



Welcome to MOBIpreneur: Mobile Entrepreneurial Learning Program

1. How to get started

We're excited to have you on board!

MOBIpreneur is a new way to develop and grow your business step by step, directly from your phone, through WhatsApp, with practical support and real actions.

Access to WhatsApp Business Learning Tool

To begin the program, you need to register on the MOBIpreneur website via this link:

<https://www.mobipreneur.eu/register>

Once you register, you will receive the first messages from MOBI chatbot. ⚠️ Make sure you use a phone number connected to WhatsApp.

How to Use MOBI

MOBI is a tool to help you navigate the learning journey and move forward with your business. It will ask you questions and will send links to short video lessons depending on your replies.

To get the most out of it:

- ✓ Read and respond to messages regularly
- ✓ Answer questions honestly, factually, describe your situation in detail, provide context to help MOBI send you relevant content
- ✓ Initiate communication and ask questions yourself – describe your business idea, your goal, what you are struggling with, and ask for help.
- ✓ If MOBI's answer is not very relevant, specify your situation and ask again.
- ✓ Apply what you learn immediately to your business
- ✓ Don't wait to be "ready", take small steps

The more you interact, the more useful it becomes. MOBI cannot help much if you are not interacting with it, so be proactive.

If something is not working properly – please let us know by mail

hello@weareentrepreneurs.dk



Welcome to MOBIpreneur: Mobile Entrepreneurial Learning Program

2. What MOBI Helps Entrepreneurs Figure Out

Module 1. Will this business work, and how do I start without wasting time?

Key questions and lessons:

- Will anyone actually pay for this idea?
- How do I explain my idea so people immediately get it?
- Is this the right path for me right now?
- How do I set goals I'll actually follow through on?
- What's the simplest way to start and test this (MVP)?
- What would it realistically cost to get started?
- How do I know whether to continue or change direction?

Module 2. How do I manage my money so I don't go broke while building this?

Key questions and lessons:

- How do I build a simple budget I'll actually use?
- What do I do when income is irregular?
- What can I cut, keep, or grow to make my business more profitable?
- What do I do when clients pay me late?
- What numbers should I track every month?
- How do I fund my business?
- Is investment even right for me or will it create pressure I don't want?

Module 3. How do I get people to notice, trust, and buy from me without sounding salesy?

Key questions and lessons:

- How do I explain my value so people pay attention?
- Who should I target first?
- Where should I show up to reach the right people?
- What makes my offer different?
- How do I create content that actually leads to sales?
- How do I sell without feeling pushy?
- How do I turn interest into paying customers?



Welcome to MOBIpreneur: Mobile Entrepreneurial Learning Program

2. What MOBI Helps Entrepreneurs Figure Out

Module 4. How do I grow with people without burning out or losing control?

Key questions:

- How do I find the right people to work with?
- What should I look for when hiring or collaborating?
- How do I keep people motivated and engaged?
- How do I handle conflict or difficult situations?
- How do I avoid burnout while growing my business?

Module 5. How do I use tools and tech to save time and grow smarter?

Key questions:

- What tools do I actually need to grow my business?
- How can AI help me save time or make better decisions?
- What can I automate in my business right now?
- How do I keep my data safe and avoid risks?
- How do I stay focused without chasing every new tool?
- What do I need to know about GDPR when using digital platforms?
- How do I keep my business data safe from hackers or accidents?

How to use the video lessons:

When you press the link to a specific lesson from MOBI, you will be transferred to the uQualio platform to watch the video. After each lesson, there is a short quiz question to help you assess your understanding of the video content.

Most of the lessons include Supporting Materials and Resources, such as worksheets, checklists, and templates. Press the Additional Materials button to download the materials and do the practical exercise.

You only get results if you practice what you learned.

In case you have questions and need more clarification, write to us:

hello@weareentrepreneurs.dk