

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# Session 2: Business Ideas & Opportunities

## What Makes a Good Business Idea?

A good idea:

- Solves a problem
- Has customers
- Is easy to start

## Examples:

- Social media manager
- Online clothing store
- Makeup brand
- Content creator

## Assignment:

My Business Idea

- What problem am I solving?
- Who are my customers?
- What will I offer?

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