

ECOMMERCE
GENERAL



#FIRST100K Virtual Ecommerce Accelerator

Empowering Ecommerce
Growth In Startups & MSME's

SIGN UP NOW





The Problem

The COVID-19 pandemic has accelerated the adoption of digital technology worldwide, and Caribbean businesses are increasingly in need of technical assistance for digitalization and market diversification to survive and thrive in this new environment.

According to IDB, Caribbean MSMEs encounter numerous barriers in adopting new digital strategies. These challenges include:

- Limited ability to identify productive digital technology opportunities, assess risks, and allocate resources effectively;
- Insufficient human capital with advanced digital skills for designing and deploying technologies and basic digital skills for technology adoption;
- Information asymmetry, where firms lack knowledge about available technologies and service providers that can enhance productivity and competitiveness;
- Restricted access to finance and investment uncertainties for new digital technologies;
- An underdeveloped ICT sector with limited local services





Our Solution

Our solution is to help startups and MSME's to get to their **FIRST US\$100K** in online sales through an interactive virtual ecommerce accelerator programme. When they **FIRST US\$100K** in online sales, they would have implemented the core things they need to scale their operation

OUR PROGRAMME INCLUDES

Coaching

Weekly Live
E-commerce Coaching

Training

Self-Paced
Tutorial Content

Practical

Hands On
DIY Approach

Support

Access to One-on-One
Support





Learning Outcomes



Participants Will Learn:

- How to setup ecommerce sales channels that maximizes their revenue streams.
- Key considerations that are necessary to set themselves up for success.
- How to approach digital selling based on the types of products they sell.
- How to combine key tools and technology resources based on their business model, make up and resources.
- How to define their market segment and use omnichannel marketing tactics to generate leads that convert to paying customers.
- How to successfully operate and ecommerce sales channel or business
- How to strategically scale their business operations and marketing with automation
- How to leverage data and manage performance with KPI tracking





Who It's For

ANYONE WHO WANTS TO SELL A PRODUCT OR SERVICE ONLINE



INDIVIDUALS

- **Aspiring Entrepreneurs:** with ideas, no online presence
- **Women & Youth:** underrepresented in digital trade, but the ones who value remote earning opportunities the most.
- **Instagram Sellers** who are finding success and want automate their online sales

BUSINESSES

- **Home-Based Businesses:** wanting to digitize
- **MSMEs:** aiming to scale via e-commerce





Programme Structure

PHASES

Phase	Period	Focus
NEWMONEY	Q1 (Jan-Mar)	New Products/Opportunities
RAMPUP	Q2 (Apr-Jun)	Product Awareness - Promotion, Giveaways, Games
SUMMARUN	Q3 (Jul-Sept)	Driving Product Sampling
BIGBONUS	Q4 (Oct-Dec)	Closing The Year Strong





Programme Structure

Live On Zoom: Tuesdays, 7-8:30 pm

LAUNCH: 1-6 WEEKS



Wk 1-2

Sales Strategy: Product
Concept & Packaging,
Lead Gen. & Sales
Campaigns

Wk 3-4

Ecommerce Setup:
Business Info, Products,
Shipping, Policies

Wk 5-6

Campaigns: Content,
Scheduling, Advertising,
Launch Promotion



Programme Structure

Live On Zoom: Tuesdays, 7-8:30 pm

EXECUTION: MONTH 2-3



Wk 7-8

Chasing Targets: Analytics,
Campaign boosting,,
Advertising, Promotion

Wk 9-10

AI & Automation: Generate
Leads, Email Marketing

Wk 11-14

Sell Sell Sell: KPIs,
Lessons, Adjustments





Methodology



Live Coaching

Weekly coaching sessions to create success formulas for participant's digital sales approach.



Tutorials

Self paced, tutorials on how to setup their systems, campaigns and automations for digital success.



Practical Submission

Participants will be given practical business assignments to complete and submitted during each module.



Support

Participants who need extra support completing key tasks can get one-on-one help at an affordable cost.



Participants Will Need



Participants should:

- Have access to an internet connected device
- Commitment to excelling at this programme
- Be willing to commit the business resources towards meeting their target.





Programme KPI's



To deliver a virtual ecommerce accelerator program that meets the following KPIs:

- Digital skills with a focus on ecommerce, is improved among participants
- 100 firms trained in ecommerce and digital selling strategies
- 50% women owned businesses will be trained
- 20% beneficiaries being service based businesses.
- Participants include firms who are in the informal sector transitioning to the formal sector
- 10% growth in each participant's export sales
- 10% increase in local products entering new markets





Eligibility Criteria



The ideal program participant should fit the following criteria. Must have a business that:

- Has a product or service to sell online.
- Sells legitimate goods or services.
- Is operating within the Caribbean and owns a bank account.
- Social media presence would be a plus
- Must be willing to invest resources towards business development initiatives to achieve the desired outcome.
- Be able to commit time, attention and business resources towards meeting programme targets.





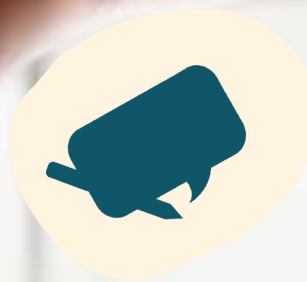
Programme Evaluation



For participants to be successful in this program they should:

- Complete and submit the practical assignments.
- Achieve online sales of US\$100K since joining





Programme Value

Weekly Live coaching sessions - **US\$450/mth**

Technical Self-paced tutorials - **US\$100/mth**

Ecommerce training platform - **US\$100/mth**

Total Value - ~~US\$650/mth~~

PARTICIPANT FEE

US\$69 / Mth

Per Participant





WE ARE OFFERING THE
FIRST MONTH FREE TO OUR
FIRST 100 PARTICIPANTS

+

CLICK TO GET 50% OFF FOR THE NEXT YEAR

US\$35 / Mth

Per Participant



Our Company

Who we are?

Ecommerce General is a virtual ecommerce incubator for MSME's.

What we do?

We help MSME's get to grow online sales with training, coaching & technology solutions.

Objectives



Mission

To help individuals and business create alternative income streams with ecommerce.



Vision

To be the #1 resource in the Caribbean for incubating ecommerce ideas and businesses.





2030 Goal

- 5,000+ MSMEs impacted
- 2,500+ women-led ventures supported
- 20% increased sales with ecommerce
- 10% of sales export driven





Why Us?

- Ecommerce focused
- Target driven
- Localized learning platform
- Affordable pricing
- Monthly payment option
- Mobile-first
- Learn by doing
- Self-paced features



History Of The E.G.

Leighton spent the last 15 years working with managers, across many industries, to streamline their digital sales processes to drive growth. His work has impacted major blue chip companies and government agencies in Jamaica and the Caribbean: with footprints in North America and Europe. Over this period Leighton benefitted from The Technology Innovation Center incubator programme (2012 - 2016) and J.B.D.C. accelerator programme (2018) where he was awarded most improved and best team player of his cohort.

Due to a noticeable lack of understanding of how ecommerce works amongst MSME's, in 2020, Leighton started collaborating with business development agencies to provide localized training in ecommerce adaption.

In 2022, the **Caribbean Export Development Agency** engaged Leighton Campbell as **Technical Consultant** and **Master Trainer** to design and deliver a 15-month long Virtual Ecommerce Accelerator Programme. The goal was to train 300 MSME's and 40 BSO's across the Caribbean on how to create and apply eCommerce business strategies.

In 2025, Leighton launched the Ecommerce General's Incubator to build on the work he started with **VEAP**





Meet Di General

Leighon Campbell

Programme Director & Master Trainer



I help brands to streamline their ecommerce processes to drive growth by enabling their teams to sell products and service to customers anywhere-anytime.

Click the button below to learn more about my professional undertakings.

LEARN MORE





Contact Us

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SIGN UP NOW



SCAN TO SIGN UP

