






Digital Entrepreneurship

**Bujor Pavaloiu -
under work**

- Digital Entrepreneurship encompasses the different opportunities generated by Internet, mobile technologies, and new media: retail companies benefit from the diffusion of e-commerce as well as “ebay or amazon small entrepreneurs”, who are able to sell products without bearing fixed costs; mobile technologies bring benefits to small businesses by opening up new market opportunities; last but not least companies and individuals develop new business models exploiting the opportunities provided by web 2.0, through the use of social media and blogs.

Digital Entrepreneurs

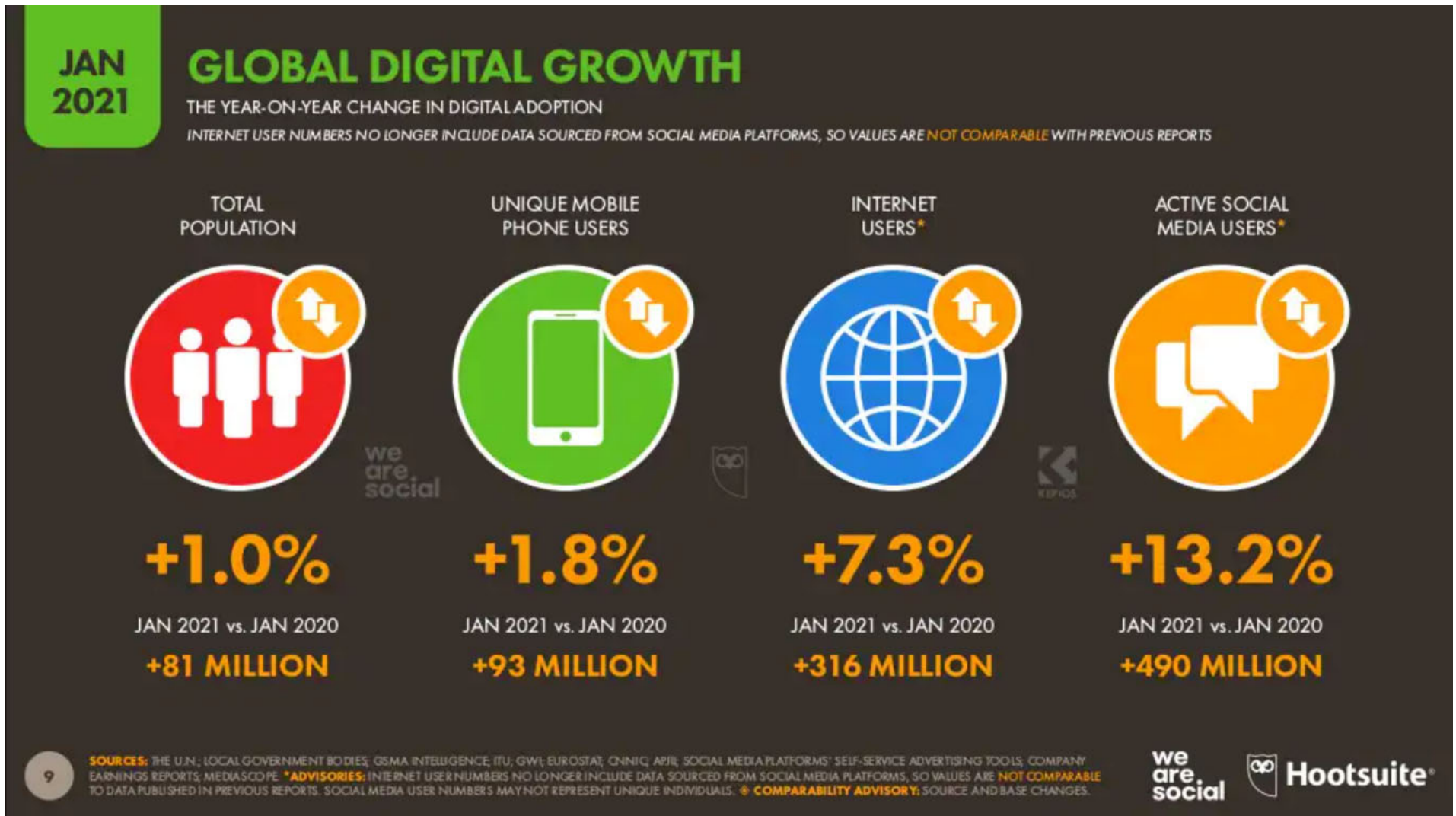
Entrepreneur	Company		Start	Net Worth (2021)
Bill Gates	Microsoft		1975	\$151 Billion
Steve Jobs	Apple Inc.		1976	\$10.2 billion (2011) Apple > \$2 trillion
Jeff Bezos	Amazon		1994	\$190 Billion
Larry Page Sergey Brin	Google		1998	\$125 Billion \$121 Billion
Mark Zuckerberg	Facebook		2004	\$135 Billion

Digital Marketing – Digital status 2021



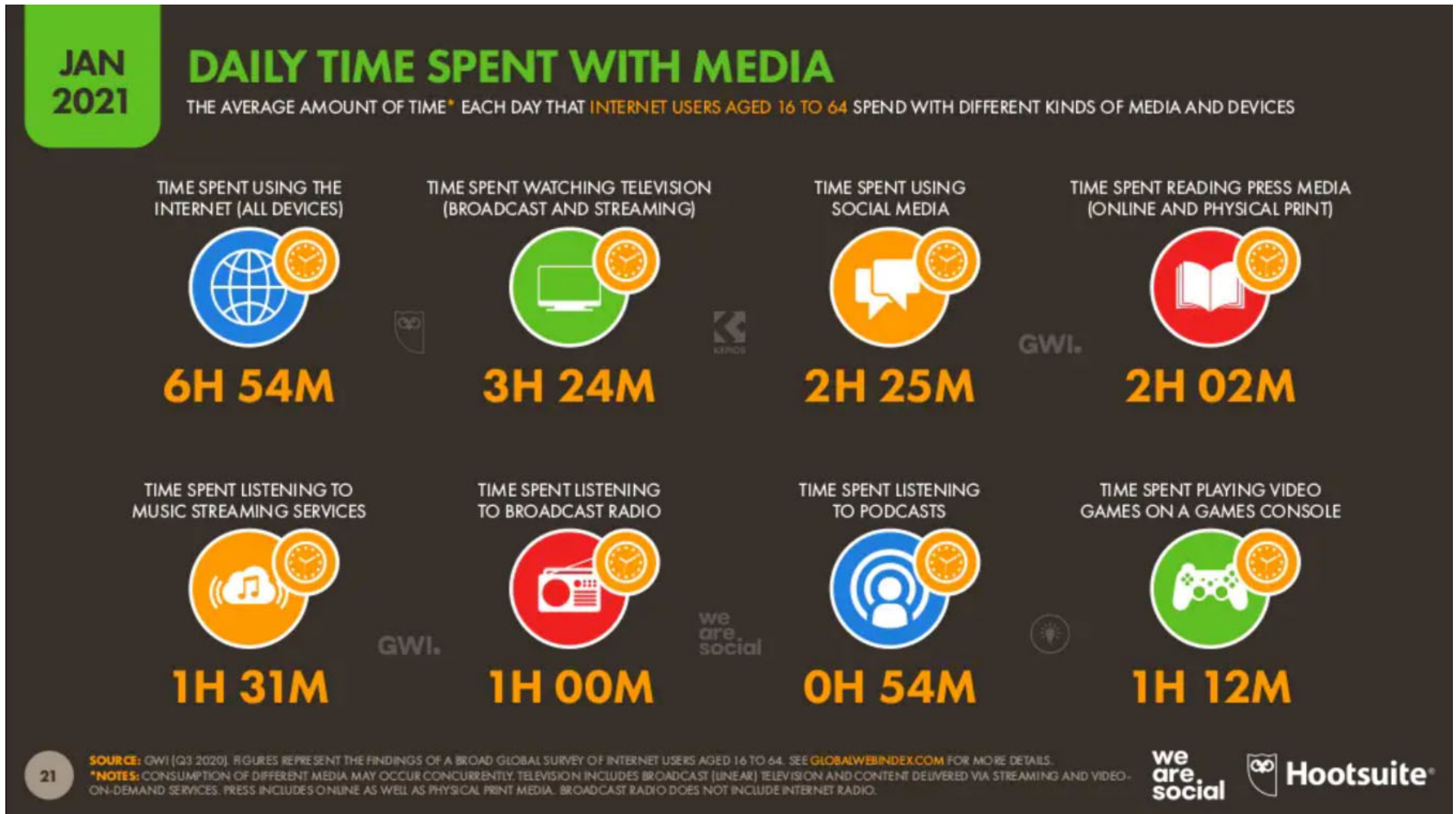
<https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital>

Digital evolution 2021



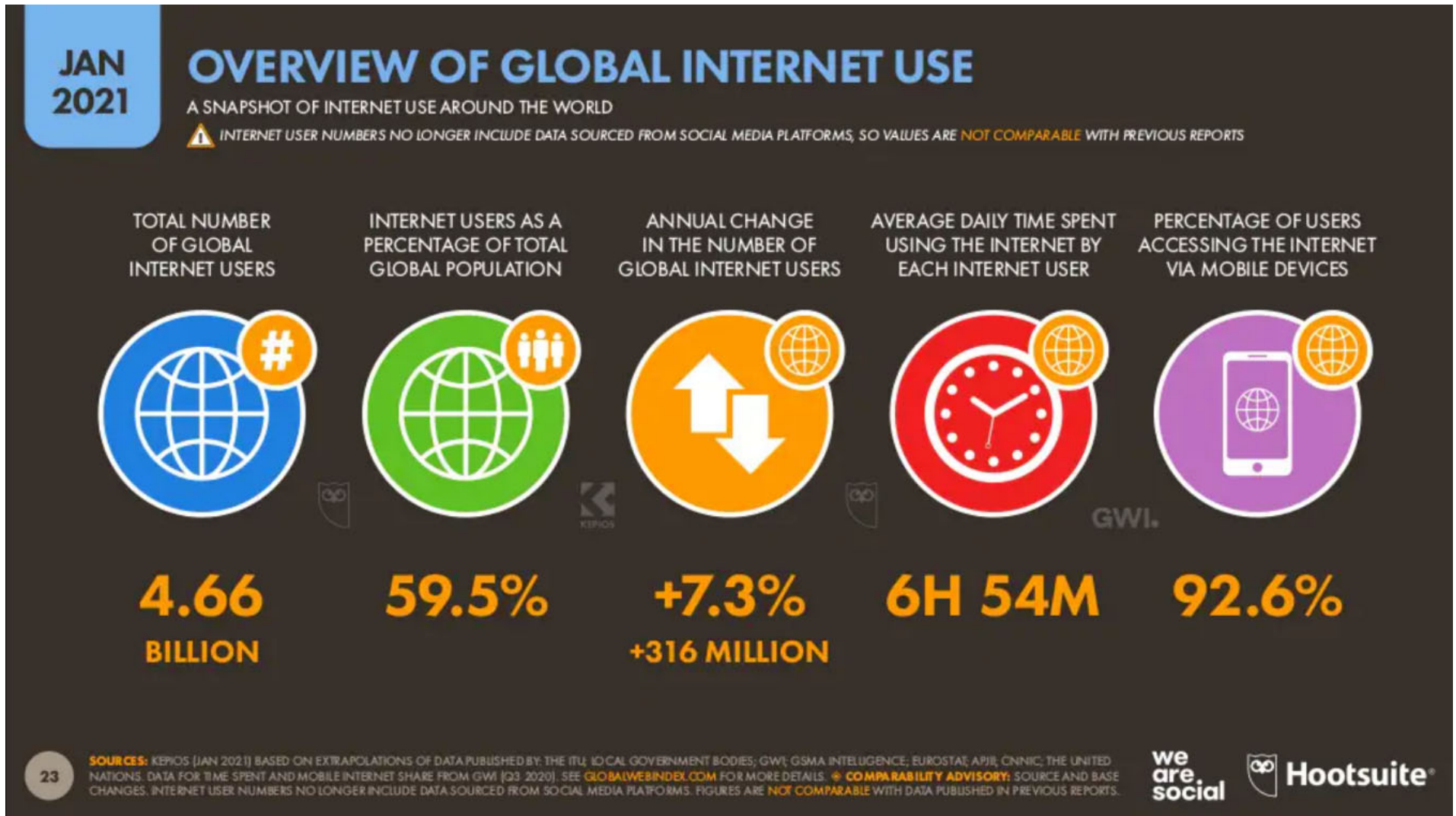
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Time spent with media



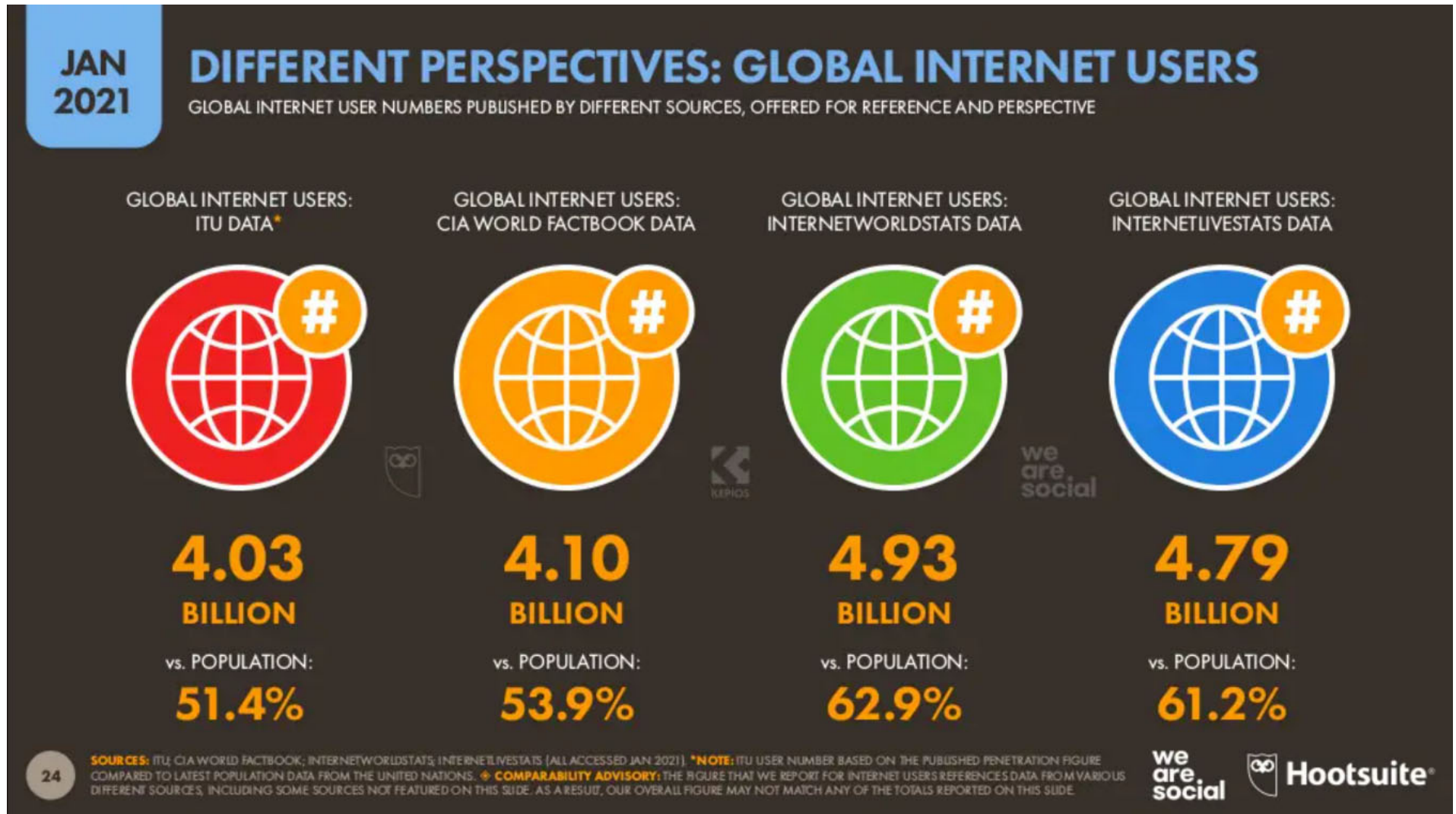
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Internet Use



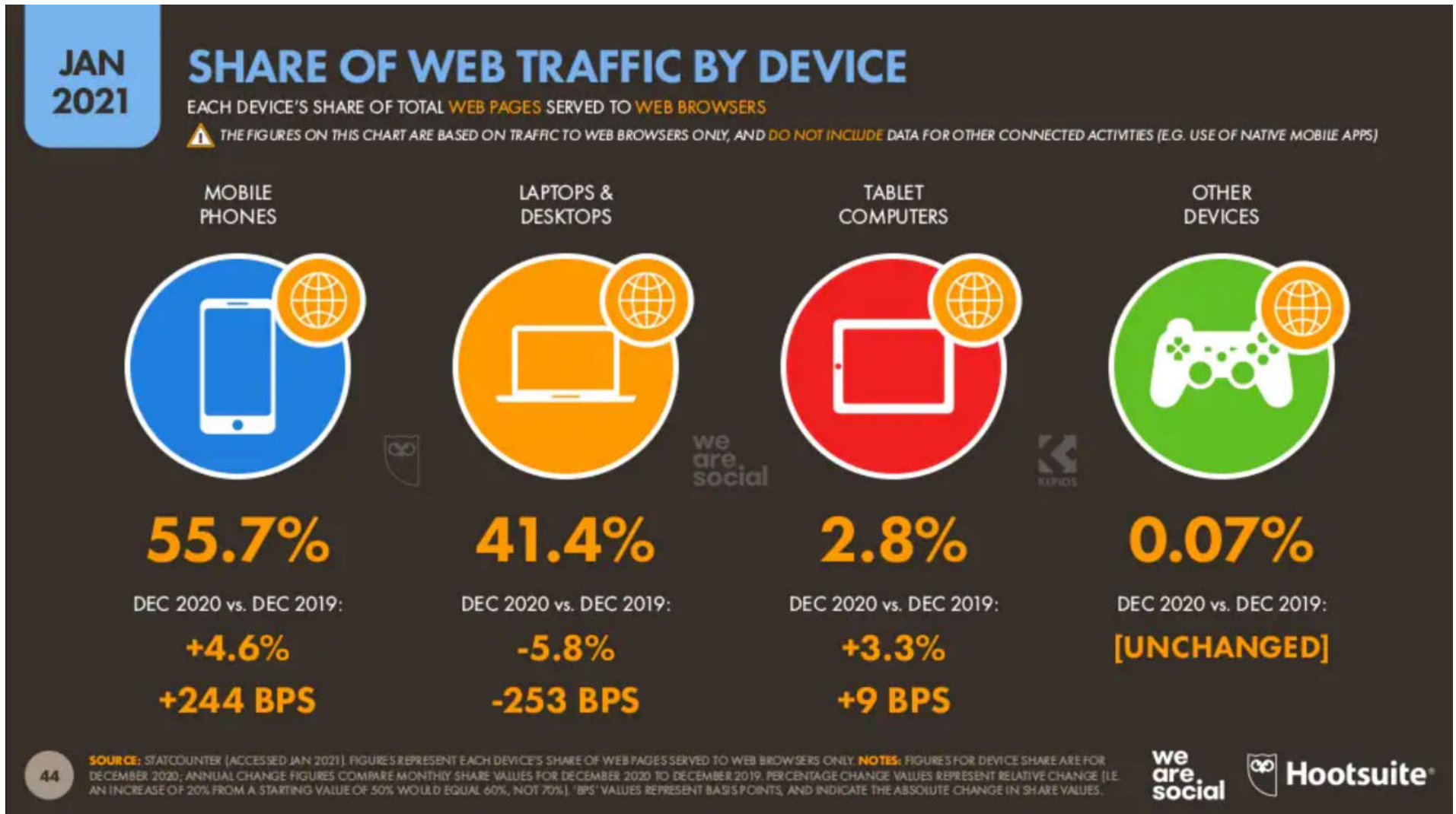
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Different Counts for Internet Users



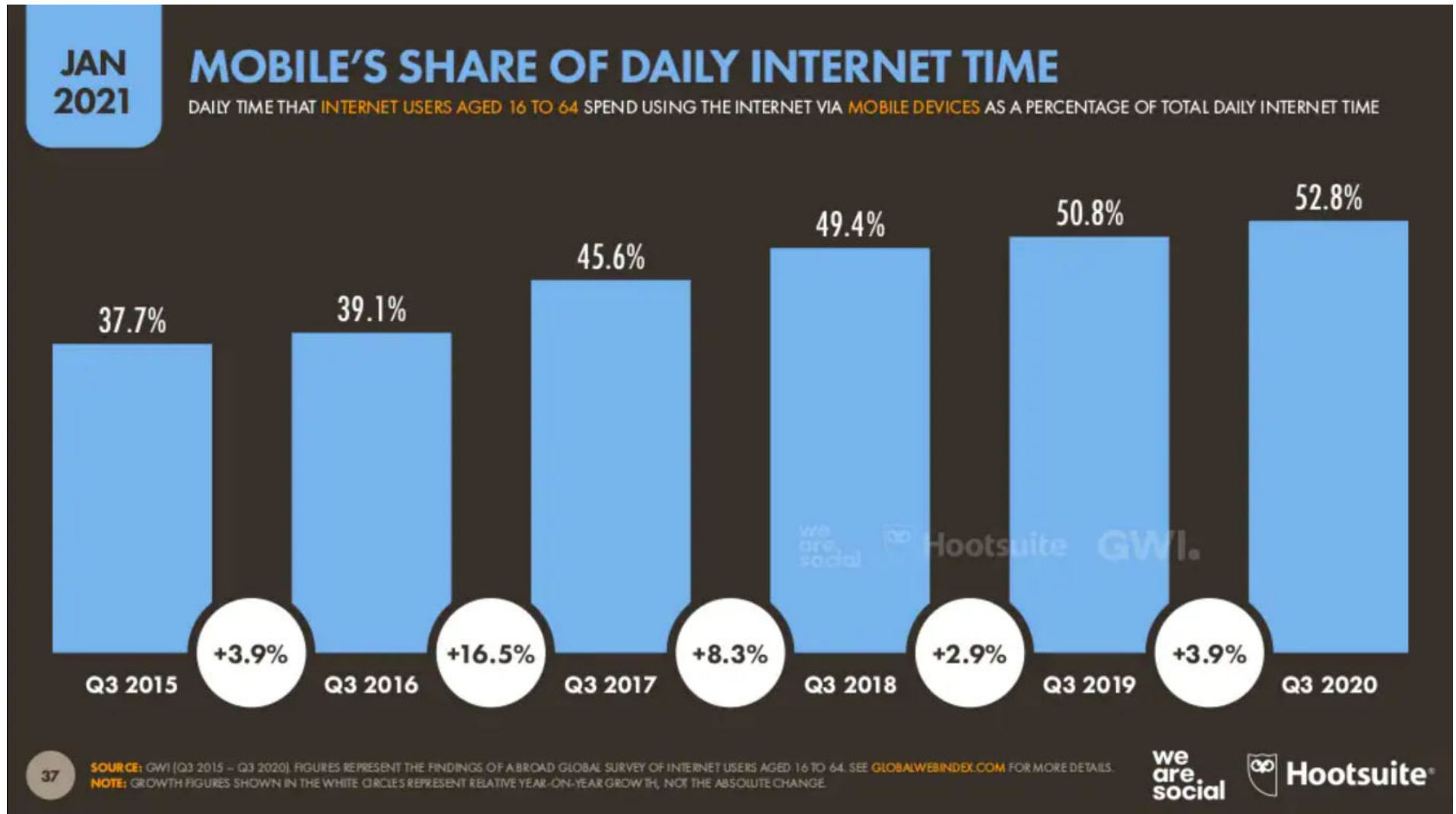
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Web Traffic by Device



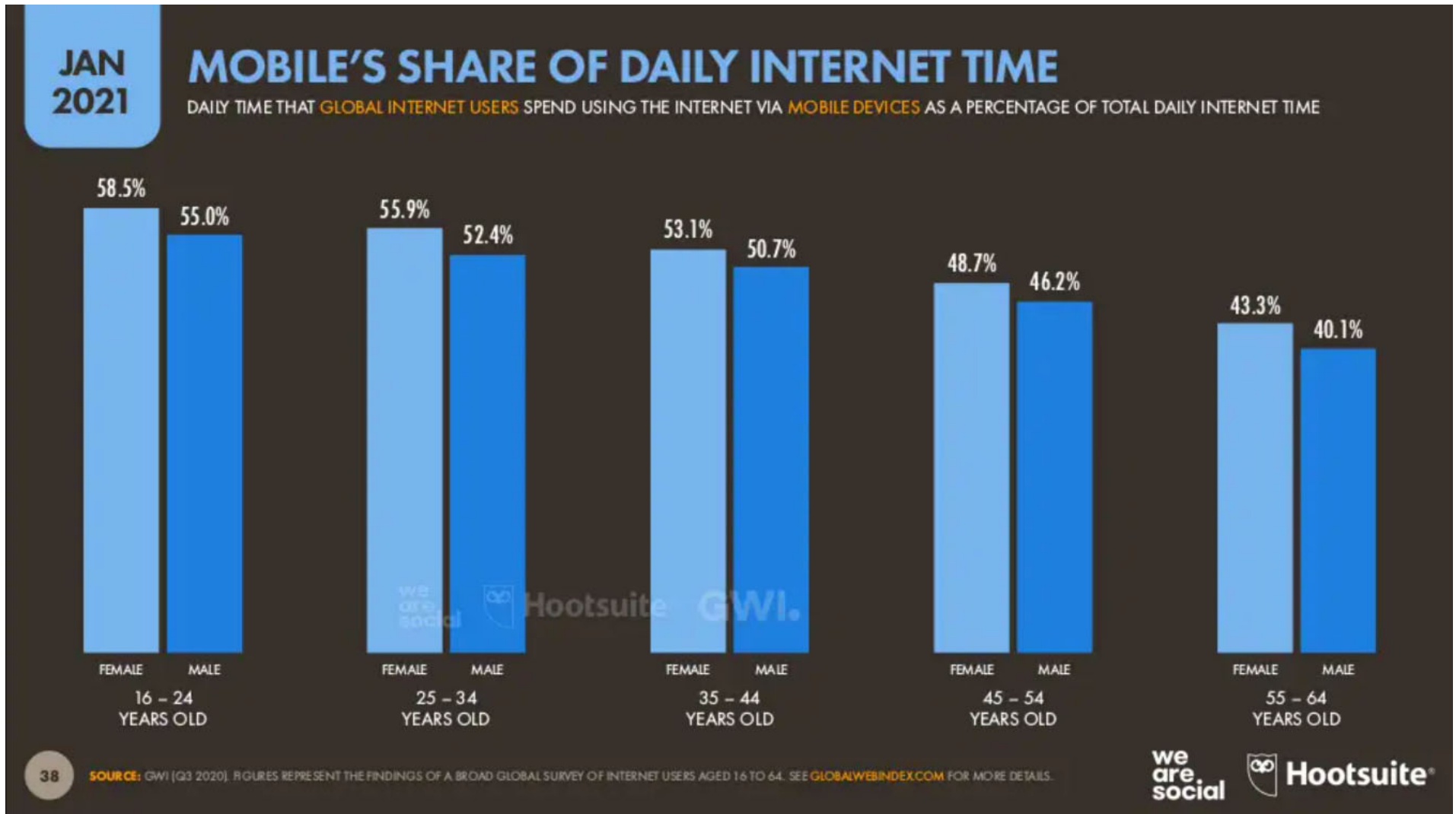
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Evolution of Mobile use of Internet



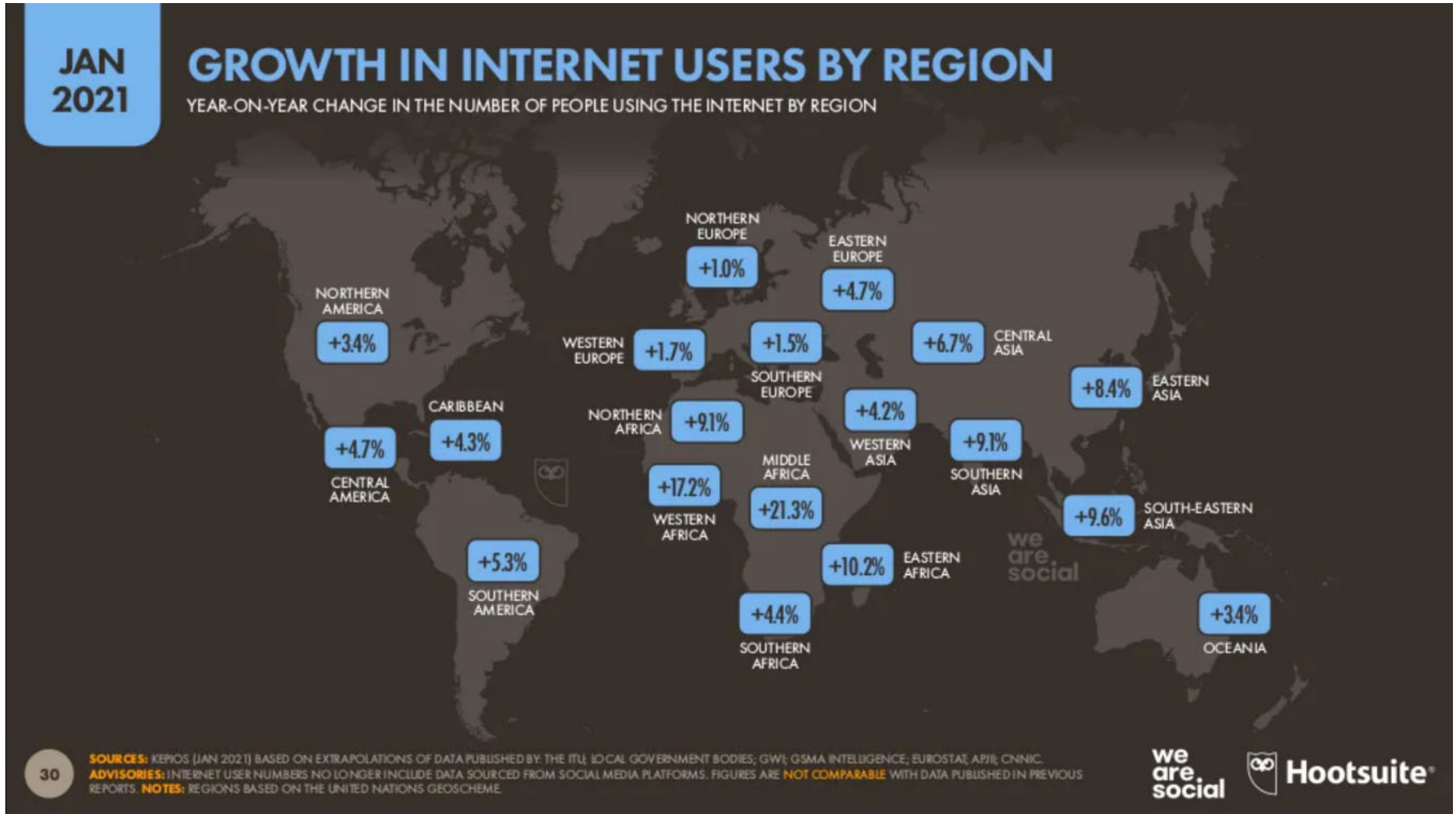
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Mobile use of Internet per Age



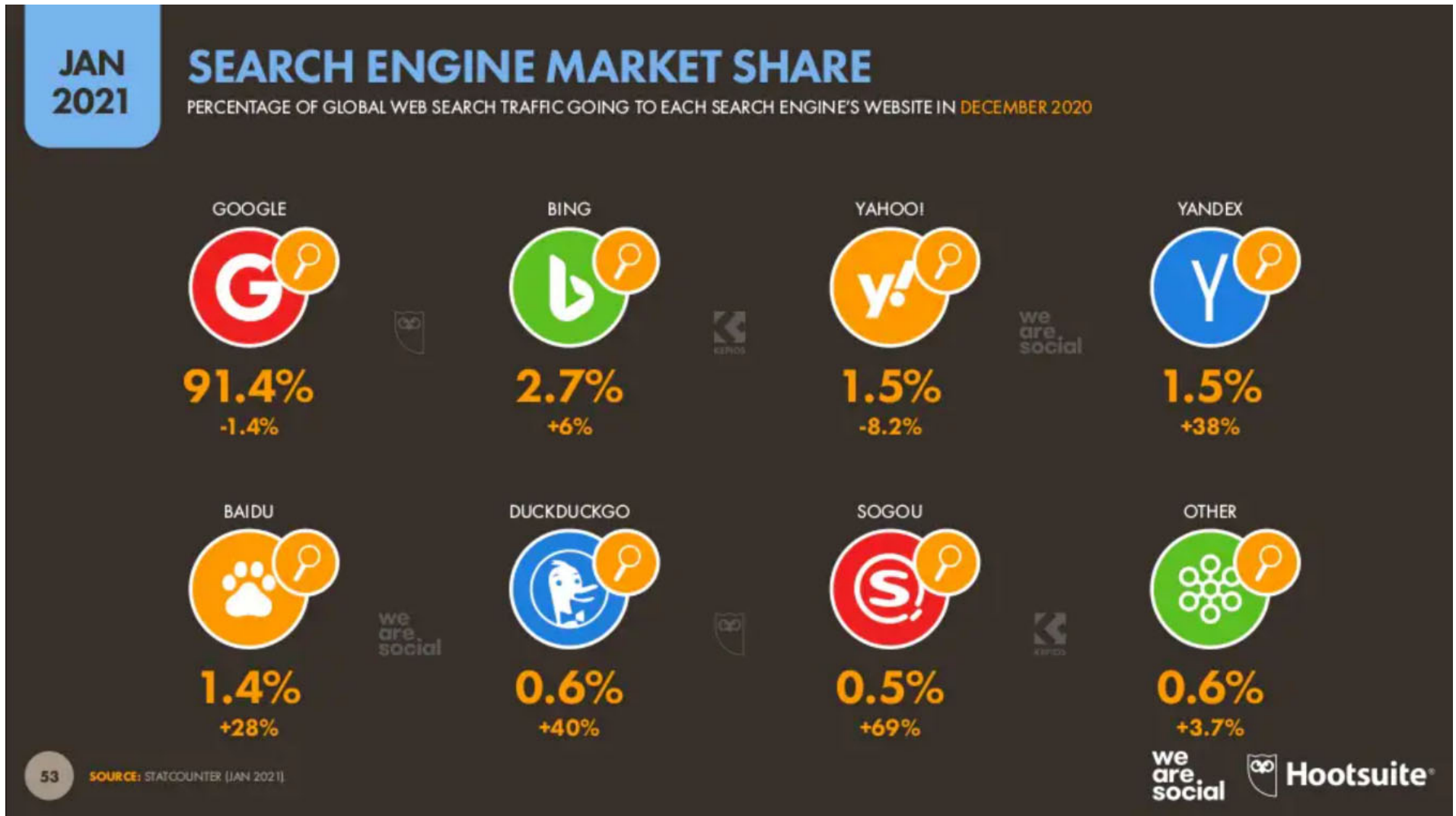
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Growth of Internet Users



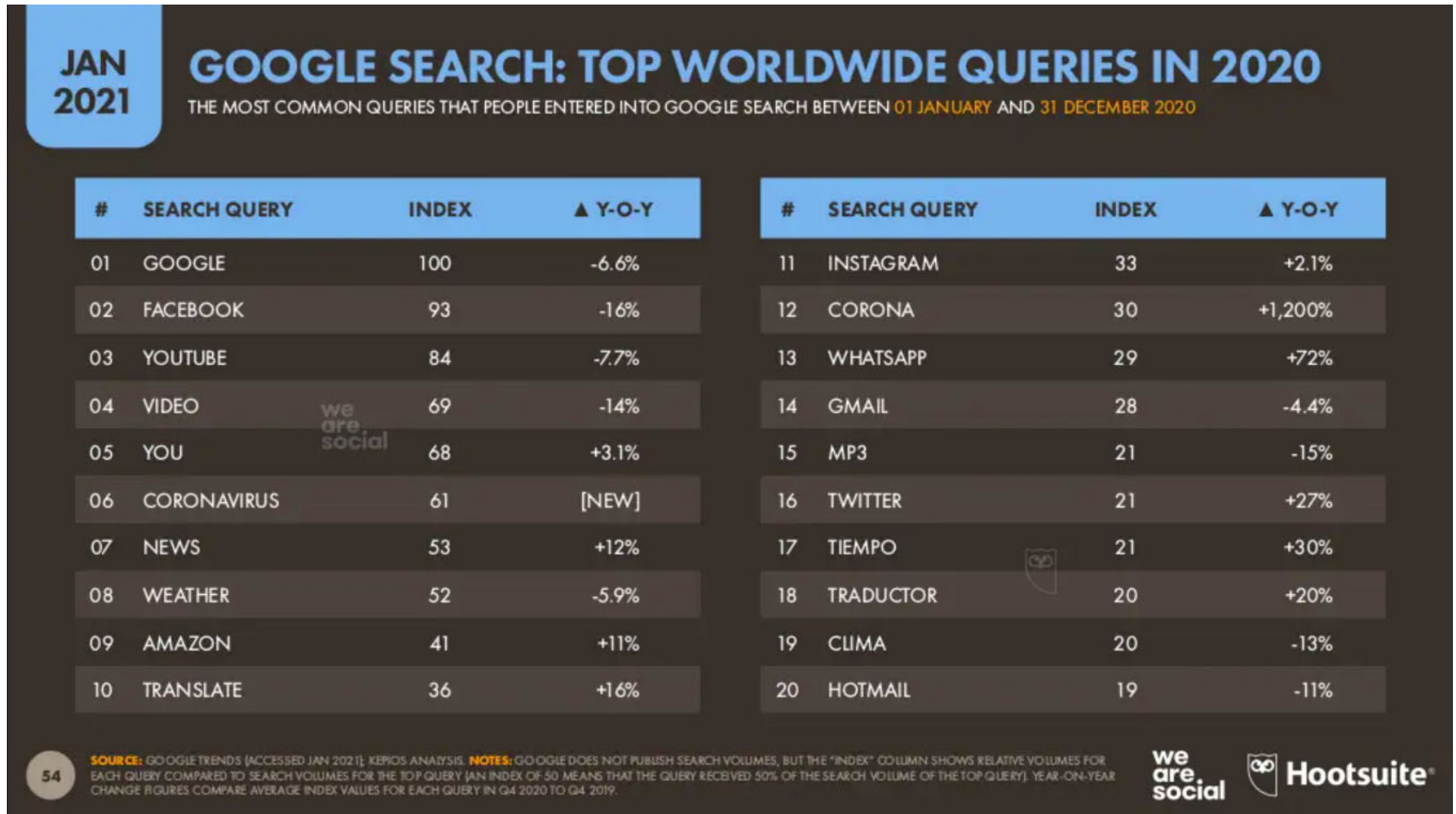
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Search Engines



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Top queries in 2020



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Digital Marketing

- People is online more than ever
- Companies and their products should be also there
- Digital Marketing is connecting the companies with the customers.