



# DIGMAR DIGITAL AND GREEN MARKETING IN THE → DIGITAL AGE



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# WHAT IS DIGITAL ENTREPRENEURSHIP?

The concept of digital entrepreneurship is characterized by the integration of digital technologies into entrepreneurial activities, enabling individuals to identify and exploit opportunities in the digital landscape.



## DIGITAL ENTREPRENEURSHIP DEFINITIONS

E-entrepreneurship refers to establishing a new company with an innovative business idea within the net economy, which, using an electronic platform in data networks, offers its products and/or services based upon a purely electronic creation of value.

Essential is the fact that this value offer was only made possible through the development of information technology.

"Digital Entrepreneurship is the combination of digital infrastructure and entrepreneurial agents within the context of both ecosystems."



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# How do I become a digital entrepreneur?



An online advice website set up by a serial entrepreneur, suggests 11 simple steps to get your new idea off the ground. It's worth noting, however, that not all of these steps may be applicable to a digital entrepreneur.

1. Come up with a business idea
2. Research your idea
3. Create your business plan
4. Choose your business structure
5. Get funding (may not be needed if a purely digital service)
6. Register your business (may not be needed but best to check)
7. Set up shop
8. Build your team (or go solo as many digital entrepreneurs do)
9. Choose your suppliers (if needed, such as choosing your e-commerce, CRM systems or blogging platforms)
10. Launch your business
11. Grow your business



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# What are the key characteristics needed to be a digital entrepreneur?



The digital entrepreneurs who succeed share specific skills and traits, which include:

- Digital skills: You may need to set up a website, manage online sales or social media.
- Creativity: All entrepreneurs use their creativity to come up with an idea in the first place and then problems, often with limited resources.
- Adaptability: Digital technology is changing all the time, which means your potential markets and marketing strategies will need to adapt and change too.
- Leadership: Having the confidence to make informed decisions is important whether you operate alone and even more so if you are managing a team.
- Networking: Whether you are communicating with customers, suppliers or promotional outlets, building relationships and raising awareness of your business venture is critical.



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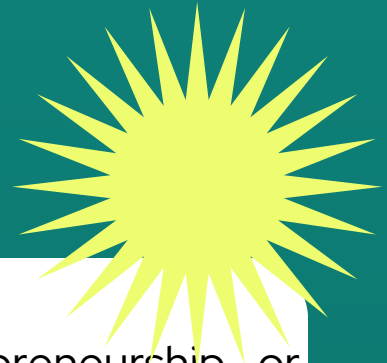
# ENTREPRENEURSHIP IN THE DIGITAL AGE: SUCCESS STORIES

In an era defined by rapid technological advancement and unprecedented connectivity, entrepreneurship has found fertile ground in the digital landscape.

The digital age has democratized entrepreneurship, leveling the playing field and allowing innovators to disrupt traditional industries and carve out new niches.



# Turkey



Virtual entrepreneurship (aka digital entrepreneurship or online entrepreneurship) in Türkiye has gained significant momentum in the last 10 years. Especially with the acceleration of digitalization after the pandemic, many virtual enterprises have emerged in areas such as e-commerce, digital content production, online education, software-based solutions and commerce via social media.

## 1. Trendyol

Originally established as a virtual fashion enterprise, it is currently one of the largest e-commerce platforms in Turkey.

Founder: Demet Mutlu.

It became a "unicorn" by receiving investment from Alibaba in 2021.

## 2. Yemeksepeti

Founded in 2001, one of Turkey's first online food ordering platforms.

Founder: Nevzat Aydın.

Acquired by Delivery Hero in 2015.

## 3. Getir

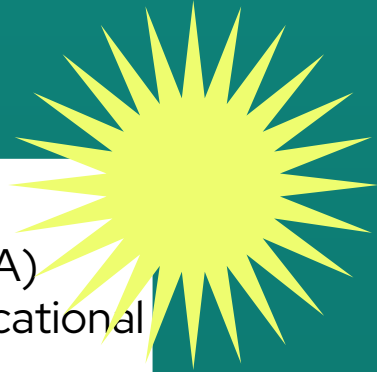
A mobile market application born with the idea of delivery in minutes.

Founder: Nazım Salur.

It has opened up to international markets and has become a "unicorn".



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#### 4. Udemy (Turkish founder, headquartered in the USA)

A global platform operating in the field of educational technologies.

One of its founders: Eren Bali (born in Malatya).

Users can create online courses and earn income.

#### 5. Culinary Arts Workshops - Startups on Instagram/YouTube

There are many individual entrepreneurs who cook and sell at home, provide recipe training or promote products.

They are usually run by women and work with the "home entrepreneurship" model.

For example: "Refika's Kitchen" YouTube channel.

#### 6. Individual Entrepreneurs on Letgo / Dolap / Gardrops

Especially young people and women earn income by selling second-hand or handmade products.

Due to such applications, the number of "micro entrepreneurs" is increasing.

#### 7. Social Media Phenomenons and Influencer Entrepreneurship

People with a large number of followers are entrepreneurs by selling products, receiving advertisements or offering digital products.

For example: There are many examples in areas such as makeup, fashion, personal development, and healthy living.

#### 8. Virtual Education and Consultancy Platforms

Instructors, coaches and consultants provide online services via Zoom, Udemy, and Google Meet.

For example: Career coaching, language training, and carbon footprint consultancy.



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# Romania



[www.bebeboutique.ro](http://www.bebeboutique.ro)

Online store that sells clothing items and accessories made from natural fibers and intended for children aged between 0 and 24 months;

[www.rozmarin-concept.com](http://www.rozmarin-concept.com)

Online store that sells scarves, bracelets, sleep masks and decorative objects made from natural silk and other velvety fabrics;

eMAG

a major online retailer based in Romania, which operates in several countries in Eastern Europe. It sells a wide range of products, including electronics, home appliances, fashion, and more.



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[www.black104.ro/](http://www.black104.ro/)

Online business from Cluj, which offers delivery services of traditional Romanian products in just 30 minutes.

<https://pediatree.ro>

Ilinca Tranulis, pediatrician and mother of 3 children, develops online courses and workshops dedicated to parents who want to manage different stages in their little ones' lives more easily and better, such as diversifying their diet.

[www.roxana-ichim.ro](http://www.roxana-ichim.ro)

coach for managers and HR professionals.



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In Germany, virtual entrepreneurship (digital entrepreneurship) has become a rapidly developing field, especially in cities such as Berlin and Munich. Many startups operating in areas such as fintech, artificial intelligence, remote working solutions and digital platforms contribute to the growth of Germany's digital economy.

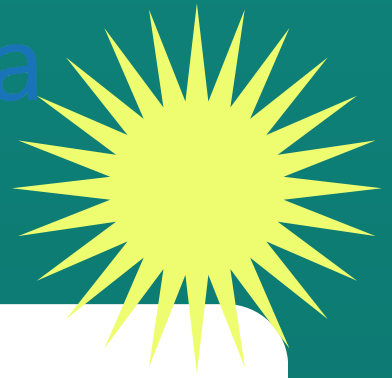
## Virtual Entrepreneurship Ecosystem in Germany

Germany's digital entrepreneurship ecosystem is growing rapidly thanks to strong universities, state support and private sector investments. Berlin, in particular, stands out as one of Europe's leading startup centers. Startups in Berlin operate in various fields such as fintech, artificial intelligence and digital health. UnternehmerTUM, located in Munich, is one of Europe's leading startup centers and supports more than 5,000 entrepreneurs every year.

## Featured Virtual Entrepreneur and Startup Examples

Clickworker: This Essen-based platform provides companies with access to an online workforce, providing data entry, content production and testing services.





**WorkMotion:** This Berlin-based startup offers a platform that makes it easier for companies to hire and manage remote workers worldwide.

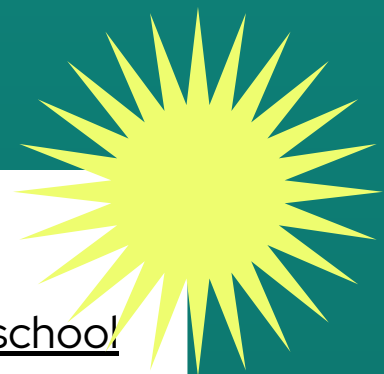
**Vivid Money:** This fintech startup, founded in Berlin, offers mobile banking and investment services to its users.

**Can Adigüzel – 360 Digital Transformation:** Can Adigüzel, a graduate of the HHL Leipzig Graduate School of Management, has founded a company that offers digital transformation consultancy to German SMEs.

#### Digital Entrepreneurship Training and Support Programs

There are many training and programs in Germany that support digital entrepreneurship. For example, the "Digital Entrepreneurship" course offered by openHPI provides participants with knowledge and skills by addressing entrepreneurial thinking from a digital perspective.





Virtual high school for entrepreneurship

<https://hundred.org/en/innovations/6-startup-high-school>

Virtual entrepreneurship courses

<https://www.mastersportal.com/study-options/268582998/entrepreneurship-finland.html>

Job market entrepreneurship tools

<https://www.suomi.fi/services/eservice/job-market-finland-entrepreneurship-tools-keha-centre/d42a59d4-d9e9-4e7c-99b9-4b56a04a001c>

Entrepreneurship online courses

<https://www.thinkcompany.fi/knowledge-bank/online-courses-on-entrepreneurship>

E-commerce (2/3 of the population shops online)

<https://www.nordichq.com/regions/nordics/finland/#:~:text=Finland%20is%20a%20great%20place%20for%20e%2Dcommerce%20businesses%2C%20with,world%20for%20e%2Dcommerce%20penetration.>



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Becoming an online entrepreneur in Finland

[https://www.theseus.fi/bitstream/handle/10024/787844/Khasanova\\_Ilona.pdf?sequence=2](https://www.theseus.fi/bitstream/handle/10024/787844/Khasanova_Ilona.pdf?sequence=2)

Micro entrepreneurship in Finland

<https://opintopolku.fi/konfo/en/koulutus/1.2.246.562.13.00000000000000004244>

Finnish start-up permits

<https://www.businessfinland.com/establish-your-business/finnish-startup-permit/>



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