

## **Executive Summary**

As more and more people enter entrepreneurship by setting up their own startup companies, a lot of them choose to set up a website for either product selling or service providing. However, not every entrepreneur has sufficient knowledge in how to do marketing and how to realize sales. A lot of them cannot even bring in many visitors on their own, without the sales sources from an online platform. The concept of an E-community, a specially designed online platform for startup companies, is developed to help entrepreneurs solve these problems and grow with each other.