



# Six Tech Business Ideas Every Woman can run from Home with Zero Coding Skills

## Features:

- + Learn how technology can help you run your business
- + How to start a Graphic Design firm
- + How to start a Web Design Firm
- + How to start an E-learning business
- + How to start a Social Media Management company
- + How to start a Web App Development company
- + How to start a Business in Cyber Security
- + Getting support

## Course Objectives:

You may be selling custom jewellery, art, clothing, merchandise, food, a unique service, tech product or even teaching music, dance or art and craft. Perhaps you are running a non-profit, engaged in specialized consulting or promoting a great social cause. No matter what your idea or business is, you will need technology to scale and succeed in your business. This course will teach you how to use technology to effectively run your business, bring down your costs and learn the secrets of frugal start-up that will save you a lot of time and money.

- Learn about various cloud services that can automate your business
- Use technology effectively to brand, promote and increase your business
- Learn how you can have a second income by driving your business with technology
- Get resources that can solve your technical problems of running your business
- Depend less on vendors, developers and IT professionals for your business

## Pre-requisites:

- Must have a laptop
- Must have an internet connection
- Must have knowledge of using Email and social media (Facebook / Twitter)
- Must be able to spend 6 to 10 hours per week during the course

## Course Contents:

- Module 1 - Company Formation
- Module 2 - Using Technology to run your business
- Module 3 - First Business Idea - Starting your own Graphic Design Firm
- Module 4 - Second Business Idea - Starting your own Web Design Firm
- Module 5 - Designing a Customer Website
- Module 6 - Collecting Payments Online
- Module 7 - Third Business Idea - Starting your own E-learning Company
- Module 8 - Teaching Ideas
- Module 9 - Fourth Business Idea - Starting your own Social Media Agency
- Module 10 - Fifth Business Idea - Building Web applications
- Module 11 - Sixth Business Idea - Earning with Basic Cyber Security Skills
- Module 12 - Getting started with ISAC Launchpad Services

## Hands-on activities on how to start your own business:



**Graphic Design  
Company**



**Social Media  
Agency**



**Website Design  
Company**



**E-learning  
Company**



**Web App  
Company**



**Cyber Security  
Company**

## About Information Sharing and Analysis Center

Information Sharing and Analysis Center (ISAC) is India's leading cyber security not for profit foundation, registered under Section 8 of the Companies Act, and is focused on creating platforms and networks to bring diverse people together to start conversations on cyber security.

ISAC is a public-private-partner with National Critical Information Infrastructure Protection Center (NCIIPC), and Partner with CERT-IN and AICTE, Government of India.

## Detailed Course Content:

### Day One

#### Module 1 - Company Formation

- Doing a start-up - Why it is your biggest step in life
- Family time vs Company time - what to expect
- Self funding required to bring your idea to life
- The Frugal approach
- What is a company?
- OnePerson vs Partnership vs LLP vs Pvt Ltd
- Protecting your brand with Trademark
- Setting up a company - costs to keep in mind
- Start-up schemes in India
- Incubation and Funding

#### Module 2 - Using Technology to run your business

- Individual vs brand - Difference
- IT challenges of an online business
- Windows Vs Mac
- Android Vs iPhone
- What is a domain name
- Domain vs Trademark
- What is Web Hosting
- What is CMS / Wordpress
- What is a payment gateway
- How do you get a custom email ID?
- Introduction to the world of Adobe
- Introduction to the world of Zoho One
- Having separate phone numbers for business
- Use Case - Helping an E-learning company brand

### Day Two

#### Module 3 - First Business Idea - Starting your own Graphic Design Firm

- Helping the E-learning company brand
- Hands-on: Photoshop Basics
- Hands-on: Using Graphic Elements
- Hands-on: Creating a logo
- Hands-on: Creating a Visiting Card
- Hands-on: Creating an ID Card
- Hands-on: Creating a Flyer
- Hands-on: Creating a Letterhead
- Hands-on: Creating Social Media Banners for Marketing
- Putting the kit all together
- Planning for a corporate website
- Getting new clients
- Importance of Legal Agreements
- Understanding Scope of work
- How to price your services
- Best practices

## Day Three

### Module 4 - Second Business Idea - Starting your own Web Design Firm

- Hands-on: Booking a domain name
- What is Web Hosting
- What is Wordpress
- Hands-on: Installing Wordpress
- Hands-on: Designing your site layout
- Themes vs Plugins
- Hands-on: Setting up a blog
- Hands-on: Setting up the Home page
- Hands-on: Setting up SSL

### Module 5 - Designing a Customer Website

- Introduction to Elementor
- All about templates
- Designing a template driven website
- Various wordpress plugins
- Woocommerce / Shopping Cart
- Publishing your website
- Common risks with scope of work
- Protecting your time
- How to price your services
- Best practices

### Module 6 - Collecting Payments Online

- What is a payment gateway
- Overview of Razorpay
- Overview of Paypal
- Shopping carts
- Issuing Invoices to your clients
- Tracking your customers

## Day Four

### Module 7 - Third Business Idea - Starting your own E-learning Company

- Basics of E-learning business
- Teaching using Zoom
- Hands-on: Premier Rush
- How to use e-learning platforms
- How to start earning money with content
- Issuing Certificates
- Partnership with other authors

### Module 8 - Teaching Ideas

- Collaborations for credibility
- Business models
- Building student base
- Various course ideas
- Best practices for e-learning business

## Day Five

### Module 9 - Fourth Business Idea - Starting your own Social Media Agency

- What is Social Media Management
- Various platforms available
- Planning for Social Media
- Connecting various accounts
- Scheduling your posts for the entire year
- Rapid social media marketing
- Using Ads on Facebook
- Responding to users on social media
- Best practices for social media agencies

### Module 10 - Fifth Business Idea - Building Web applications

- Low-code application platforms
- Using Zoho Creator
- Building a basic web application without coding
- Customer portal
- Publishing your app
- Zoho App deck
- Helping companies go online with Creator
- Selling apps and making money

## Day Six

### Module 11 - Sixth Business Idea - Earning with Basic Cyber Security Skills

- Becoming an Intervention Officer
- Teaching Cyber Safety to Kids
- Learning Vulnerability Analysis and Penetration Testing
- Reselling Premier Services - Virtual Labs and CPS Labs
- Scope for cyber security freelancing
- Using Clean Exit for your start-up
- Wrapping Up

### Module 12 - Getting started with ISAC Launchpad Services

- What is ISAC Launchpad services
- How will you benefit with this?
- Getting Legal Help
- Getting Technical Support
- Resources for your start-up
- Next steps

**Contact:**

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