

3 DAY E-COMMERCE BOOTCAMP

OUR SPEAKERS



**Hubert
Joo**



**Ignacio
Di Napoli**



**Christine
Gneuss**



**Florian
Bacquier**



**Suryakant
Kumar**



**Sukh
Takhar**



21 June: Ideation, Planning, and Store Setup



22 June: Development and Implementation



23 June: Testing, Refinement, and Launch



9 am - 9 pm

Join Us!



Date	Day 1: Ideation, Planning, and Store Setup			
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On the first day of the Bootcamp, participants will focus on ideation and concept development for their e-commerce store. The day will start with an overview of the e-commerce landscape, including trends, consumer behavior, and best practices. Participants will then work through exercises to help them identify their target audience, understand their needs, and develop a unique value proposition for their e-shop. Throughout the day, participants will work in small groups to brainstorm and refine their ideas, considering feasibility, scalability, and potential for differentiation. By the end of the day, each group will have a well-defined concept for their e-commerce store and a preliminary business plan.

June, Wed 21/06	Timetable	Speaker	Topic	Workshop Activities
	9:15 to 9:35	Hubert Joo	e-Commerce: A Journey of Opportunity and Transformation	
	9:45 to 10:05	Hubert Joo	The Idea Accelerator: Your Screening Checklist for Business Opportunities	
	10:10 to 12:00		Workshop 1	Opportunity Screening Checklist Template
	12:00 to 13:00	Lunch Break		
	13.15 to 13.35	Hubert Joo	8 Key Elements of Business Models in e-Commerce	
	13:45 to 15:00		Workshop 2	8 Key Elements of a Business Model
	15:00 to 15:45	Coffee break		
	16:00 to 16:20	Hubert Joo	B2C and B2B Business Models in e-Commerce	
	16:30 to 18:00		Workshop 3	Shopify Startup: Setup Your Online Store
	18:00 to 19:00	Dinner		
	19:10 to 19:30	Hubert Joo	Business Intelligence and Competitor Analysis	
19:30 to 21:00		Workshop 4	Competitor Analysis Template	

Date	Day 2: Development and Implementation
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On the second day of the Bootcamp, participants will dive into developing and implementing their e-commerce store. The day will start with an overview of the technical and logistical considerations involved in setting up an e-shop, including selecting a platform, setting up payment and shipping systems, and integrating with other tools and services.

Participants will work hands-on with e-commerce platforms like Shopify to build and customize their stores throughout the day. They will also learn about best practices for designing a user-friendly and effective e-commerce site, including optimizing product pages, creating effective calls to action, and implementing a smooth checkout process.

By the end of the day, each group will have a functioning e-commerce store ready for testing and refinement.

	Timetable	Speaker	Topic	Workshop Activities
June, Thr 22/06	9:00 to 10:00		Workshop 5	Building Your Digital Storefront
	10:00 to 10:30	Suryakant Kumar	Challenge of E-commerce in Logistics	
	10.30 to 11:00		Workshop 5	Building Your Digital Storefront
	11:00 to 11:30	Sukh Takhar	Maximising Shopify's Potential - Getting from Zero to One	
	11.30 to 12:00		Workshop 5	Building Your Digital Storefront
	12:00 to 13:00	Lunch Break		
	13:00 to 15:00		Workshop 5	Building Your Digital Storefront
	15:00 to 16:00	Coffee break		
	16:00 to 18:00		Workshop 5	Building Your Digital Storefront
	18:00 to 19:00	Dinner break		
	19:00 to 19:30	Ignacio Di Napoli	Shopify Payments, Conversion & Growing International	
	19:30 to 21:00		Workshop 5	Building Your Digital Storefront

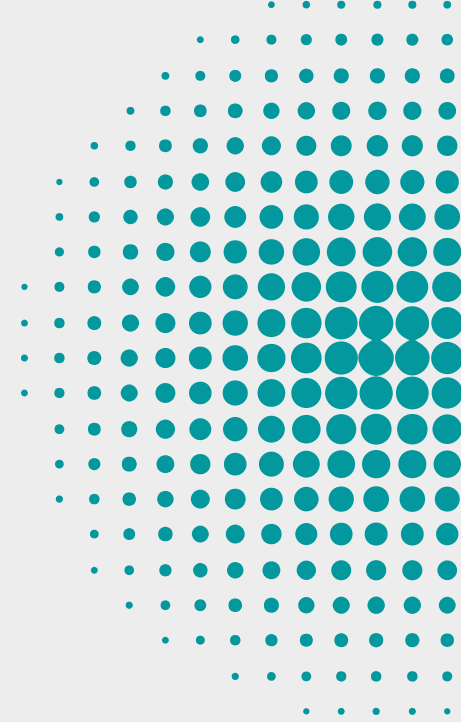
Date	Day 3: Testing, Refinement, and Launch		
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On the final day of the Bootcamp, participants will focus on testing, refining, and launching their e-commerce stores. The day will start with an overview of testing, optimization strategies, and analytics. Participants will then work to refine and optimize their stores based on feedback and data insights. By the end of the day, each group will have a fully optimized and functional e-commerce store ready for launch. The Bootcamp will conclude with a group discussion and reflection on lessons learned and the next steps for each team.

	Timetable	Speaker	Topic	Workshop Activities	
June, Fri 23/06	9:00 to 10:00		Workshop 6	Optimize, Launch & Thrive	
	10:00 to 10.30	Florian Bacquier	Acquisition Strategy on e-commerce for D2C (direct to consumer) and B2B2C		
	10:30 to 12:00	Alfonso Ballesteros	Mentoring & Feedback (online)		
	12:00 to 13:00	Lunch Break			
	13:00 to 15:00		Workshop 6	Optimize, Launch & Thrive	
	15:00 to 16:00	Coffee break			
	16:00 to 16:30	Christine Gneuss	Optimizing Your Online Store: SEO and Content Strategies for E-Commerce Success		
	16:30 to 18:00	Christine Gneuss	Mentoring & Feedback (online)		
	18:00 to 19:00	Dinner break			
19:00 to 20:00	Christine Gneuss	Mentoring & Feedback (online)			
19:00 to 21:00		Workshop 7	Refinement		



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Contact Us



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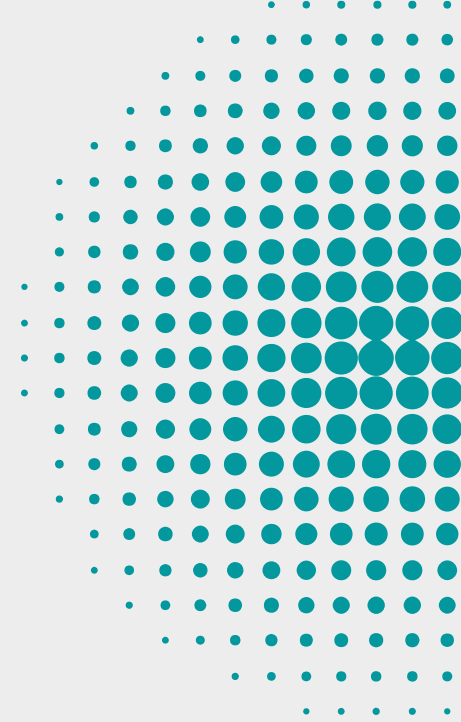
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