



Online Business

Why, when & how?



Summary

- Who I am & what I do
- Doing business on internet
- Type of business & Monetization
- Some new idea out there
- Your idea, let's try to evaluate it
- Getting started
- Resources and open discussion



Who am I?

- Name: Vincenzo Mandile
- Country of Origin: Italy
- Current Location: Saint Petersburg
- Occupation: Web Entrepreneur, Online Marketing
- Past Experience: Oracle, Google
- Company: Re Media Ltd



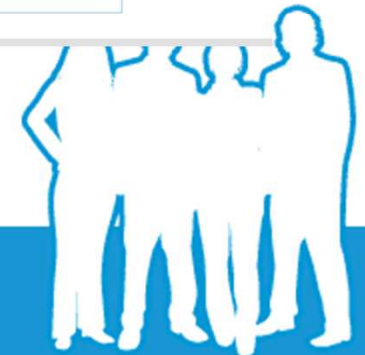
What do I do?

Howtosay.org

The screenshot shows the HowToSay.org website. At the top, there is a navigation bar with 'Like' (1.2k), 'Tweet' (9), and 'Login' options. The main content area has a green header with 'Translate: Long Text Last entry Help us!'. Below this is a text input field, a language selection dropdown (set to 'Auto Detect' to 'English'), and 'Translate' and 'Clear' buttons. A sidebar on the right contains a Russian text prompt: 'Откройте аккаунт и получите премию в 1000 рублей' and a 'Попробуйте AdWords' button. The footer includes a 'Recommend' section and a row of small profile pictures.

Wikipronto.com

The screenshot shows the Wikipronto.com website. It features a search bar with a magnifying glass icon and a search button. Below the search bar are navigation tabs: 'Homepage', 'Category List', 'Subscribe Now', and 'Suggest Place'. The main content area has a 'Research' section with tabs for 'Instructions', 'Latest entries', 'Latest updates', and 'Latest comments'. There are input fields for 'Company', 'What', and 'Where', with a 'Search company' button below. A map of a city street is displayed, showing a red location pin. On the right side, there is an advertisement for 'SSL Organization Validation' from '\$23' by 'CHEAPSSLs.com', with a 'GET ONE' button.



Doing business on internet

- Why shall I do business online?
- Pros and Cons*

* In Latin “pros and cons” is a shortening of “pro et contra”, which means “for and against”.



Why shall I do business online?

- Many reasons are in common with «Offline» businesses. Es: Follow your passion, be your own boss, build something yours. More details on my next session. 😊
- Little distribution barriers
- Low entry costs (Not always true)
- Creativity



Pros & Cons for business online

Pros

- Low entry costs
- No location
- Fast rise
- Large Audience
- Low Operational Costs

Cons

- High Competition
- Global Competitiveness
- Fast drops
- Not Fidealized



Type of online business

Two main type of online business:

- Pure Play Online Business
- Click & Mortar



Pure Play Online Business

- Pure Play Online Business
 - The business processes start and finish online.
 - Examples:

Яндекс

Найдётся всё

GIZMODO



wikiHow
to do anything

airbnb™

Travel like a human.



Click & mortar

- Mixed Online & Offline or Click & Mortar
 - The business has an online part in which usually sells and markets products and an offline part in which they delivery/sells the products or services.
 - The business need to be on the «ground»
 - Examples:

OZON.ru
онлайн мегамаркет №1

amazon.com[®]

 **RYANAIR**
THE LOW FARES AIRLINE

GROUPON[®]

JCI 



Monetization

How do sites make money

- Advertisement
- Selling services
- Selling goods



Monetization: Advertisement

Making money with advertisement on you site.

- Types:
 - PPC (Pay per Click)
 - PPI (Pay per Impression)
 - PPL (Pay per Lead)
- They are used on sites that offer content.
 - News, reviews, video, images, games...
 - Online communities



Monetization: Advertisement

Pros

- **Easier to start & implement**
Usually agencies and provider will collect advertisement.
- **Really small upfront investments**
Blog, classifieds, forums are really cheap to start and run.

Cons

- **High volumes**
To make considerable money you need a lot of traffic
- **Poor Control**
You do not have much control on the revenue stream and little tools to increase it
- **High Competition**

* The value of this sites is the number of users and page views.



Monetization: Advertisement

Яндекс
Нашлось
16 млн ответов

Поиск Почта Карты Маркет Новости Словари Блоги Видео Картинки ещё

дом

в найденном в Санкт-Петербурге [расширенный поиск](#)

Дома — 29 016 объектов в Ленинградской области

[Купить](#) [Снять](#)

Поиск объявлений по продаже и аренде квартир, домов, комнат, участков.
Поиск по районам.

[realty.yandex.ru](#) Санкт-Петербург и Ленинградская область

"Дом-2" - официальный сайт реалити-шоу на ТНТ

[Форум](#) [Интерактив](#) [Участники](#) [Знакомства](#) [Журнал](#) [Фото](#)

Информация о проекте, ведущих, участниках. Онлайн-отчеты о прохождении проекта. Статьи, интервью, пресс-релизы. Форум.

[dom2.ru](#) [копия](#)

Дом-2 - официальный сайт реалити-шоу на канале ТНТ

ДОМ-2 Lite 3102 день. ... Все права защищены По вопросам, связанным с работой сайта, обращайтесь в редакцию, e-mail help@dom2.ru Часто задаваемые вопросы.

[dom2.ru](#) > Эфир ДОМа-2

Дом.ru Санкт-Петербург - ...телеком-фабрика развлечений для дома...

[Интернет](#) [Телепрограмма](#) [Инструкции](#) [Санкт-Петербург](#) [Бонусы](#)

Дом.ru Санкт-Петербург - универсальный провайдер услуг настоящая телеком-фабрика развлечений для дома: Интернет, Кабельное телевидение, Цифровое телевидение, Телефон...

[spb.domru.ru](#) Санкт-Петербург

Яндекс.Картинки: найдено 78 млн картинок



[dom2.ru/videos](#)

Яндекс.Директ

Кредиты. Банки. Карты. От 19,9%!

Выбери банк для кредита Онлайн!
Кредиты в разных банках до 500 000 рублей.
[mk-online-kredit.ru](#)

Выгодный кредит от 19,9% в Банке!

Кредит до 500 000 руб. здесь! Заполни онлайн заявку в банк на кредит.
[банк-ренессанс-кредит.рф](#)

Продажа и аренда домов!

Продажа и аренда домов по выгодным ценам. Большая база недвижимости с фото!
[realty.mail.ru](#)

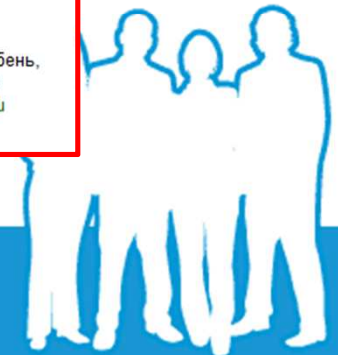
Мой дом

В интернет магазине OZON.ru! Огромный выбор софта и игр. Доставка по РФ.
[ozon.ru](#)

Белый Медведь - Уголь всех марок

Поставляем уголь, кокс, цемент, щебень, кирпич всех марок от производителя
[Адрес и телефон](#) [beliy-medved.ru](#)

[Все объявления](#)



Monetization: Advertisement

The screenshot displays the autoship.ru website interface. At the top, a yellow sports car is featured next to a red-bordered box containing the text "РЕКЛАМНОЕ МЕСТО СДАЕТСЯ" (Advertisement space for rent). Below the header, there are navigation menus and a main content area with several sections:

- Новые предложения (New offers):** A list of cars with details like year, price, and location. A red box highlights a specific offer for a Mitsubishi Galant.
- Дорого пожаловать! Автопортал АвтоШип.ру приветствует Вас! (Welcome! Autoportal Autoship.ru greets you!):** A central banner with promotional text and a red box.
- Автомобили (Cars):** A grid of car brands including Asuga, Alfa Romeo, Aston Martin, Audi, BMW, Cadillac, Chery, Chevrolet, Chrysler, Citroen, Daewoo, Daihatsu, Dodge, Fiat, Ford, GMC, Honda, Hummer, Hyundai, Infiniti, Isuzu, KIA, Land Rover, Lexus, Opel, Peugeot, Porsche, Renault, Rover, Saab, Skoda, Smart, SsangYong, Subaru, Suzuki, Toyota, Volkswagen, Volvo, Vauxhall, and ZAZ.
- Рекламируем (We advertise):** A section with a red box containing text about "Новые авто. Экспресс - Кредит!" (New cars. Express - Credit!).
- Поиск авто (Car search):** A search form with filters for make, model, price, region, and year.
- Новости авторынка (Car market news):** A section with a red box containing a news article about Audi's design concept.
- Продажа машин на autoship.ru (Car sale on autoship.ru):** A section with a red box containing text about selling cars.

On the right side, there are additional sections like "Разделы" (Sections), "Для автовладельцев" (For car owners), and "Курс валют" (Exchange rates).



Monetization: Selling services

Making money Selling services on your site.

- Types:
 - Selling virtual goods
 - Selling online services
 - Selling services for 3^o parties
- You need a websites that provide such services.



Monetization: Selling services

Pros

- **Low volumes**
To make money you do not need a lot of traffic.
- **Good Control**
You have control on prices and budgets for marketing
- **No stock or logistic**

Cons

- **Easier to duplicate**
If the concept work competitor will arrive.
- **Moderate upfront Investments**
You need to build the service.



Monetization: Selling services

airbnb How It Works Sign Up Log In Wish Lists Support & Safety English USD [List your space](#)

[Tweet](#) [Pin it](#) [+1](#) [Like](#) 5

1 bedroom Apt near Palace Square

Apartment - Entire home/apt • Gorokhovaya St, St Petersburg, Sankt-Petersburg 190000, Russian Federation 26 Reviews

Photos Maps Calendar

1 bedroom Apt near Palace Square

From **\$83**
Per Night

Check in 12/20/2012 Check out 12/25/2012

Guests 2

Subtotal **\$415**

[Instant Book](#)

Excludes Airbnb service fee (\$50)

[Save to Wish List](#)

Saved 41 times



Monetization: Selling services

The screenshot shows a Groupon deal for a weekend getaway. The deal is for 1 or 2 days for two people or a company at a resort on a lake. The price is 2990 rubles, a 69% discount from a value of up to 25,300 rubles. The deal is available only on November 13, 2012, and can be used until January 26, 2013. The deal is highlighted with a red circle.

GROUPON Санкт-Петербург [Вход](#)

[КАК ЭТО РАБОТАЕТ](#) [ПРИГЛАСИТЕ ДРУГА — ПОЛУЧИТЕ 200 РУБЛЕЙ НА СЧЕТ](#) [КОНТАКТНАЯ ИНФОРМАЦИЯ](#)

Только 13 ноября 2012 г. Воспользоваться купоном можно до 26 января 2013 г.

1 или 2 дня для двоих или компании в загородном мотеле на водоеме «Тихая Заводь» с рыбалкой, прогулкой на лодке, мангалом и русской баней. Скидка до 69%

от 2990 руб. [Выбрать](#)

Стоимость до 25 300 руб. Скидка до 69%

До завершения осталось 09:53:32

Станьте первым купившим!

[В](#) [1](#) [Like](#) [0](#)

[Описание / Условия](#) [Комментарии](#) [Вас также заинтересует:](#)



Monetization: Selling goods

Making money Selling goods on your site.

- Types:
 - Online stores
 - Online stores & distribution for 3^o parties
- You will need an online presence, goods and take care of the distribution.

(All the tasks or part of it.)



Monetization: Selling goods

Pros

- **Low volumes**
To make money you do not need a lot of traffic.
- **Good Control**
You have control on prices and budgets for marketing
- **Low technology investments**
- **Not easy to duplicate**
High investments.

Cons

- **High fixed costs**
You need to pay rent, people etc..
- **High upfront Investments**
You need to create the infrastructure, stock, trucks...



Monetization: Selling goods

OZON.ru
онлайн мегамаркет №1

8 495 510 27 27
8 800 100 05 56

Корзина
товары 0
отложено 0
ожидается 0

Как заказать Оплата Доставка Помощь Вход Регистрация

Новогодние подарки

Добро пожаловать!
Смотрите ваши персональные рекомендации

Искать среди 2 000 000 товаров

Найти

Заказы Файлы Личный кабинет

Все разделы сайта

- Новый год
- Книги
- Детский мир
- Электроника
- Бытовая техника
- Софт и игры
- DVD и Blu-ray
- Музыка
- Дом, сад, зоотовары
- Спорт и отдых
- Красота и здоровье
- Одежда, обувь, аксессуары
- Подарки и сувениры
- Антиквариат и винтаж
- OZON.travel
- OZON.digital

NEW

А у нас Новый Год КОТ

ДАВАЙТЕ ВЫБИРАТЬ ПОДАРКИ!

4-я книга за 1 рубль

Гарантия низких цен

Бесплатная доставка

Новый Год КОТ

Другие пользователи сейчас смотрят

- сумерки
- планшет
- палатка

Легендарный сериал «Карпов»
Эксклюзивно на OZON.ru!

www.ozon.ru/context/div_ny/



Monetization: Selling goods

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, and navigation links for 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help' are on the right. Below the logo is a 'Join Prime' button. A search bar contains the text 'tent' and a 'Go' button. A horizontal menu below the search bar lists various categories: 'Sports & Outdoors', 'Athletic & Outdoor Clothing', 'Boating & Water Sports', 'Cycling', 'Exercise & Fitness', 'Fan Shop', 'Golf', 'Outdoor Recreation', 'Shoes', 'Team Sports', and 'Sales & D'. On the left side, there are filters for 'Departments' (Any Category, Sports & Outdoors, Tents, Camping & Hiking, Family Camping Tents, Backpacking Tents, Tent Accessories, Camping Shelters, Tent Stakes, Hunting, Lanterns, and a 'See more...' link), 'Shipping Option' (Free Super Saver Shipping), 'Tent Capacity' (One Person, Two Person, Three Person, Four Person or More), and 'Brand' (Coleman). The main content area shows search results for 'tent'. It includes a breadcrumb 'Sports & Outdoors > "tent"', related searches for 'coleman tent', 'family tents', and 'sleeping bag', and a count of 'Showing 1 - 24 of 27,639 Results'. Two product listings are visible: 'Coleman Red Canyon 17-Foot by 10-Foot 8-Person Modified Dome Tent' and 'Coleman Sundome 4 9'x7' - 4 Person Tent'. Each listing includes an image of the tent, the product name, price (with a crossed-out original price), Prime status, shipping eligibility, buying choices (new and used), and a star rating with the number of reviews.

amazon Join Prime Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search Sports & Outdoors tent Go

Sports & Outdoors Athletic & Outdoor Clothing Boating & Water Sports Cycling Exercise & Fitness Fan Shop Golf Outdoor Recreation Shoes Team Sports Sales & D

Departments
Any Category
Sports & Outdoors
Tents (3,202)
Camping & Hiking (7,952)
Family Camping Tents (610)
Backpacking Tents (520)
Tent Accessories (1,532)
Camping Shelters (663)
Tent Stakes (569)
Hunting (1,773)
Lanterns (131)
+ See more...

Shipping Option (What's this?)
Free Super Saver Shipping (7,908)


Tent Capacity
 One Person
 Two Person
 Three Person
 Four Person or More


Brand
 Coleman

Sports & Outdoors > "tent"

Related Searches: [coleman tent](#), [family tents](#), [sleeping bag](#).

Showing 1 - 24 of 27,639 Results


Coleman Red Canyon 17-Foot by 10-Foot 8-Person Modified Dome Tent
~~\$439.00~~ **\$109.99** ✓Prime
Eligible for FREE Super Saver Shipping.
More Buying Choices
\$109.99 new (4 offers)
★★★★☆ (398)


Coleman Sundome 4 9'x7' - 4 Person Tent
\$64.96 - \$293.00 ✓Prime
Some colors are Prime eligible
Eligible for FREE Super Saver Shipping.
More Buying Choices
new (15 offers)
\$59.17 used (3 offers)
★★★★☆ (158)



Some new idea out there

Let's have a look at this new startups:

- Dollarshaveclub.com
- Gettaxi.com
- Lastsecondticket.co.uk



Dollarshaveclub.com

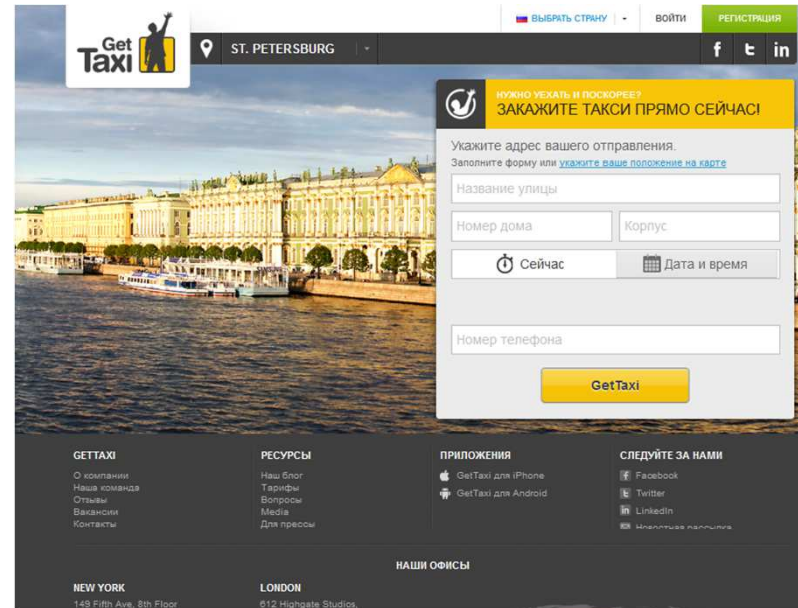
- Respond to real needs. «Sell Razors»
- Simplify life and save money
- Simple to use
«3 type of a subscription»
- Interesting Fact:
 - Raised 9.8 Million dollar in funding
 - Enter in a super competitive market

The screenshot shows the Dollar Shave Club website homepage. At the top, there is a navigation bar with the company logo, tagline "SHAVE TIME. SHAVE MONEY.", and links for "GET STARTED", "HOW IT WORKS", "OUR BLADES", and "BLOG". A "FREE BLADES FOR LIFE" banner is visible in the top right corner, along with "Register" and "Login" buttons. The main content area features a video player with a play button, showing a man in a white shirt and tie standing in a warehouse. Below the video, there are social media sharing options for Facebook, Twitter, and LinkedIn. To the right of the video, there is a large orange arrow button that says "DO IT". Below the video, there are three sections: "ENLIGHTENED CUSTOMER #167" featuring a testimonial from Jeff, "OUR BLADES" showing three different razor models with prices of \$1/mo, \$6/mo, and \$9/mo, and "DELIVERED EACH MONTH" showing a USPS truck delivering boxes to a house. At the bottom, there is a section for "FREE BLADES FOR LIFE" with a "GO" button and a small text box explaining the referral program: "Earn a free month for every friend you sign up. 1000 friends gets you 83 years of free razors." The website also features logos for various media outlets: abc NEWS, Forbes, THE WALL STREET JOURNAL, npr, The Economist, and FAST COMPANY.



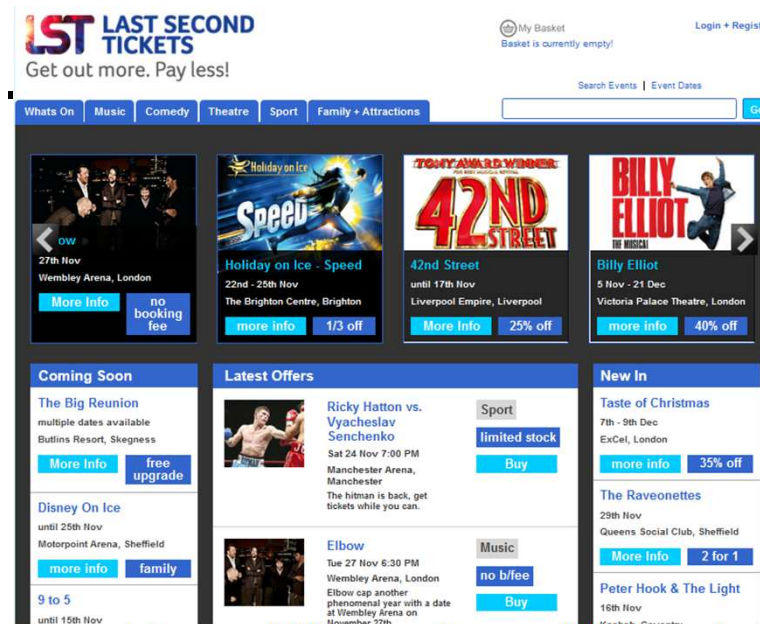
Gettaxi.com

- Respond to real needs. «Book a taxi»
- Simplify life and save money
No calls & Better Rates
- Easy to use & Mobile
- Interesting Fact:
 - Raised 30 Million dollar in funding
 - The founder is originally from Russia



Lastsecondticket.co.uk

- Respond to real needs.
«Buy tickets for events»
- Save money for business and clients.
- Interesting Fact:
 - Raised 1.4 Million dollar in funding
 - 50 million tickets per year unsold



Basic needs

- **Website domain**

The name of a website is his identity. Choose it carefully.

- **Web space & Servers**

Buy what you need. Do not overspend, start small and increase later.

- **Technology**

If you do not have special needs use already made software. Do not reinvent the wheel.



Your idea, let's speak about it

Let's discuss your ideas and after we will see what you need to get started.



Basic needs

- Website domain

The name of a website is his identity. Choose it carefully.

- Web space & Servers

Buy what you need. Do not overspend, start small and increase later.

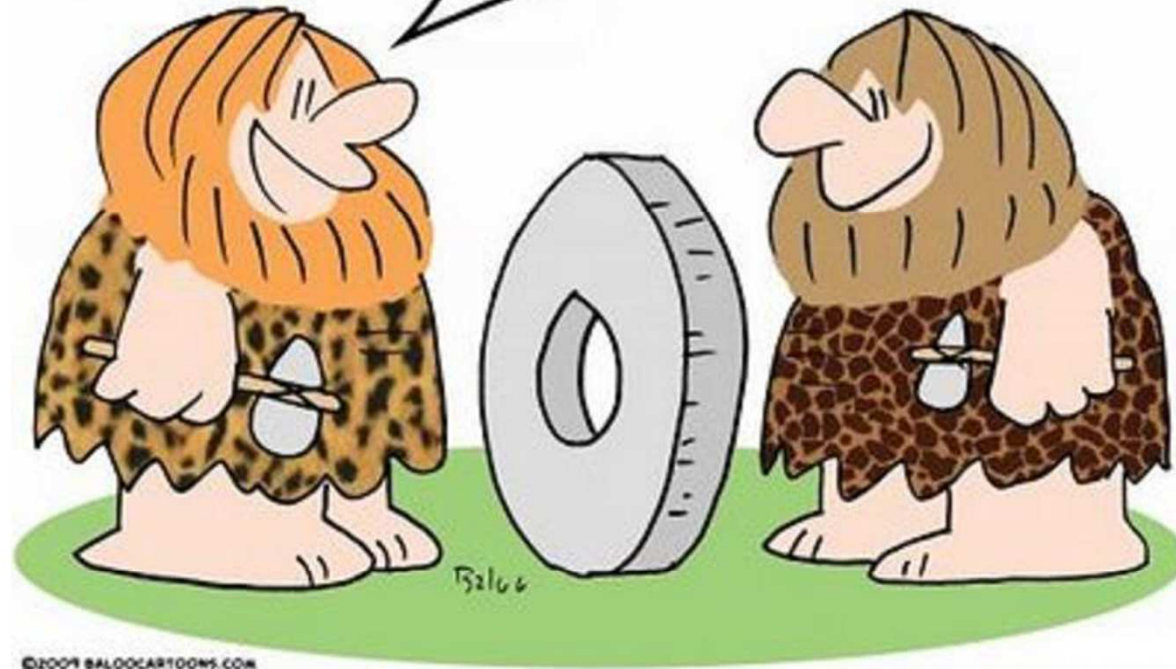
- Technology

If you do not have special needs use already made software. **Do not reinvent the wheel.**



Do not reinvent the wheel!

Nahhhh...I don't think It will work. Let's do something different...something smarter...something cooler!



Other factors

Other factors that are important when you start your own business:

- Love what you do.

You may have to do it for a long time and, sometimes, you will have to pay to do it.

- It will take time

Starting a business will require, usually, more time that you think.

- Trust yourself listening to others

Nobody is able to tell what will work and what not. Trust your instict but listen carefully.



Resources

- Domain Register:
 - Godaddy.com
 - 1and1.com
- Online space & Servers:
 - Hetzner.de
 - Server4you.net
- CMS/Blog Platforms:
 - Wordpress.org
 - Joomla.org



Resources (continue)

- Shopping Cart
 - Prestashop.com
 - Oscommerce.com
- Outsourcing
 - Odesk.com
 - Freelancer.com
- Online Marketing
 - Google.com
 - Yandex.ru
 - Zanox.com (Affiliation networks)
 - Tradedoubler.com (Affiliation networks)



Project Management Academy

- When: 27 to the 29 June 2014
- Where: St. Petersburg
- Great experience & Training



Sign up at the mailing list and get
this presentation!

Russian-academy.ru





Ask a question, you may get a good answer. And today is free!

QUESTIONS





You can contact me: vincenzo@mandile.it

Thank you for being such a great audience!

THANK YOU

