



TURN YOUR IDEAS INTO INCOME



What is it?

An intense, practical course to enable you to start an online business



Delivery Mode

Online learning, Webinars and Practical Tasks



Duration

6 Weeks



Price

ZAR 500 x 3



HELLO, MY NAME IS BILAL AND I HELP PEOPLE TO START ONLINE BUSINESSES.

I was like so many of you: **I worked in a full time job**, but the **money wasn't enough** (it's never enough, right?) so I **started** a little **side business**. Little did I know, in a **few months** my **side gig** would start **earning me more** money than my **full time salary!**

Fast forward to today, and that little side gig has **become a family business** where I work with my sons: IT varsity.

Today, **I teach others how to start businesses.**

My advice to you is, **start today.** Who knows where you will be in a few years?

YOUR PERSONAL MENTOR

Bilal Kathrada

Award-winning App Developer
& Founder of IT varsity

HOW IT WORKS:



Sign up

Sign up and choose your payment method.



Study

Go through the online learning materials. Attend a weekly Webinar. Study from anywhere with an internet connection.



Tasks

Complete practical tasks assigned to you by the mentor.



Support

Ask questions via the forums provided.



Action

Start your own Digital Business!

Why This Course is For You

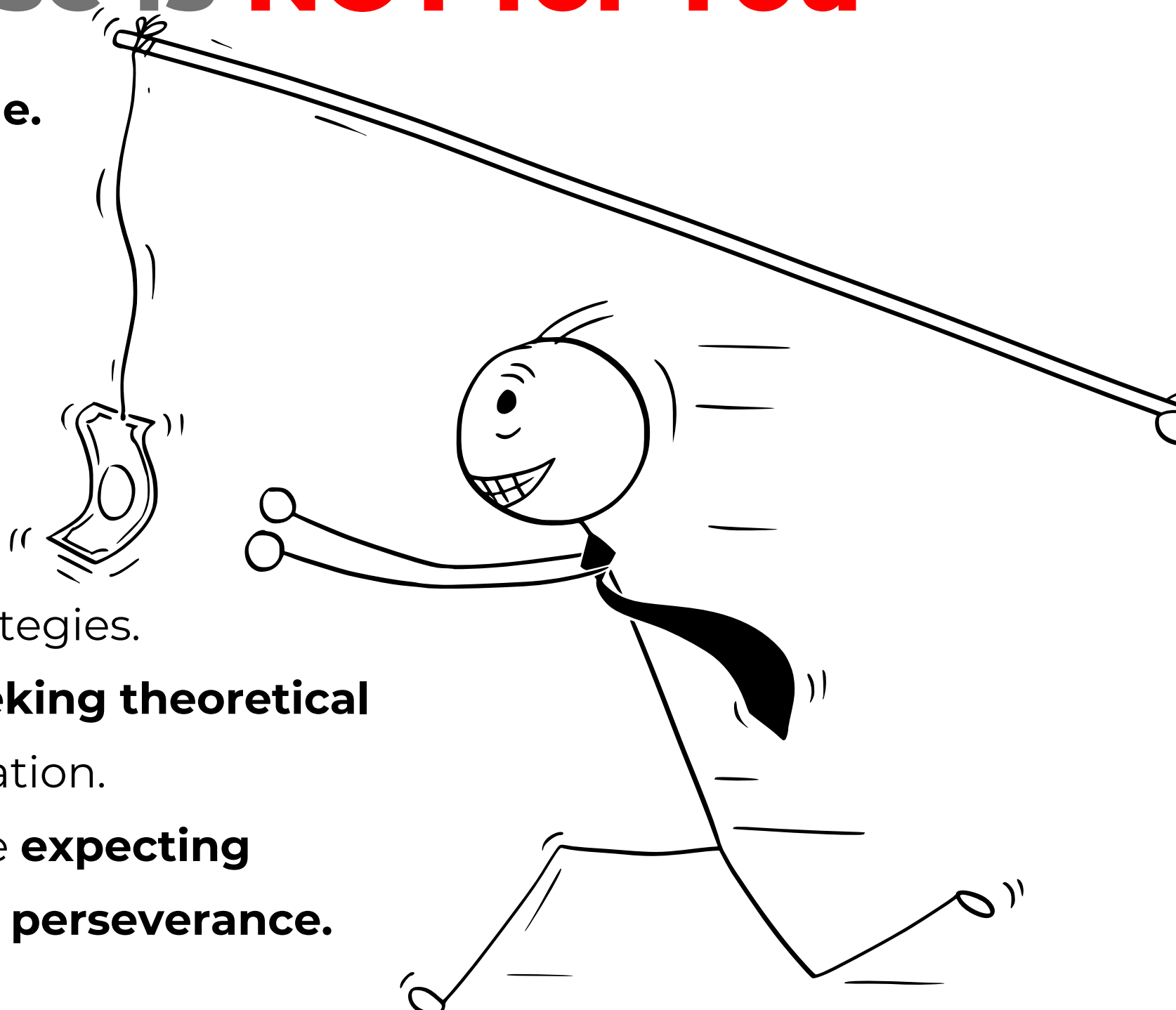
- ✓ **Do you DREAM of starting your own BUSINESS?**
- ✓ **Do you WANT to have an UNCAPPED INCOME source?**
- ✓ **Do you WANT the FREEDOM to balance work and LIFE?**
- ✓ **Do you want to harness the power of TECHNOLOGY to make money?**
- ✓ **Don't know where to start?**
- ✓ **Wish you had someone to teach you and guide you?**

Then this course is for you!



Why this Course is **NOT** for You

- This course is not a **get-rich-quick scheme**.
- This course is not suited for **individuals looking for overnight success without** putting in **effort**.
- This course is **not a one-size-fits all solution** for all business models.
- This course is not suitable for those **unwilling to learn and adapt** to new strategies.
- This course is not for individuals solely **seeking theoretical knowledge** without practical implementation.
- This course is not recommended for those **expecting immediate results** without **patience and perseverance**.





ABOUT THE WEBINARS

1. The webinar will take place weekly.
2. The day of the week will be communicated to you after applying, because it depends on which cohort you will fit into.
3. The webinar will be structured as follows:

Session 1

Follow up on previous week's webinar, and questions

Session 2

Lecture on a new concept

Session 3

Allocation of learning materials, tasks, and questions.



TIME ALLOCATION

1. You will need to allocate approximately 8 hours per week for the Bootcamp.
2. Of the allocated time, 1 hour will be allocated to a mandatory weekly webinar
3. The remainder 7 hours will be for you to go through the learning materials and to complete your tasks.

What type of Business will I be able to start?

E-commerce

A business where you sell products or services over the internet.

Drop Shipping

A business that does not keep the products it sells in stock but instead transfers the customer orders and shipment details to a manufacturer, another retailer, or a wholesaler, who then ships the goods directly to the customer.

Affiliate Marketing

A business where you market another business's products or services, and then get paid a commission for traffic or sales generated from its referrals.

Content Creation

A business where you create content that appeals to a specific target audience, such as articles, blog posts, videos, infographics. Then, you find ways to make money off the traffic you receive.

E-Hailing

A business where people order a product (such as take away foods or groceries) or service (such as a car ride, a beauty treatment), and you deliver.

Freelancing

A type of work where an individual offers their services for a fee without being employed on a long-term basis by a single employer.



PRICING

Monthly Payments

R500 /per month x 3

- ✓ All 12 Weekly Modules
- ✓ All content provided
- ✓ Over R25000 value!
- ✓ Online Support
- ✓ Business Mentorship
- ✓ Live Webinars

POPULAR

Discounted Cash Price

R1425 Once off (5% Discount)

- ✓ 12 Crucial Topic
- ✓ All content provided
- ✓ Over R25000 value!
- ✓ Online Support
- ✓ Business Mentorship
- ✓ Live Webinars

BEST VALUE

SEE HOW MUCH VALUE YOU WILL GET!

Topic 1: Self-Reflection and Idea Generation

In Topic 1, we'll focus on understanding your strengths, interests, and experiences. Through guided exercises, you'll gain insight into your skills and passions. Next, we'll delve into market research, teaching you to understand your target audience and their needs. By the week's end, you'll have a clear sense of your strengths translated into business ideas and foundational knowledge for market research.

OUTCOME: A list of potential business ideas suitable for you.

Topic 2: Idea Validation and Planning

In Topic 2, we'll test the feasibility of your business ideas. Practical exercises and case studies will guide you in gathering feedback from potential customers and experts. You'll define your target audience and create detailed buyer personas to understand their needs better.

OUTCOME: A Tested and Validated Business Idea.

Topic 3: Creating a Business Plan

In Topic 3, we'll craft your business plan. You'll learn to outline goals, define your target market, and develop marketing and financial strategies. By week's end, you'll have a structured plan for launching and growing your business.

OUTCOME: A Robust Business Plan.

Topic 4: Business Setup Essentials

In Topic 4, we'll establish a strong foundation for your business. You'll create a memorable business name aligned with your brand's identity, register your business, and set up a business bank account. By week's end, you'll have a professional and legally compliant business structure.

OUTCOME: A Named and Registered Business with a Bank Account.

Topic 5: Product Development

In Topic 5, you'll learn to create and refine your product effectively. We'll cover market research to identify customer needs, translating data into a viable product concept. Our focus: designing a product that meets market demands and enhances user experience. By week's end, you'll grasp the product development process and be equipped to craft a marketable, customer-focused product.

OUTCOME: A document describing in detail your product and customer experience journey

Topic 6: Creating a Marketing Plan

In Section 6, we'll develop your marketing strategy. You'll identify your target audience, analyze market trends, and select effective marketing channels. By week's end, you'll have a defined plan to promote your business and achieve growth and sales targets.

OUTCOME: A detailed and effective Marketing Plan.

Topic 7: Setting up Your Marketing Channels

In Topic 7, we'll cover selecting and establishing diverse marketing channels suited to your business. You'll learn to use digital platforms (website, social media, email marketing, content marketing) and traditional channels (print media, networking events). We'll also focus on creating engaging content for each channel, ensuring a cohesive marketing presence. By week's end, you'll have a strong, adaptable marketing framework to promote your business effectively and engage with your audience.

OUTCOME: Website (if necessary), Social Media, and other marketing channels set up with basic branding and product information

Topic 8: Marketing Collateral Set up

In Topic 8, design impactful marketing materials for your business. Craft brochures, pamphlets, labels, and social media posts. Explore product demo videos to showcase your offerings' value. By week's end, have professionally designed collateral that captivates your audience.

OUTCOME: Attractive and information-rich Marketing Materials

Topic 9: Setting Up Your Sales Funnel

In Topic 9, you'll master creating an effective sales funnel for your business. Learn to map out the customer journey and implement strategies to convert leads into customers. I'll guide you in designing a streamlined sales process to boost engagement and sales performance. By week's end, you'll have a clear, efficient sales funnel driving conversions and supporting business growth.

OUTCOME: A sales funnel that converts leads to sales.

Topic 10: Content Marketing

In Topic 10, explore Content Marketing's success. Learn to craft captivating content for your audience. Identify customer personas and develop tailored strategies. Create and curate compelling content, optimize for search engines, and promote across platforms. By week's end, master an impactful content marketing strategy driving results for your business.

OUTCOME: A Content Marketing Strategy, Schedule, and your first set of content

Topic 11: Soft Launch and Customer Feedback

In Topic 11, conduct a soft launch for your business. Learn to introduce products/services to a limited audience for feedback. Implement effective feedback collection methods to refine offerings. By week's end, gain valuable insights to fine-tune for a successful full-scale launch.

OUTCOME: Your first Sales

Topic 12: Public Launch and Customer Relationship Management

In Topic 12, orchestrate a successful public launch for your business. Implement your marketing plan to generate buzz and attract your audience. Set up a customer relationship management system to nurture and retain customers. By week's end, be fully equipped to manage relationships and drive long-term success.

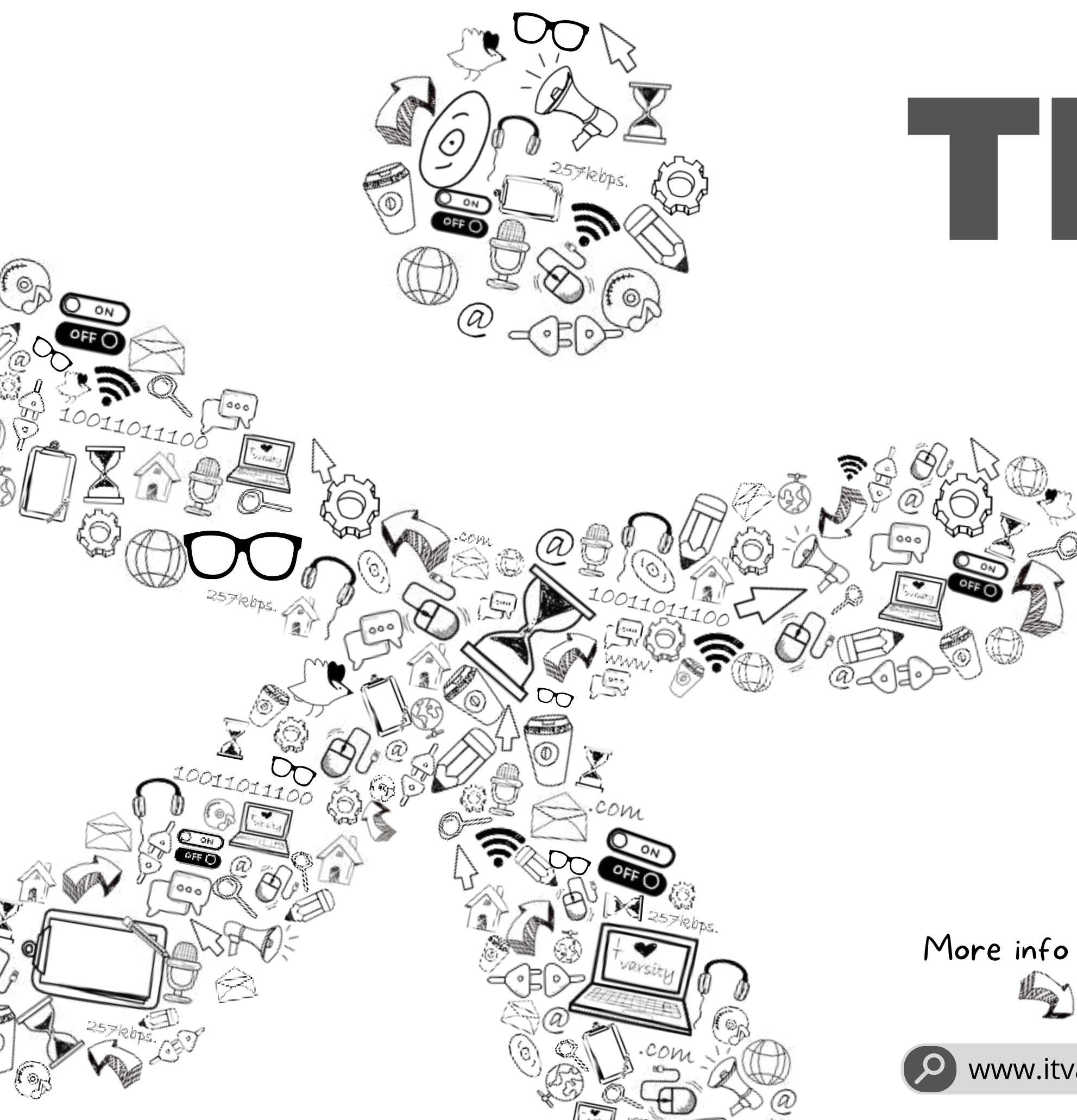
OUTCOME: Your Own Fully Operational Business

The logo for IT varsity features an orange stylized figure with arms and legs spread wide, followed by the letters 'IT' in a bold, orange, sans-serif font, and the word 'varsity' in a grey, lowercase, sans-serif font.

Computer Training Re[invent]ed



THANK YOU



Scan me



enrolment@itvarsity.org



www.itvarsity.org



@itvarsity