

# **START UP ANALYSIS**

**BY**

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# **1. INTRODUCTION**

A startup analysis is essential to the success of any startup business. It allows entrepreneurs to identify the key areas that need improvement and make necessary changes early on. Doing a startup analysis also allows startups to track their progress and ensure that they are on track to achieve their goals.

## **PURPOSE**

The Startup Analysis Canvas provides a framework to create the value proposition, team strategy, market strategy, and financial strategy to make building a startup easier and faster.





## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?  
What can we imagine them saying?

A startup executive summary is a short document that makes a big impact.

Sometimes known as a one-pager, a startup executive summary is a brief version of a business plan that most investors like to evaluate before they decide to call you in for a pitch meeting.

With the key learnings from market validation, design thinking, and lean startup, founders can design a business model.



By finding a business partner, a startup has greater chances of becoming successful.

Over the long term, sustaining effort is especially challenging because of the high failure rates and uncertain outcomes.

Startups can raise capital through a variety of means, including crowdfunding, angel investors, and venture capitalists.

Startups may form partnerships with other firms to expand their business model to operate.

#### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

## Startup Analysis



Startups typically begin by a founder (solo-founder) or co-founders who have a way to solve a problem.

Self-efficacy refers to the confidence an individual has to create a new business or startup. It has a strong relation with startup actions.

Building efficacy is required as the startup process can take a long period of time. By one estimate, three years or longer (Carter et al., 1996; Reynolds & Miller, 1992).

A key principle of startup is to validate the market need before providing a customer-centric product or service to avoid business ideas with weak demand.

Lean startup is a clear set of principles to create and design startups under limited resources and tremendous uncertainty to build their ventures more flexibly and at a lower cost.

Market validation can be done in a number of ways, including surveys, cold calling, email responses, word of mouth or through sample research.

#### Does

What behaviors have we observed?  
What can we imagine them doing?

#### Feels

How do their fears, frustrations, and worries? What other feelings might influence their behavior?



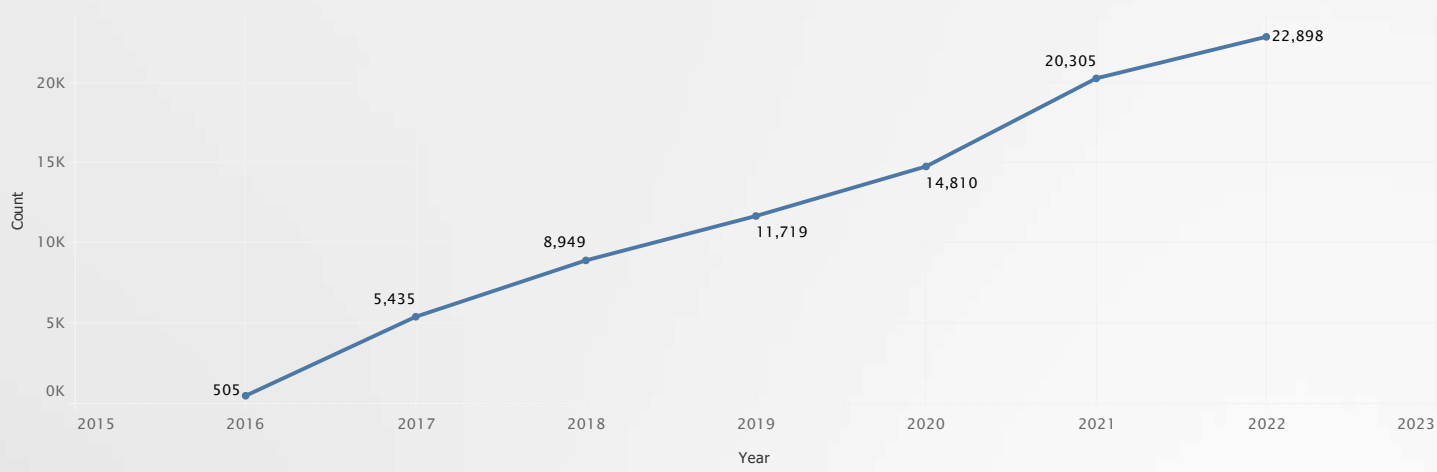
### Need some inspiration?

See a finished version of this template to kickstart your work.

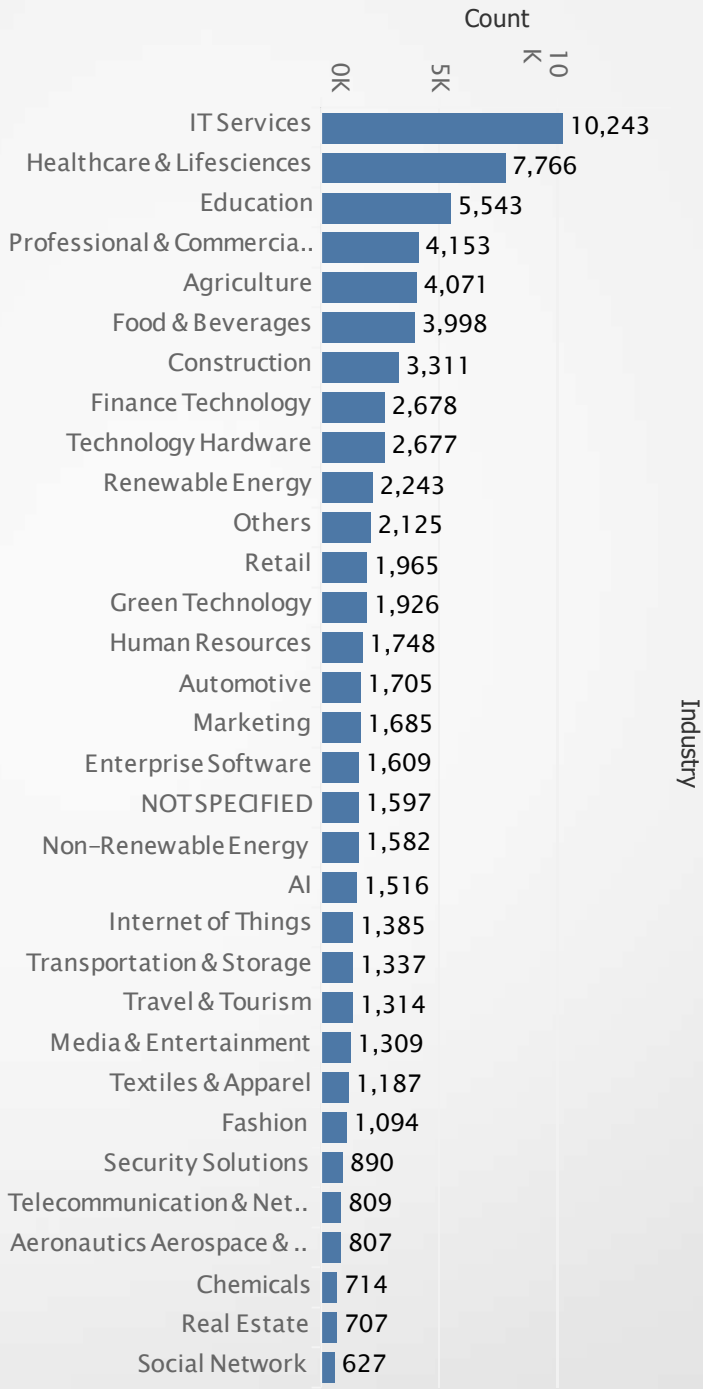
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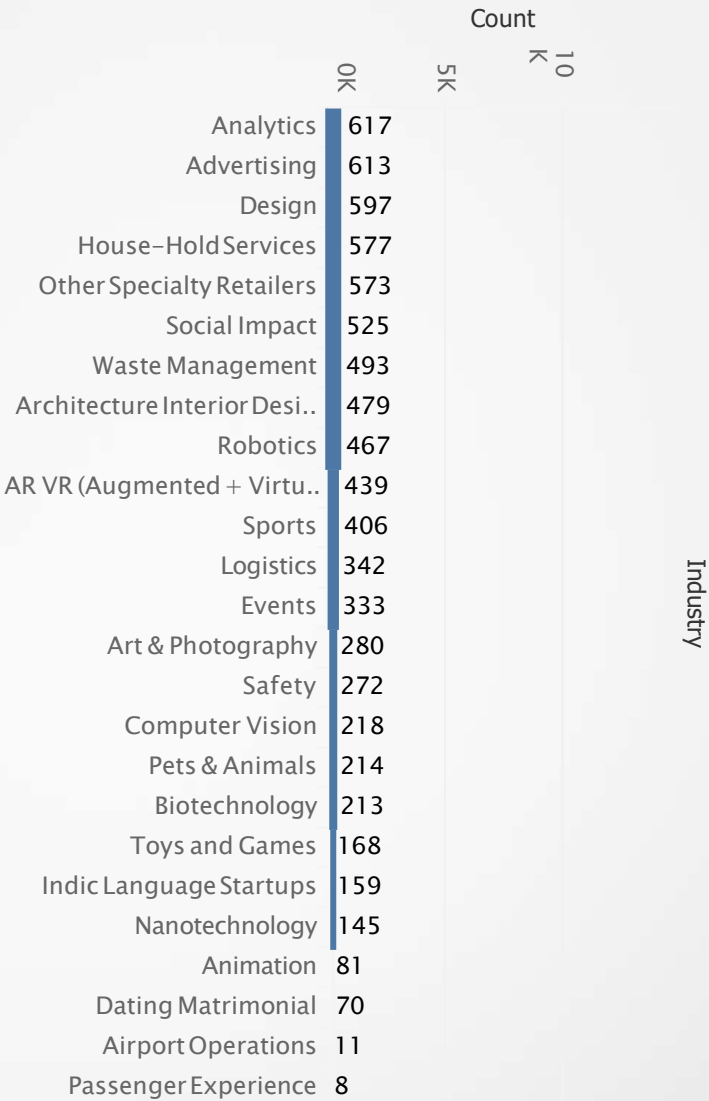
No. of startupyear



No of startups by industry



No of startups by industry

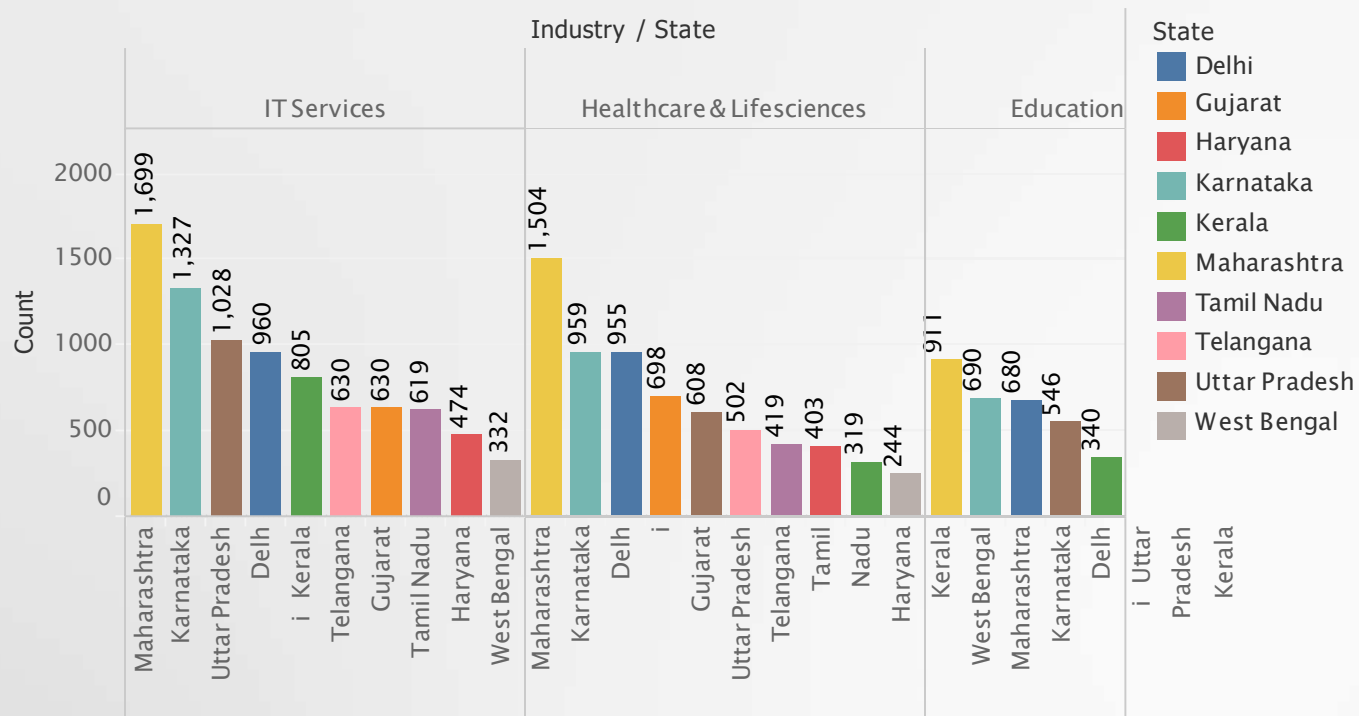


No of startup by state

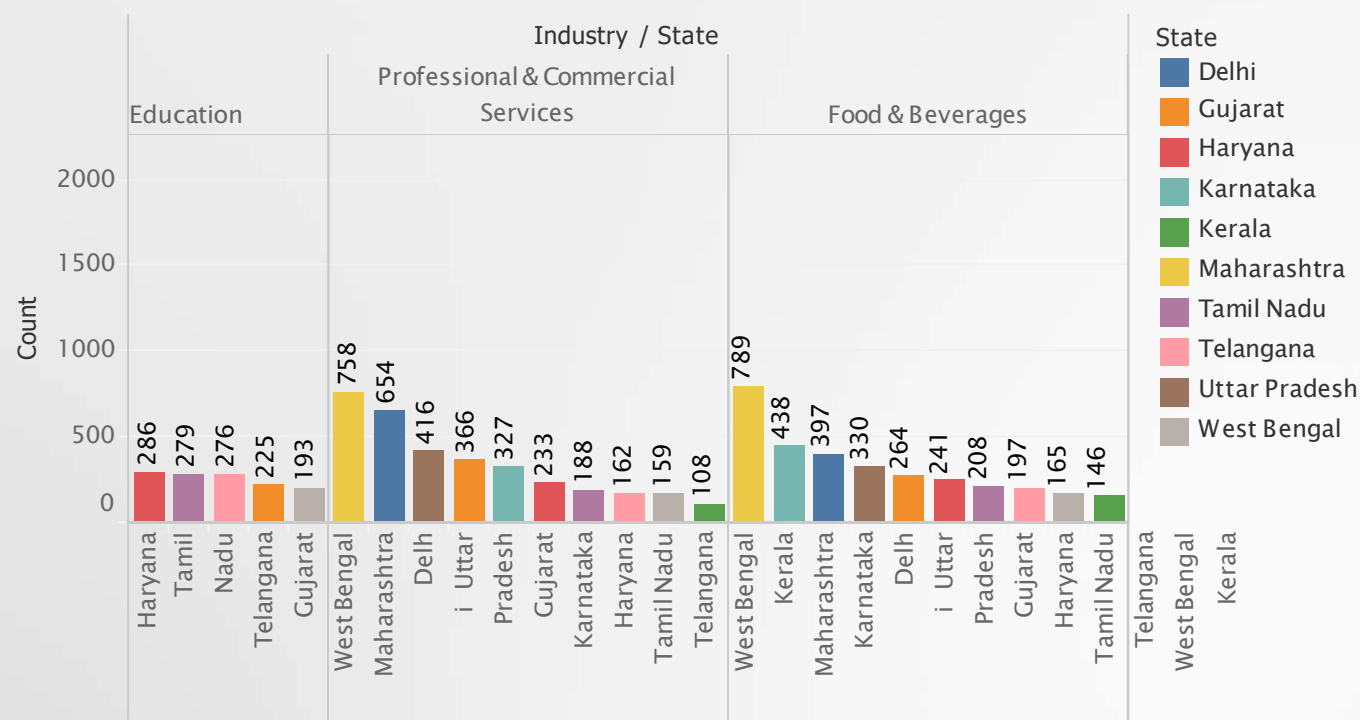




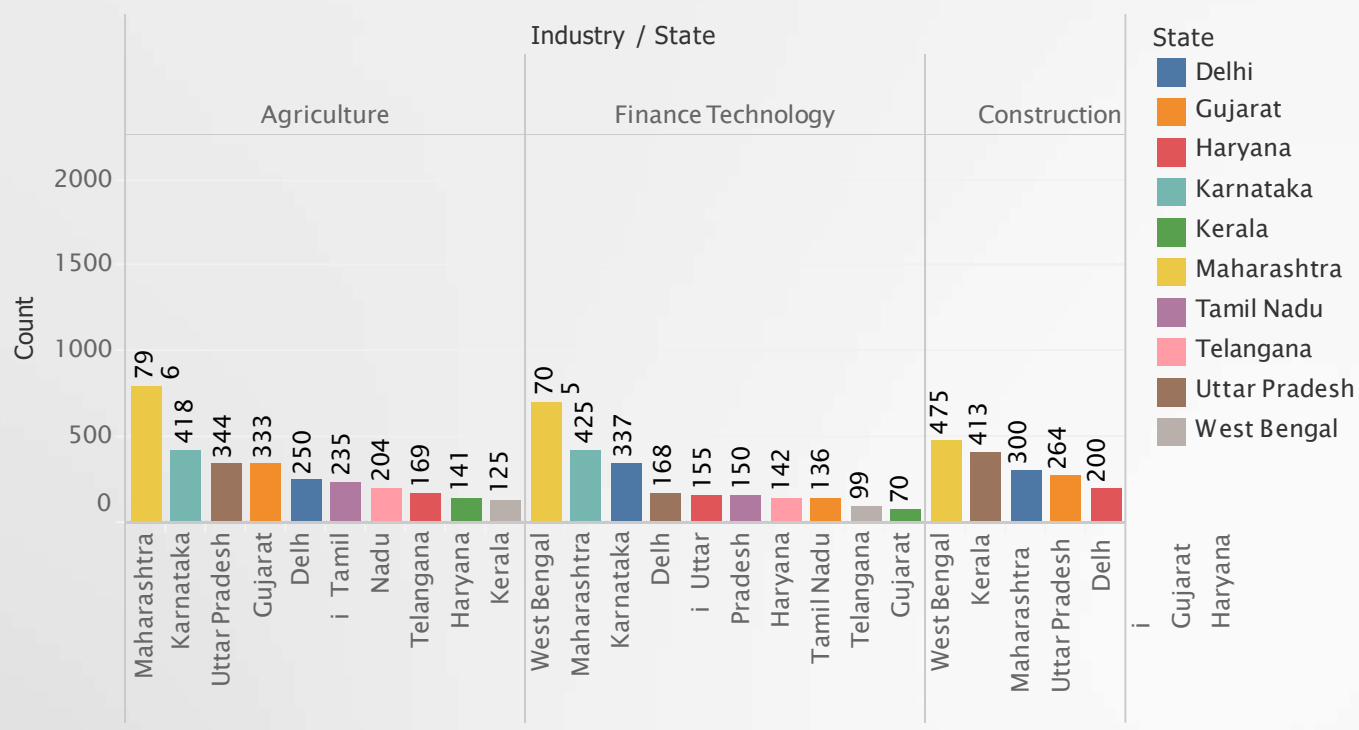
Top 10 industries and Top 10 States of each industry



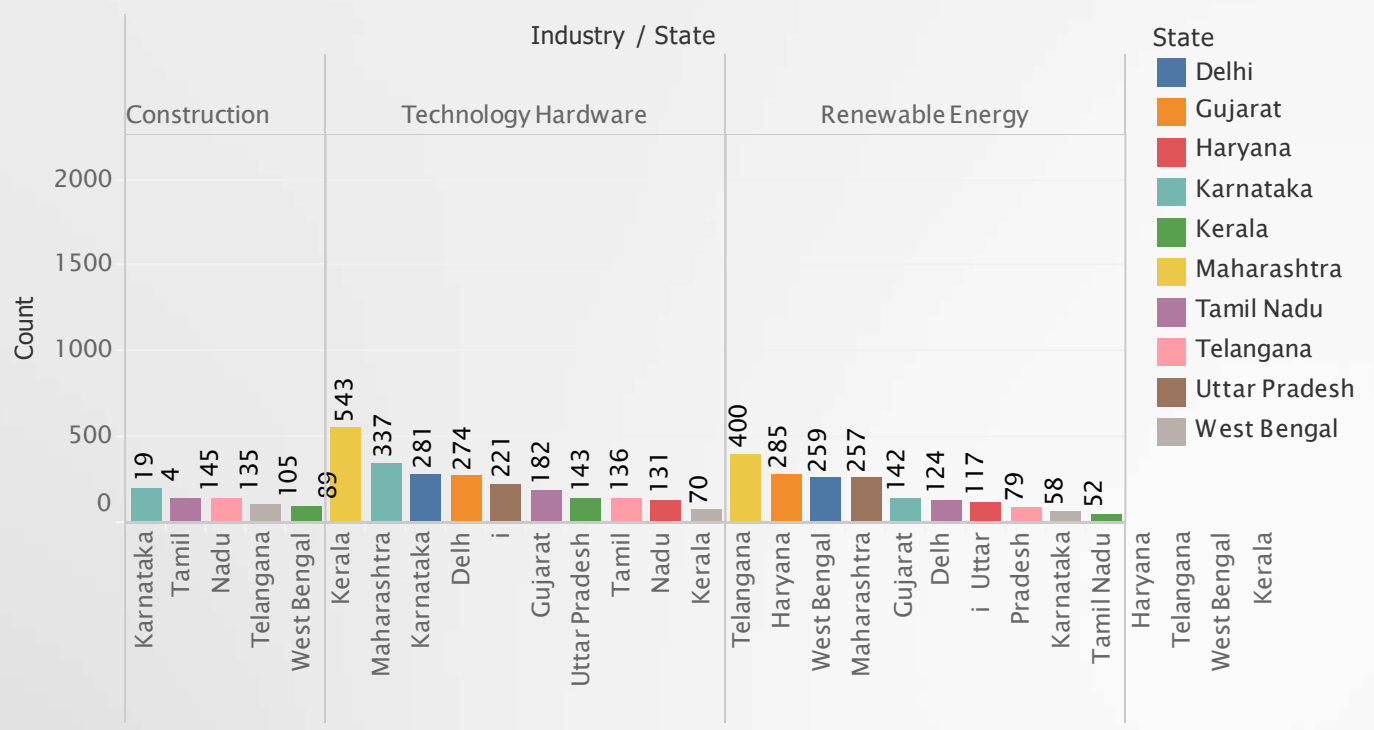
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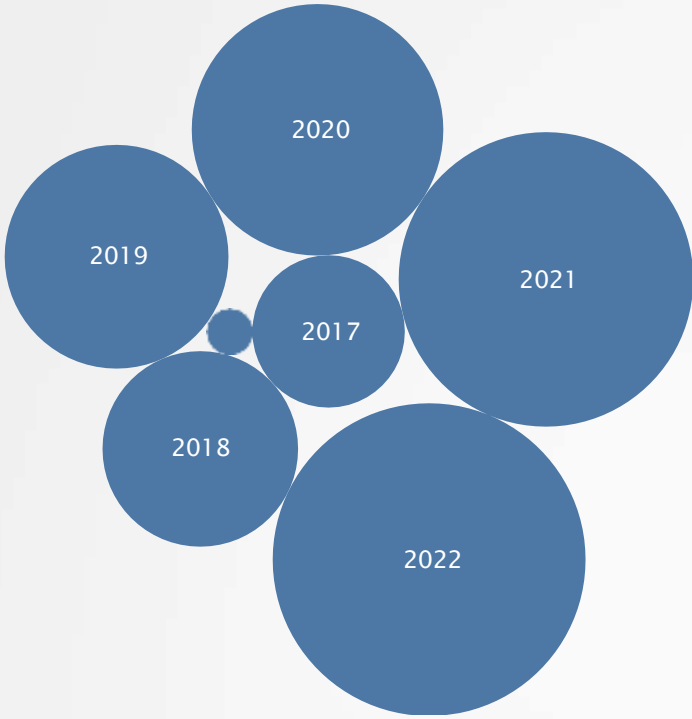
Top 10 industries and Top 10 States of each industry



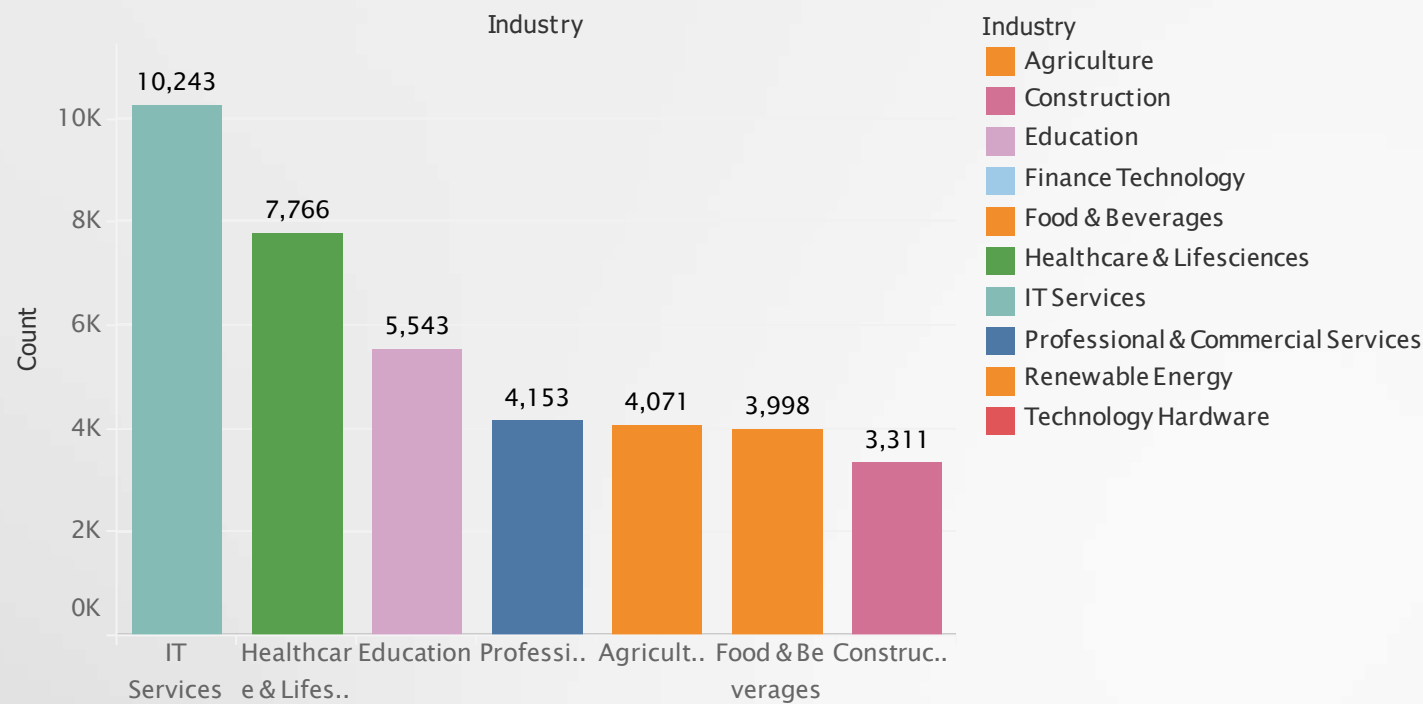
# Top 10 industries and Top 10 States of each industry



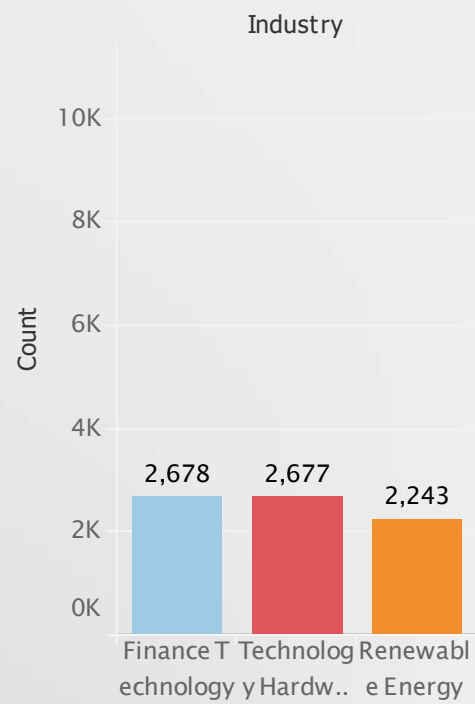
No of startups by year and applying filers of industry and state

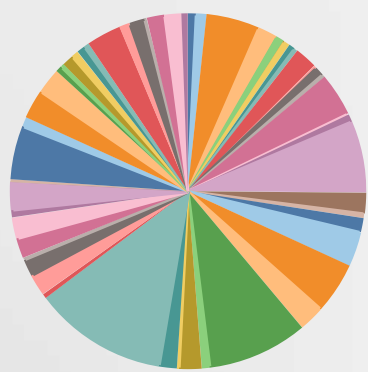


Sheet 6



Sheet 6





Count  
84,621

- Industry
- Advertising
  - Aeronautics Aerospace & Defence
  - Agriculture
  - AI
  - Airport Operations
  - Analytics
  - Animation
  - AR VR (Augmented + Virtual Reality)
  - Architecture Interior Design
  - Art & Photography
  - Automotive
  - Biotechnology
  - Chemicals
  - Computer Vision
  - Construction
  - Dating Matrimonial
  - Design
  - Education
  - Enterprise Software
  - Events
  - Fashion
  - Finance Technology
  - Food & Beverages
  - Green Technology
  - Healthcare & Lifesciences
  - House-Hold Services
  - Human Resources
  - Indic Language Startups
  - Internet of Things
  - IT Services
  - Logistics
  - Marketing
  - Media & Entertainment
  - Nanotechnology
  - Non-Renewable Energy
  - NOT SPECIFIED
  - Other Specialty Retailers
  - Others
  - Passenger Experience
  - Pets & Animals
  - Professional & Commercial Services
  - Real Estate
  - Renewable Energy
  - Retail
  - Robotics



no of startup year



No of startup by state



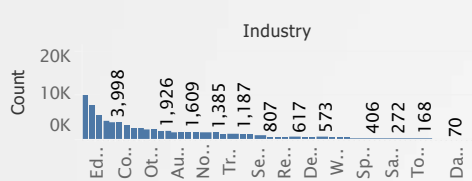
No of startups by year and applying filers of industry and state



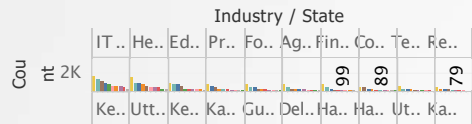
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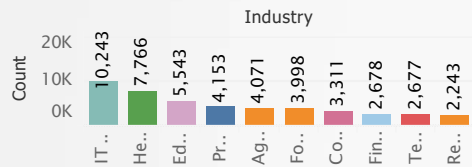
No of startups by industry



Top 10 industries and Top 10 States of each industry



Sheet 6



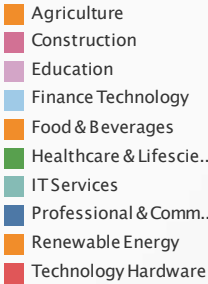
Count



State

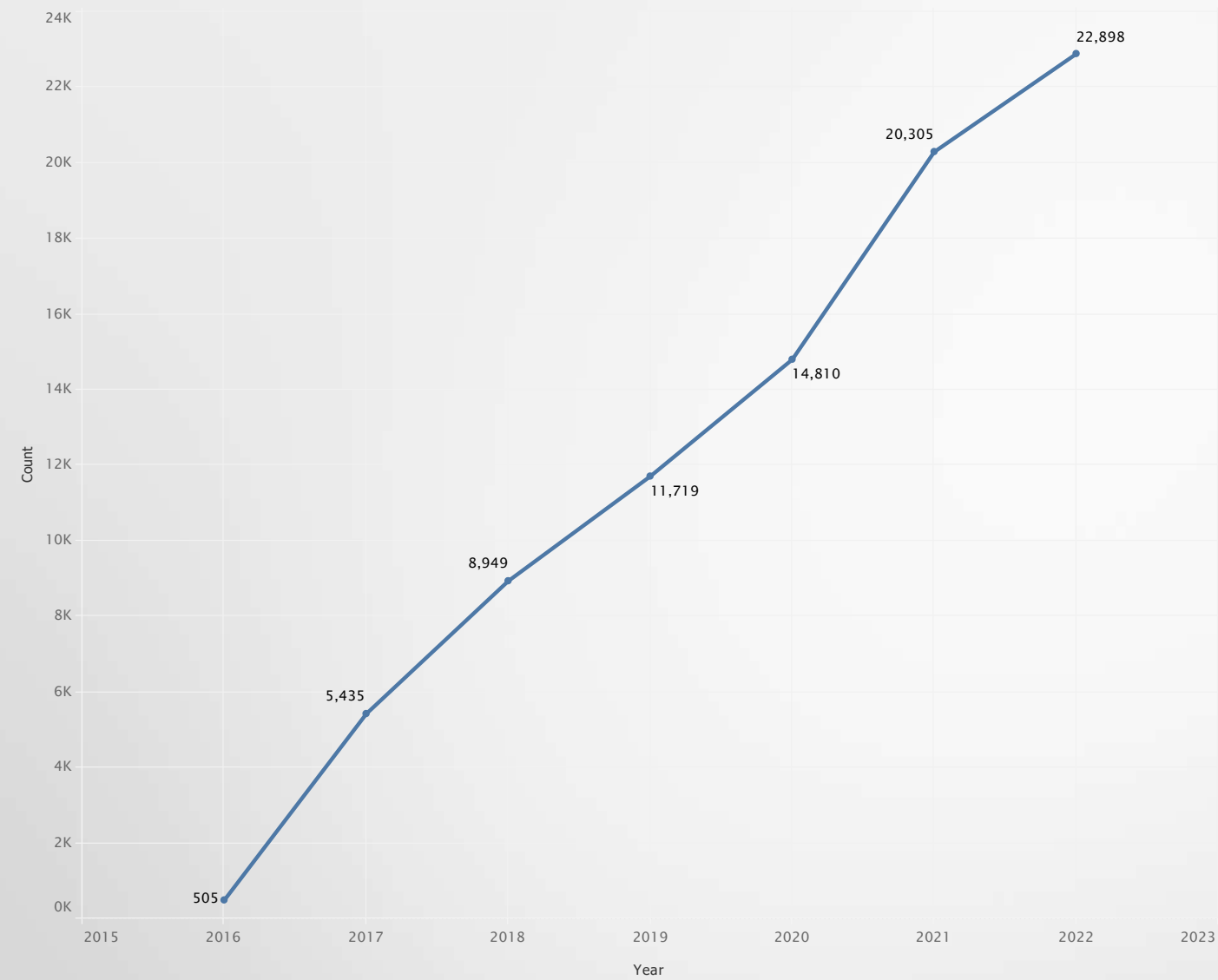


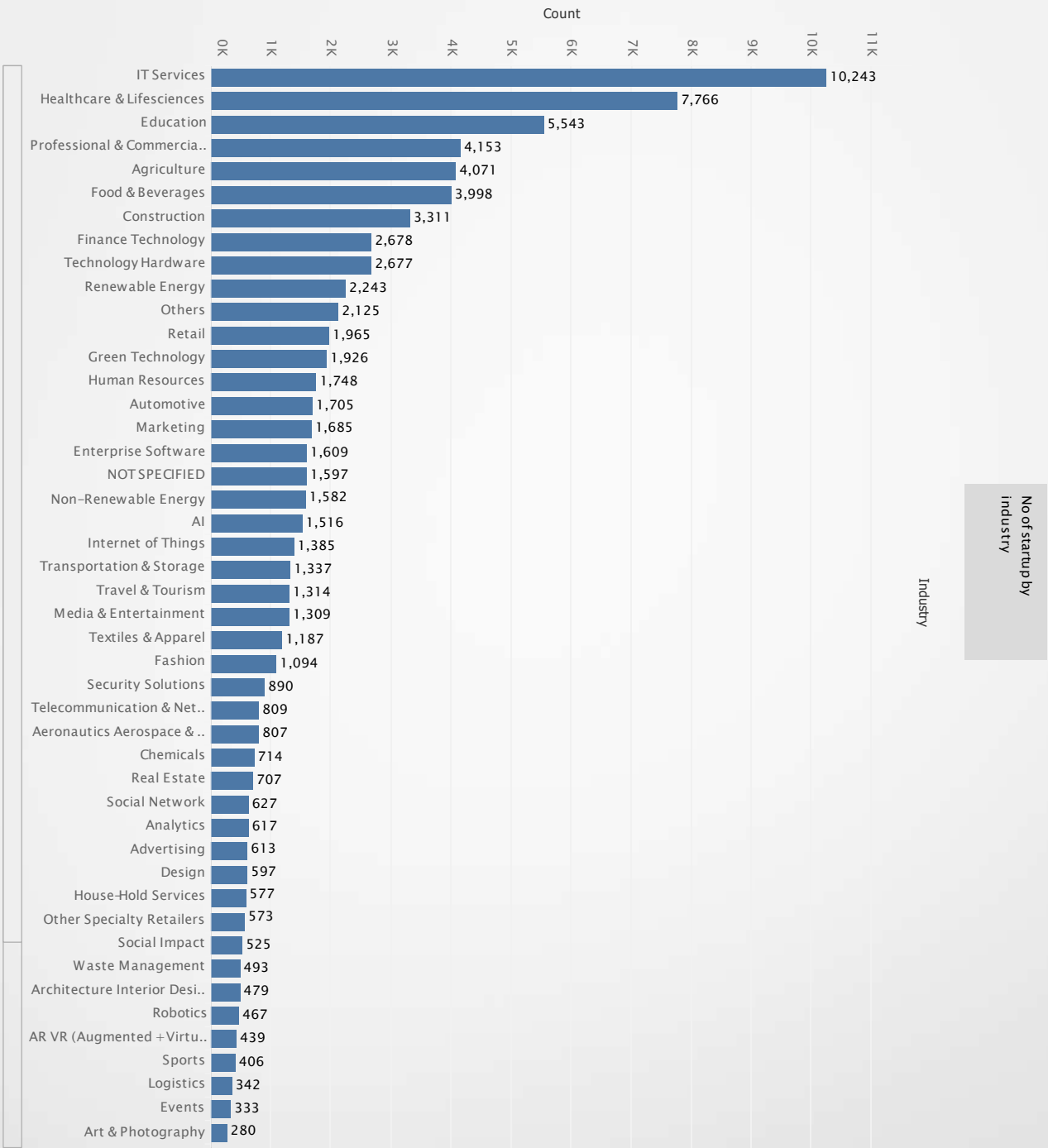
Industry



Story 1

No of startup year





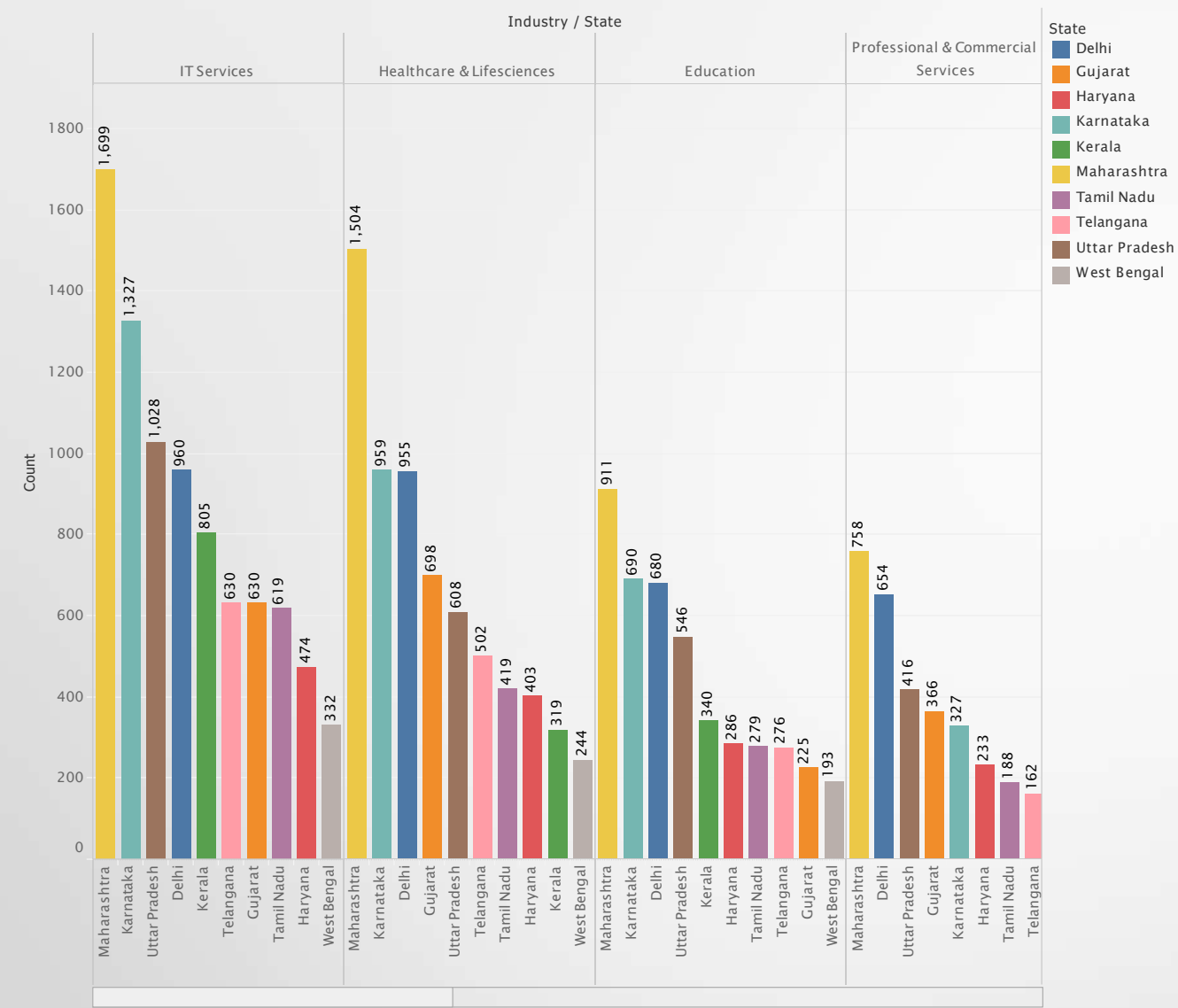
Story 3

No of startup by state



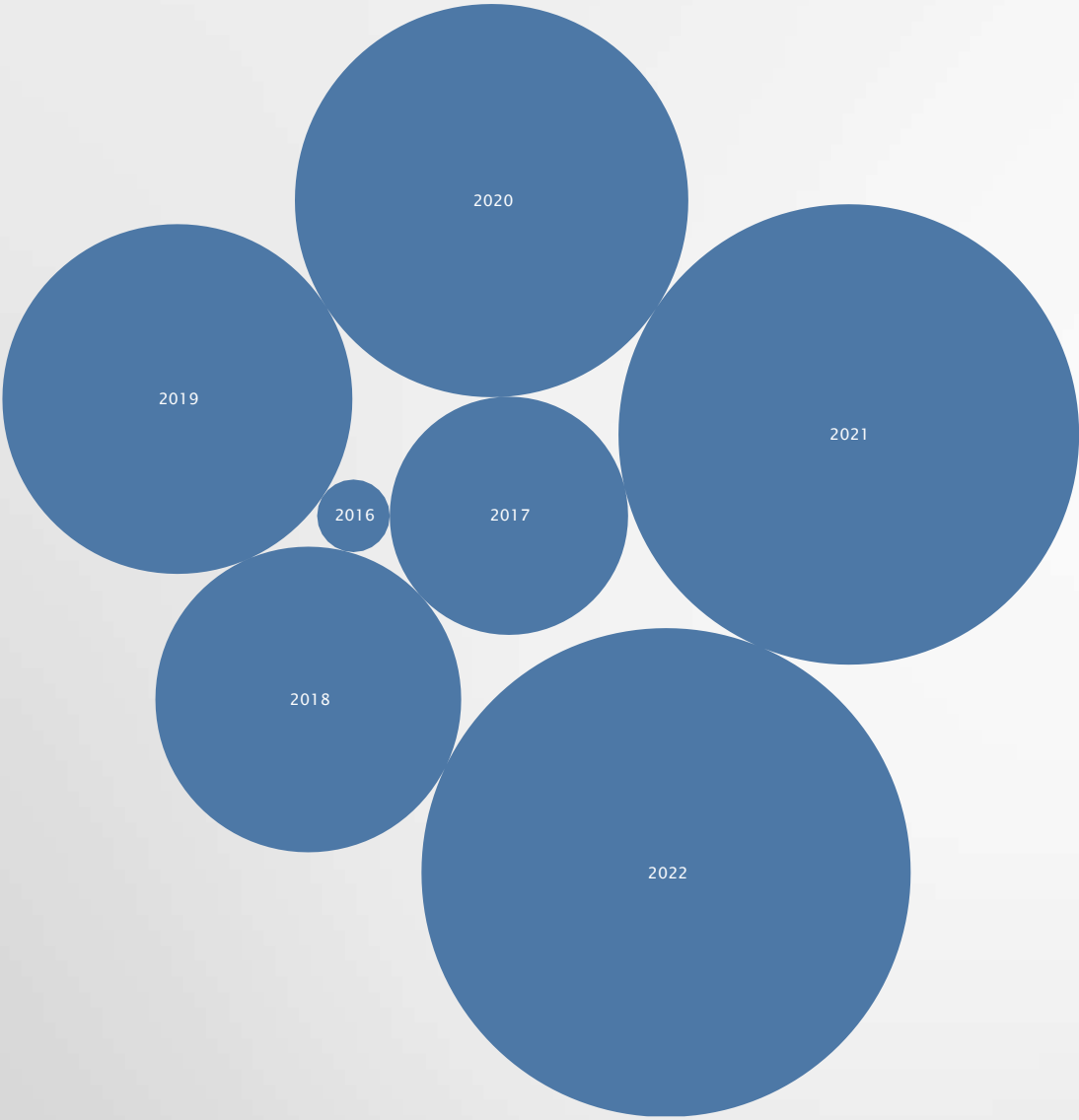
Story 4

Top 10 industries and  
top 10 state



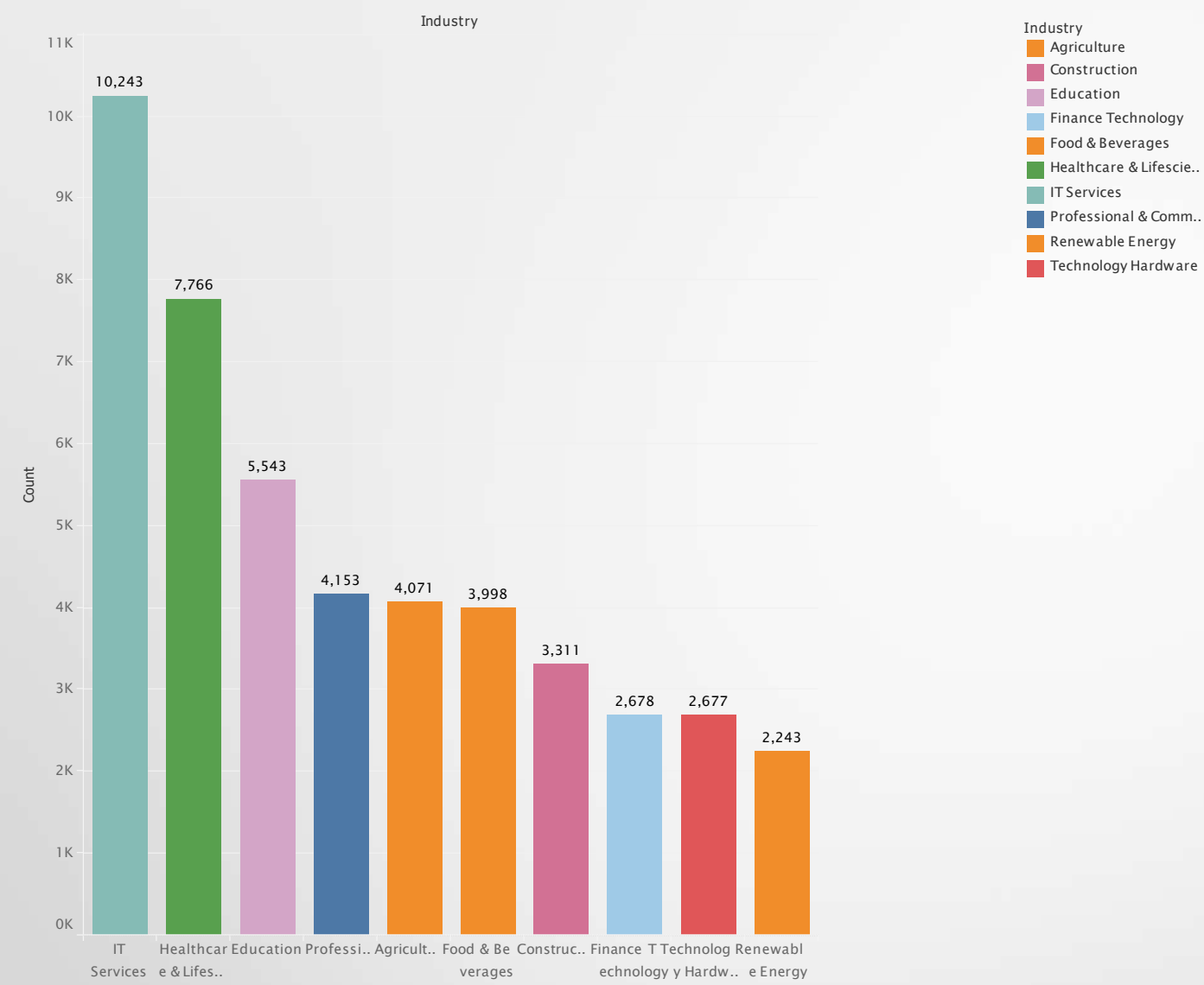
Story 5

No of startup by year  
and state



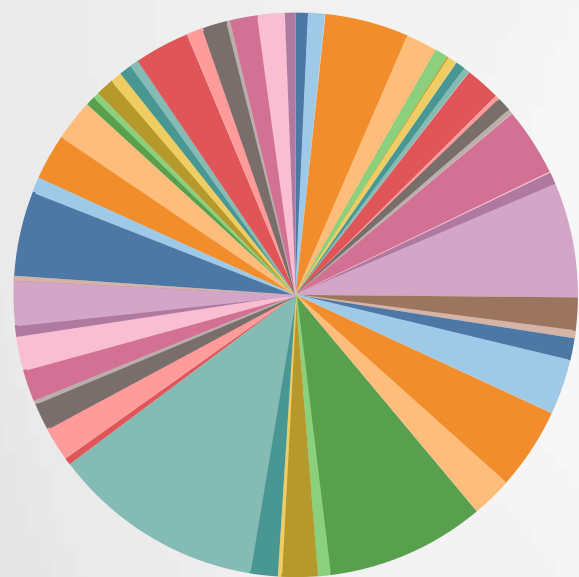
Story 6

Top 10 industries by  
no of startups



Story 7

Top 10



- Industry
- Advertising
  - Aeronautics Aerospace
  - Agriculture
  - AI
  - Airport Operations
  - Analytics
  - Animation
  - AR VR (Augmented +..
  - Architecture Interior ..
  - Art & Photography
  - Automotive
  - Biotechnology
  - Chemicals
  - Computer Vision
  - Construction
  - Dating Matrimonial
  - Design
  - Education
  - Enterprise Software
  - Events
  - Fashion
  - Finance Technology
  - Food & Beverages
  - Green Technology
  - Healthcare & Lifescie..
  - House-Hold Services
  - Human Resources
  - Indic Language Start..
  - Internet of Things
  - IT Services
  - Logistics
  - Marketing
  - Media & Entertainme..
  - Nanotechnology
  - Non-Renewable Ener..
  - NOT SPECIFIED

Count

84,621



## **Advantages**

### **1. Agility**

Startups are smaller and less structured, so they can adapt to disruptive technologies and changes in market conditions.

Unlike their more established competitors, who are burdened deal with vested interests, a historic path, and a culture that resists change. Startups have innovation in their DNA and seek to gain a competitive edge by improving their business models, processes, and portfolio.

### **2. Efficiency (Lean and Mean)**

Startups have lower administrative overheads and offer their services in an efficient, cost-effective and competitive manner. They are likely to be aware of their limitations and tend to focus on their core strengths. Startups easily recognize the benefits of partnering with other like-minded organizations to present the customer with an equal or superior value proposition.

### **3. Team Culture**

Employees of large corporations are attracted and retained by prestige and big salaries. They easily lose sight of the company's vision, mission and values and the success of its customers. Startup employees on the other hand form a close-knit community that shares passion, beliefs and values. They must work together for the good of the company, its customers and the world at large.

### **4. Personalization**

Startups deliver their products and services with a personal touch and create a unique a personal experience for their customer. Due to their agility they can adapt their offerings to unique customer needs and preferences. Startups typically take more time to understand and satisfy your business requirements, since every customer is a big deal to them.

### **5. Versatility**

It's common that employees of startups multi-task and the person making the sale could become the relationship manager during the implementation phase. This builds trust with the client and offers a guarantee for successful delivery and implementation. The versatility of startup employees is reinforced by a team culture that encourages learning and innovation.

## Disadvantages

### 1. Risk

Most startups fail within their first year of operations for various reasons, so the risk of failure is high. Working under such circumstances can cause startups to be overly cautious in seizing market opportunities or overly optimistic in estimating the potential market for their products and services. It also means that startups find it difficult to attract experienced and competent staff.

### 2. Compensation

Long working hours are the norm for startups, since companies are built by blood, sweat and tears. The rewards might not be forthcoming, and it could take several years before the company starts making revenue and becomes profitable. Working without pay or for low compensation is demotivating, and some startups fail to persist and simply give up.

### 3. Market Access

Many businesses prefer to work with businesses they know and have worked with, and this puts startups at a serious disadvantage. Established businesses also spend less money and effort on retaining existing customers than startups spend on acquiring new customers. Without a customer base, startups notably struggle to understand the evolving market needs and preferences.

### 4. Team Composition

Some startups are born out of desperation, since the founder could not find or hold on to a job. Most of such founders become solopreneurs who struggle to build a team that the business needs to succeed. A startup venture requires founders / co-directors who complement each other in personality and competencies, but disagreements easily creep in when the going gets tough.

# Conclusion

A business plan conclusion is a summary of a business plan's strengths designed to convince the reader of the company's success. Because companies typically create business plans to get funding or investors, the conclusion should focus on how the organization makes money and why it is a good investment.

# Future Scope

An emphasis on start-ups and entrepreneurship has been among the stated priorities of the NDA government. Indeed, one of the Prime Minister's most memorably pre-Demonetisation speeches was his declaration from the ramparts of the Red Fort that India must become 'Number 1 in start-ups'.