

# CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

**Project Based Experiential Learning Program**

**Miniproject on**  
**CHARTING THE COURSE OF INNOVATION:**  
**A STARTUP ANALYSIS**

**BACHELOR OF SCIENCE**

in

**MATHEMATICS**

By

**I. ARUNPRAKASH**

**A. PRAKASHRAJ**

**R. RAMAR**

**P. ADHINARAYANAN**

**G. DINESH RAJA**

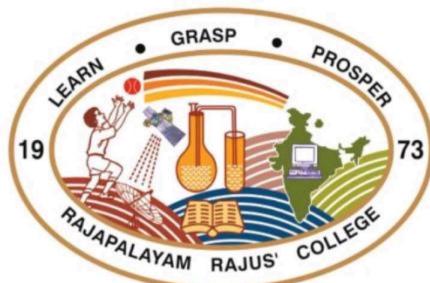
**Rajapalayam Rajus' College**

A Linguistic Minority Co-Educational Institution & Affiliated to Madurai Kamaraj University

Reaccredited B++ by NAAC (CGPA 2.93) in III Cycle

**Rajapalayam**

**DEPARTMENT OF MATHEMATICS**



| Sl.No | Content                              |
|-------|--------------------------------------|
| 1.    | Introduction                         |
| 2.    | Problem Definition & Design Thinking |
| 3.    | Result                               |
| 4.    | Advantages & Disadvantages           |
| 5.    | Applications                         |
| 6.    | Conclusions                          |
| 7.    | Future Scope                         |
| 8.    | Appendix                             |

# **1.Introduction:**

## **1.1 Overview**

Starting a new industry has need creative ideas to achieve a successful level. Startup Analysis has a prominent role in getting ideas to start a new company. Starting a new company is not an easy one. Entrepreneurs must have forecasting ideas to reach a good place in business. In India, there are so many startup industries in the suitable place. Consumers' demands vary according to their needs every year. These kinds of information can be gathered from this analysis.

## **1.2 Purpose**

Startup analysis supports entrepreneurs for decision making depending upon changes in environment, demanding customers, global competition, etc. They should be careful to decide or choose in their business. This analysis gives trending information, marketing status, information about top industries and states and more. These are used to balance and reach a victorious place in business. Entrepreneurs can gathered informations from the analysis of this data.

# **2. Problem Definition & Design Thinking**

## 2 .1 Empathy map

Template



### 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.

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

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

**CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS**

**Says**

- Behaviour of workers
- Fear of failure
- I need something safe and reliable
- Refreshes page several times
- More research
- Avoids calling anyone on the phone
- This is too expensive!
- I was expecting something different
- How do I buy this?
- Discount offers / Gift
- Shops around to compare prices
- Ignores marketing emails
- Postpones big decisions
- Compared products
- Confused
- Worried
- Overwhelmed
- Fear

**Thinks**

- More advertising
- I don't have time for this
- Parking
- Popular places
- Time taking
- Impatient
- Services
- Safety

**Does**

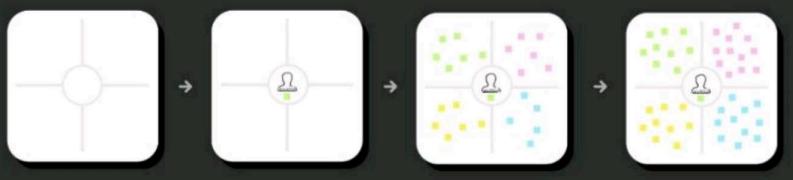
What behavior have we observed?  
What can we imagine them doing?

**Feels**

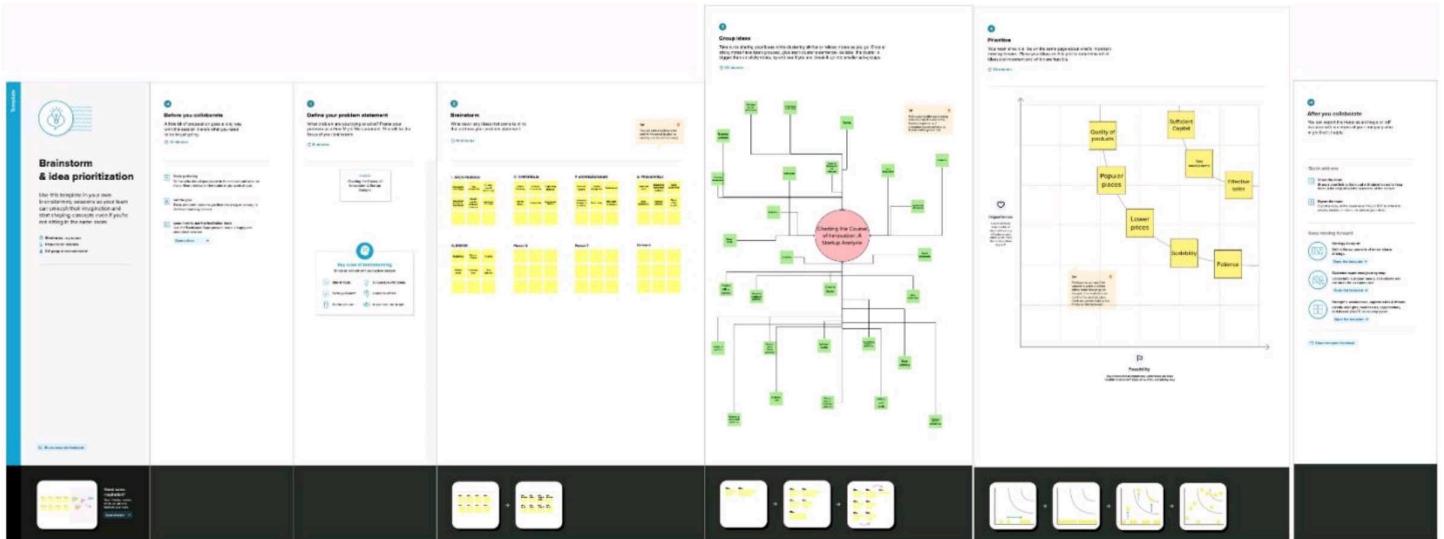
- There's not enough info on the website
- Popular places
- Time taking
- Impatient
- Services
- Safety

Share template feedback

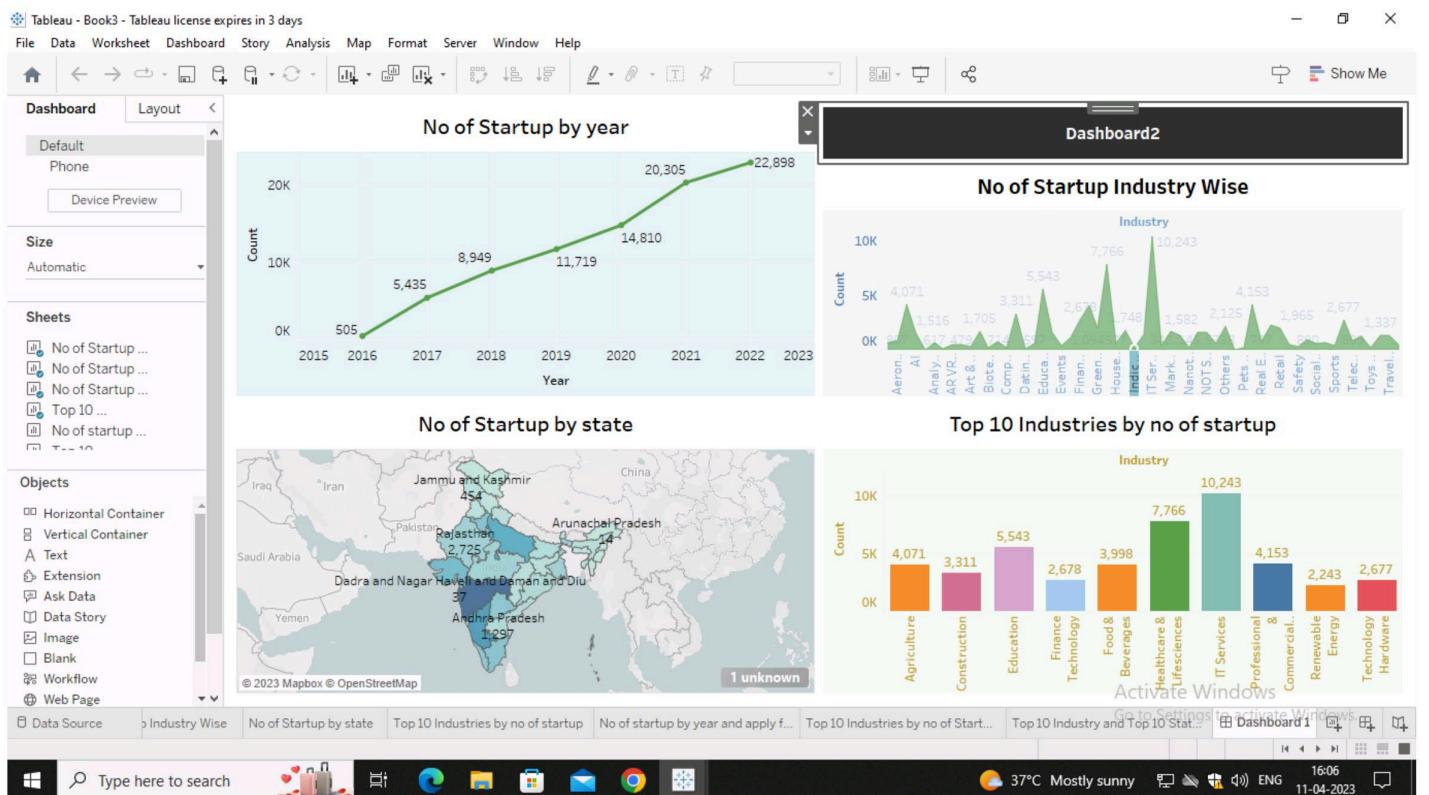
Need some inspiration?  
See a finished version of this template to kickstart your work.  
[Open example →](#)

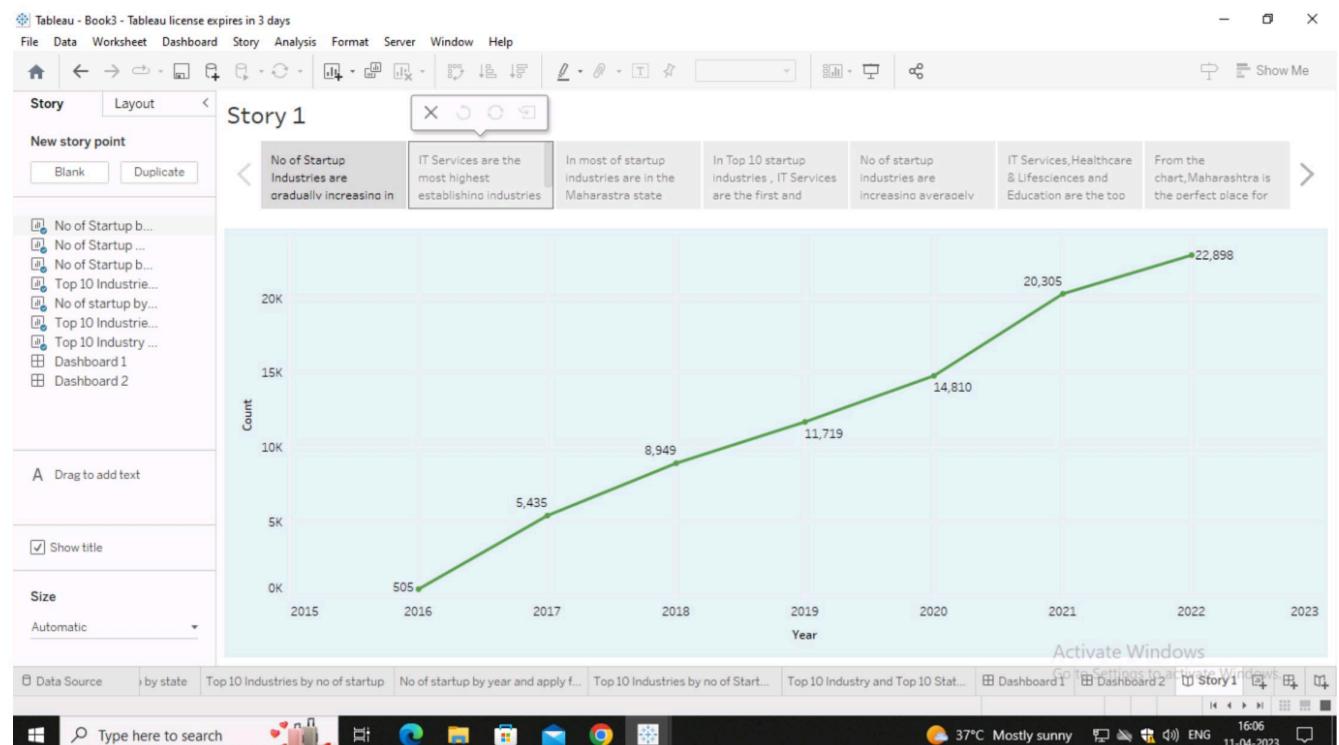
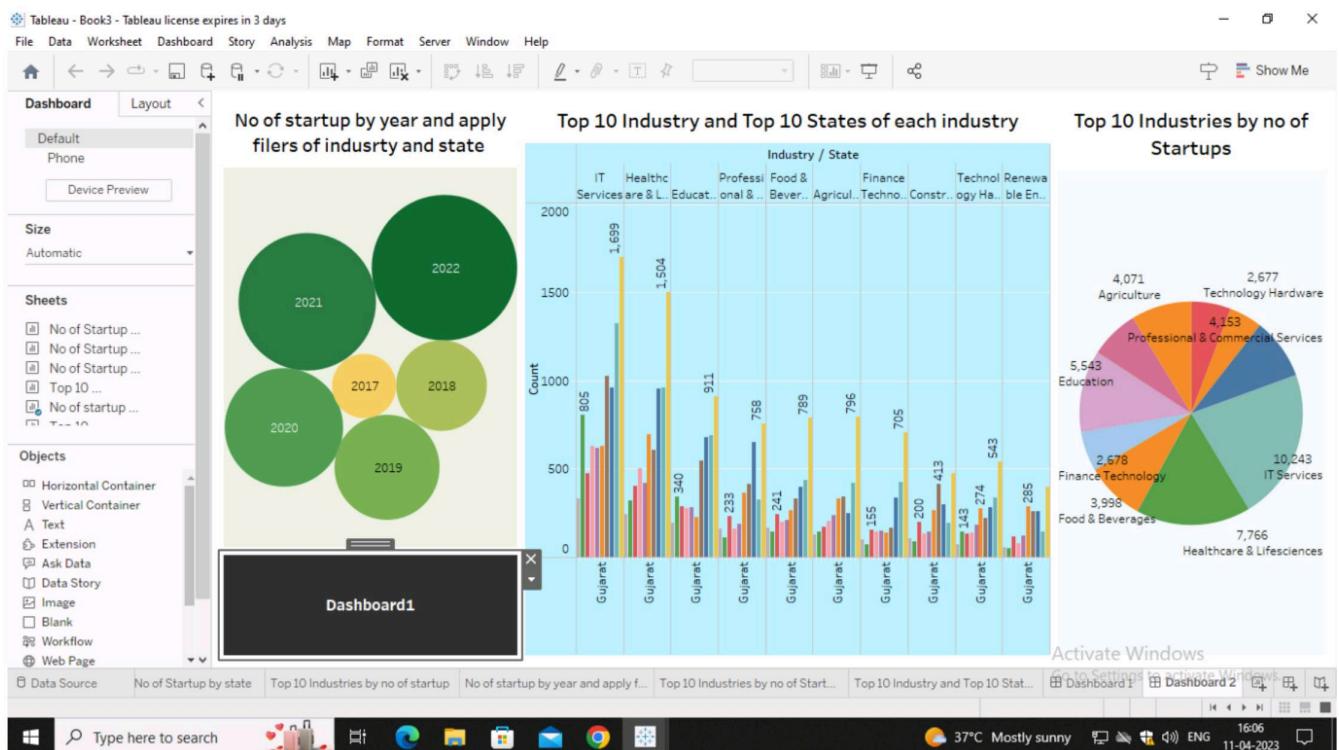


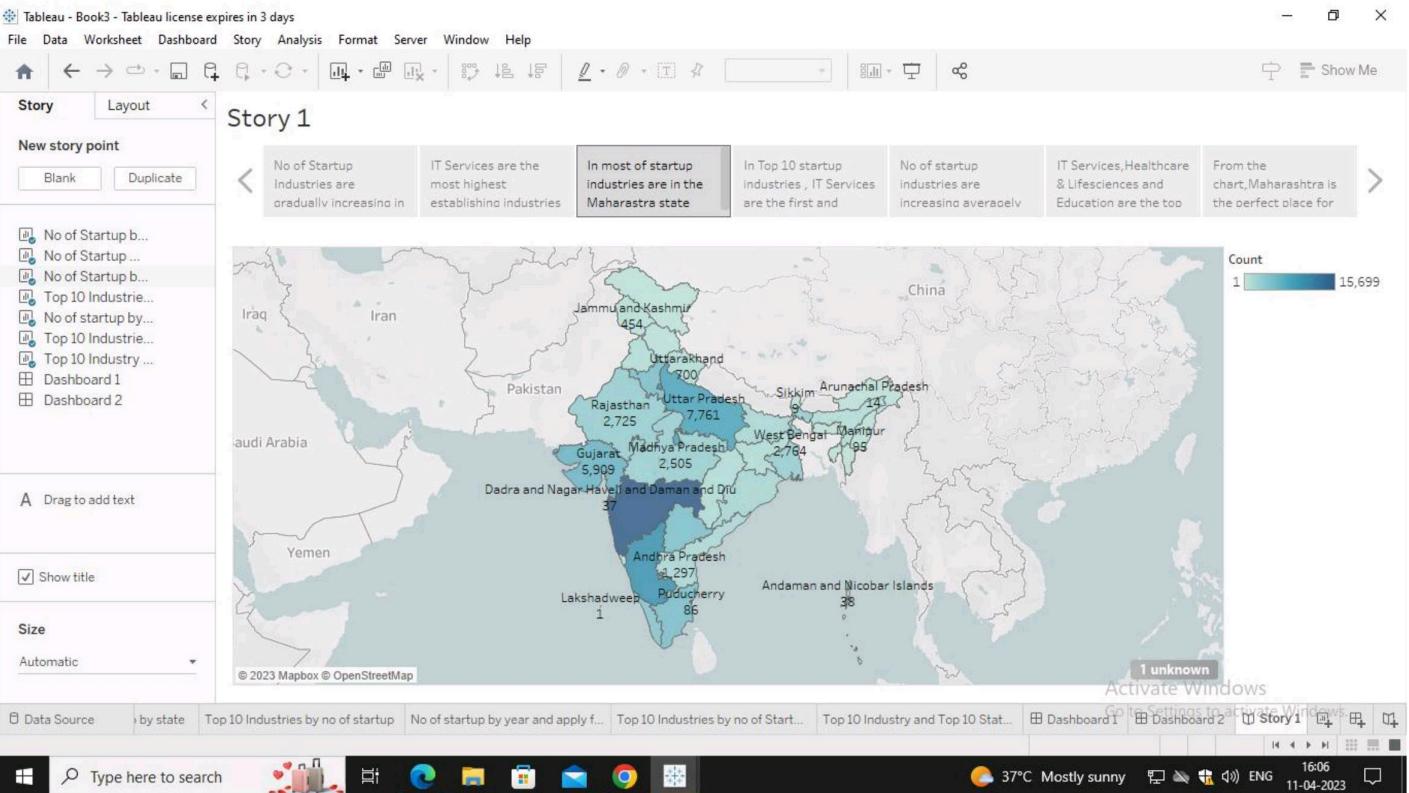
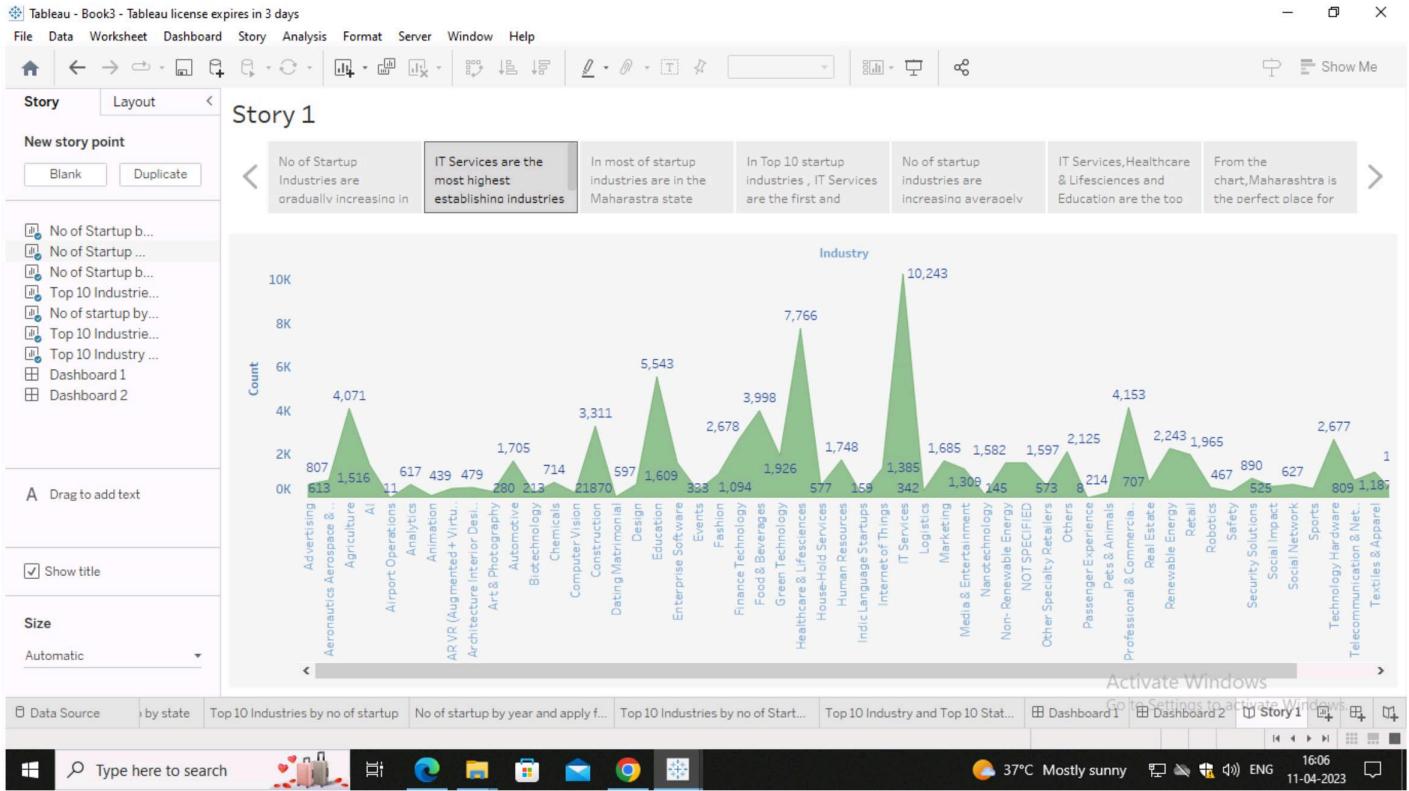
## 2.2 Ideation & Brainstorming map

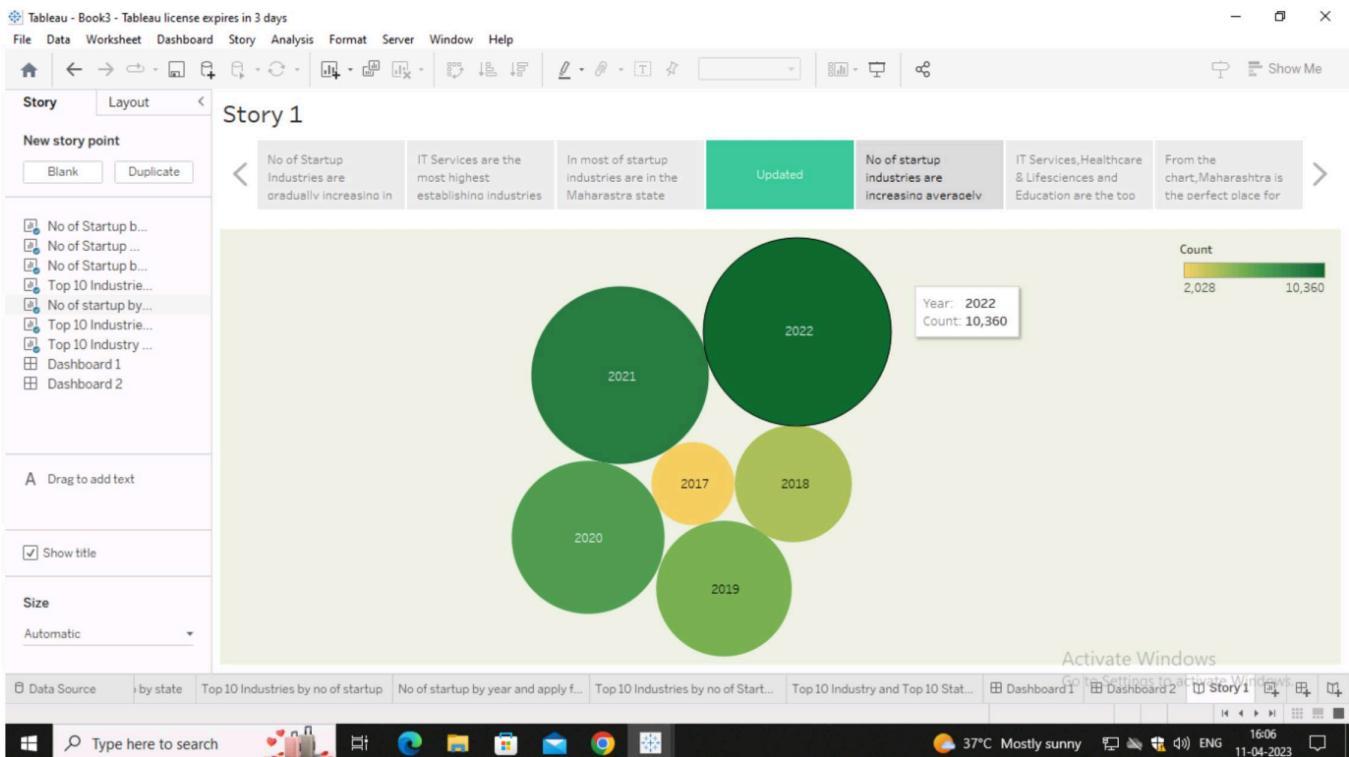
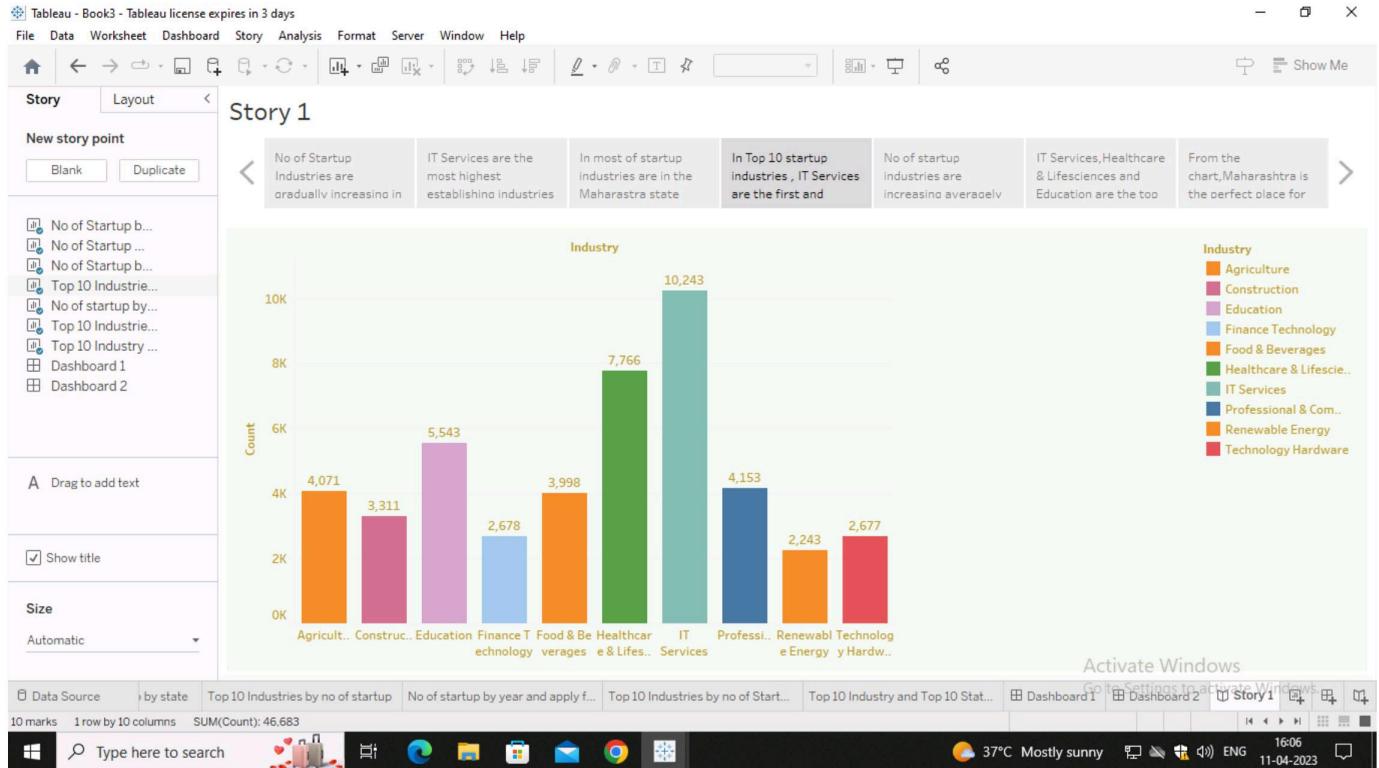


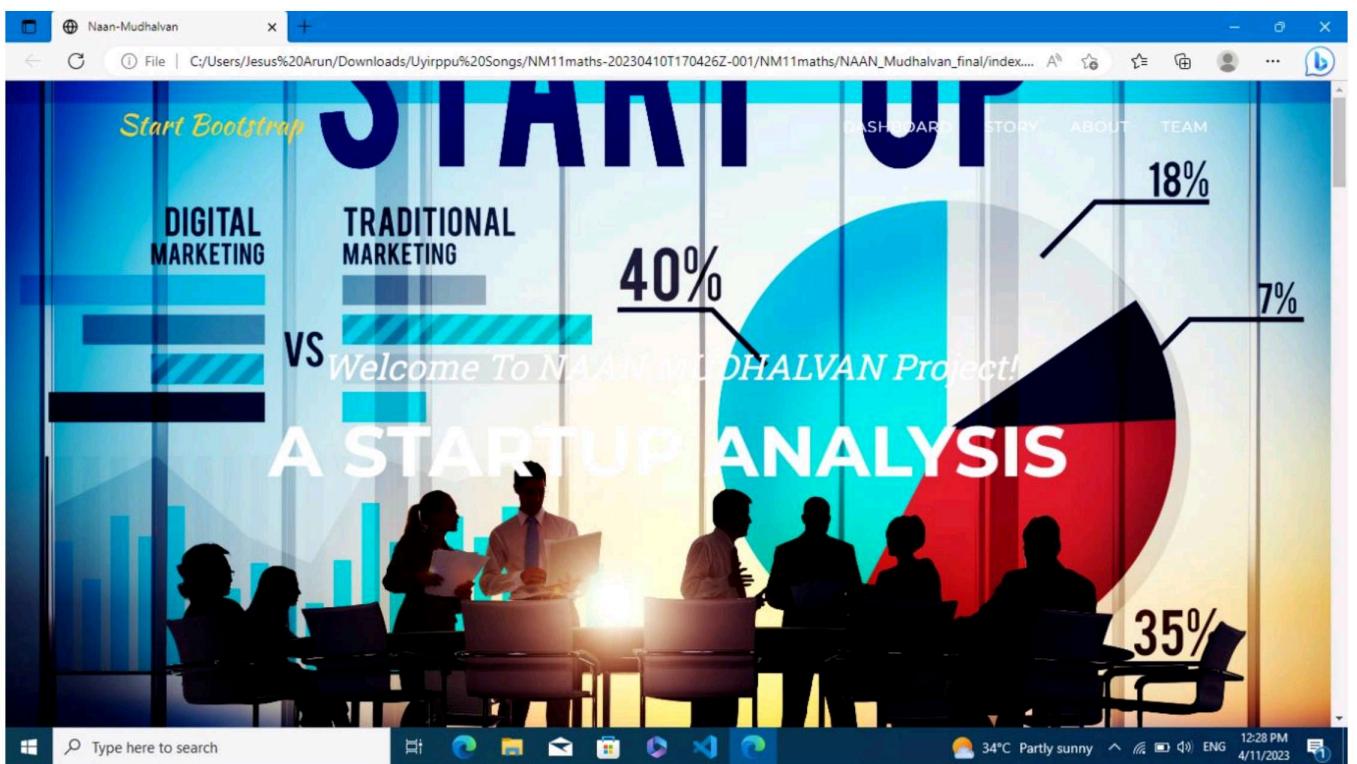
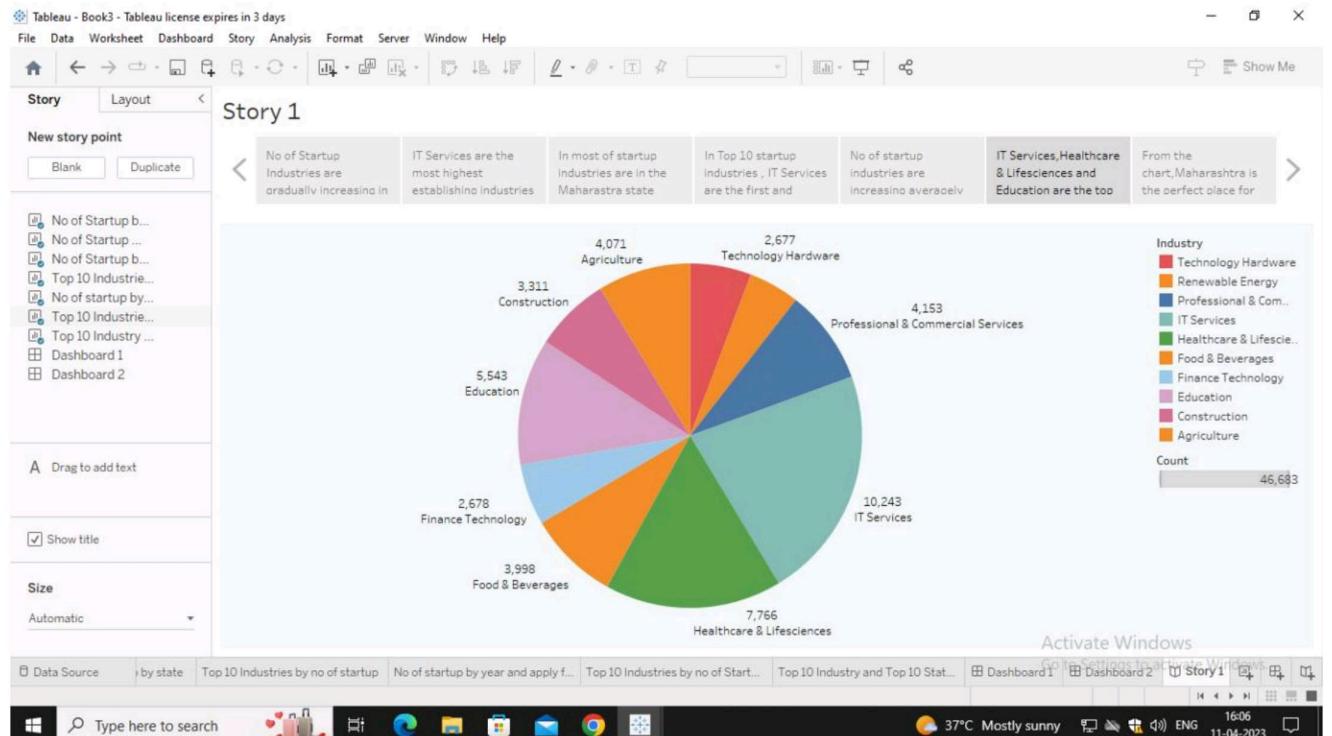
## 3.Result:

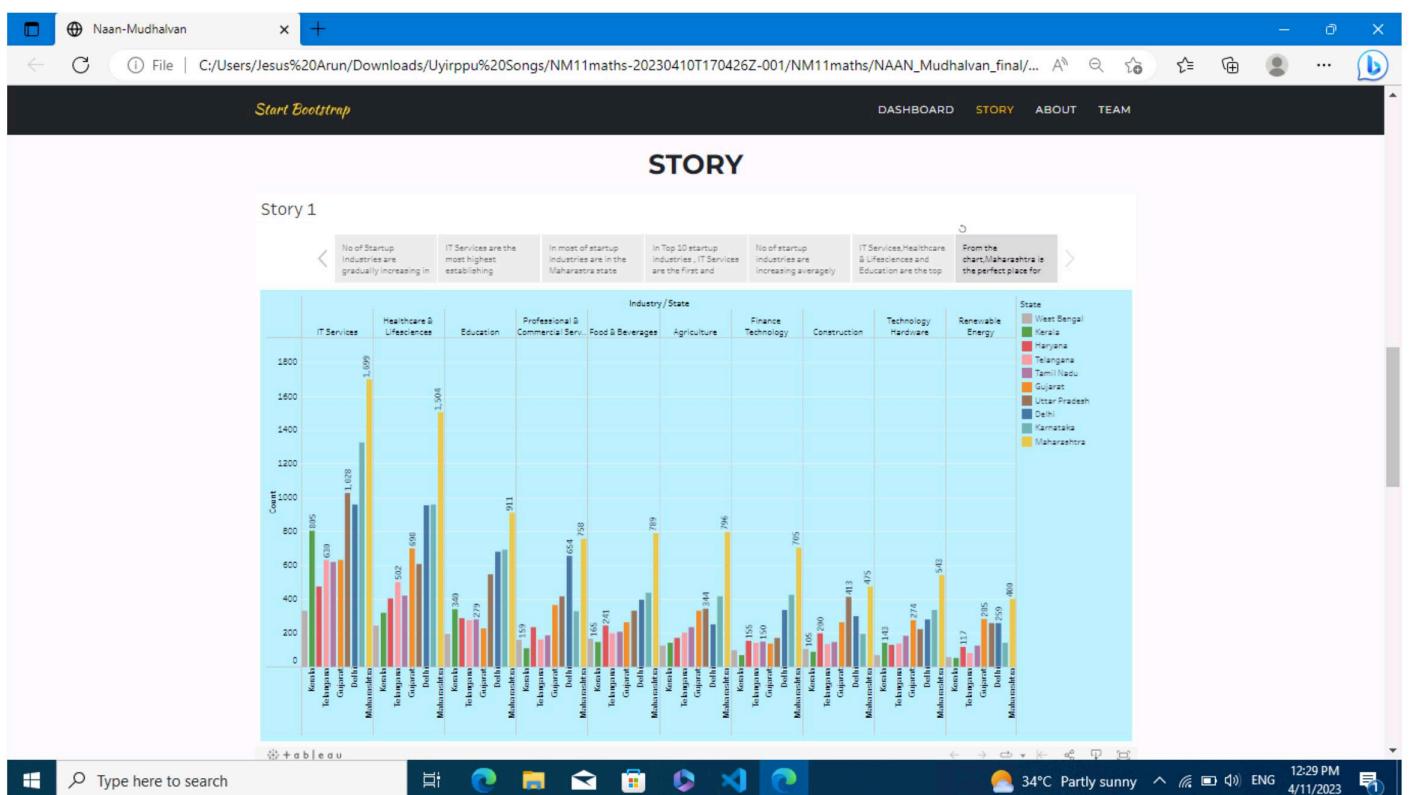
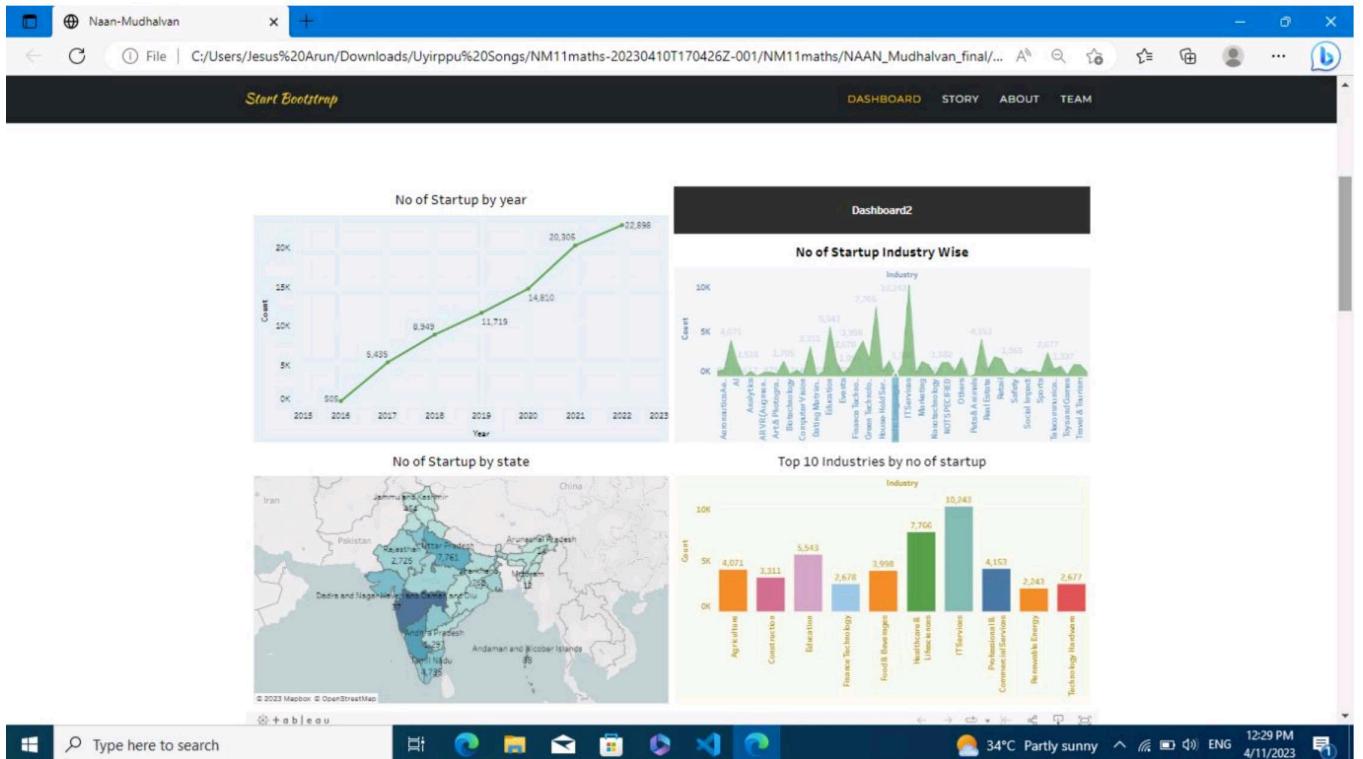












Start Bootstrap

DASHBOARD STORY **ABOUT** TEAM

## ABOUT

Rajapalayam raju's College, Department of Maths

*Startup Analysis has a prominent role in getting ideas to start a new company. Startup analysis supports entrepreneurs for decision making depending upon changes in environment, demanding customers, global competition, etc. This analysis gives trending information, marketing status, information about top industries and states and more. These are used to balance and reach a victorious place in business. Starting a new industry has need creative ideas to achieve a successful level. Entrepreneurs can gathered informations from the analysis of this data.*

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DASHBOARD STORY **ABOUT** TEAM

## MEN OF ANALYTICAL

Analytical Team

**Arunprakash**  
Team Leader

**Prakashraj**  
Team Member

**Ramar**  
Team Member

**Adhinarayanan**  
Team Member

**Dineshraja**  
Team Member

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## 4. Advantages & Disadvantages:

### Advantages:

- Giving Quality product moved entrepreneurs to a higher level in consumer mind.
- Start in a popular place will be given more effective name and facilities such as transports, basics need, etc.
- Fixing lower prices with quality will be an attractive and demanding product.
- Keeping time management will create a good name among consumers.

## **Disadvantages:**

- Giving Quality product with lower price may give a loss
- Difficult to Start such as permission of government official in famous place.
- Lack of quality during keeping time management.

## **5.Application:**

The ideas of startup have been to be applied in the areas:

- Meal delivery services
- Manufacturing industries
- Refining industries
- Recycling industries
- Courier industries
- Power industries
- Telecom industries

## **6.Conclusion:**

Finally, starting a new company in a popular place with the basic facilities. Entrepreneurs should concentrate on giving quality products without loss. Attractive prices and offers will be added. Keeping

time management is very important according to consumer's desires. Scalability is important for entrepreneurs and balancing mentality too.

## **7.Future Scope:**

- Expand the room facilities
- Establish the branches
- Increasing financial status
- Increasing the manpower to complete the orders, tasks, etc.
- Keep on reduce the wastages
- Strong Security
- Largely responsible
- Greater advertising on online

## **8.Appendix**

### **A. Source Code**

File Edit Selection View Go Run Terminal Help index.html - Visual Studio Code

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="utf-8" />
5     <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
6     <meta name="description" content="" />
7     <meta name="author" content="" />
8     <title>Naan-Mudhalvan</title>
9     <!-- Favicon-->
10    <link rel="icon" type="image/x-icon" href="assets/favicon.ico" />
11    <!-- Font Awesome icons (free version) -->
12    <script src="https://use.fontawesome.com/releases/v6.3.0/js/all.js" crossorigin="anonymous"></script>
13    <!-- Google fonts-->
14    <link href="https://fonts.googleapis.com/css?family=Montserrat:400,700" rel="stylesheet" type="text/css" />
15    <link href="https://fonts.googleapis.com/css?family=Roboto+Slab:400,100,300,700" rel="stylesheet" type="text/css" />
16    <!-- Core theme CSS (includes Bootstrap)-->
17    <link href="css/styles.css" rel="stylesheet" />
18  </head>
19  <body id="page-top">
20    <!-- Navigation-->
21    <nav class="navbar navbar-expand-lg navbar-dark fixed-top" id="mainNav">
22      <div class="container">
23        <a class="navbar-brand" href="#page-top"></a>
24        <button class="navbar-toggler" type="button" data-bs-toggle="collapse" data-bs-target="#navbarResponsive" aria-controls="navbarResponsive" aria-expanded="false" aria-label="Toggle navigation">
25          Menu
26          <i class="fas fa-bars ms-1"></i>
27        </button>
28        <div class="collapse navbar-collapse" id="navbarResponsive">
29          <ul class="navbar-nav text-uppercase ms-auto py-4 py-lg-0">
30            <li class="nav-item"><a class="nav-link" href="#services">Dashboard</a></li>
31            <li class="nav-item"><a class="nav-link" href="#portfolio">Story</a></li>
32            <li class="nav-item"><a class="nav-link" href="#about">About</a></li>
33            <li class="nav-item"><a class="nav-link" href="#team">Team</a></li>
34          </ul>
35        </div>
36      </div>
37    </nav>
38    <!-- Masthead-->
39    <header class="masthead">
40      <div class="container">
41        <div class="masthead-subheading">Welcome To NAAN MUDHALVAN Project!</div>
42        <div class="masthead-heading text-uppercase">A STARTUP ANALYSIS </div>
43      </div>
44    </header>
45    <!-- Services-->
46    <section class="page-section" id="services">
47      <div class="container">
48        <div class="text-center">
49          <h2 class="section-heading text-uppercase">
50            <div class="tableauPlaceholder" id="viz1680770138080" style="position: relative"><noscript><a href="#"><img alt='Dashboard' data-bbox='115 115 250 135' /></a></noscript></div>
51          </h2>
52        </div>
53      </div>
54    </section>
55    <!-- Portfolio Grid-->
56    <section class="page-section bg-light" id="portfolio">
57      <div class="container">
58        <div class="text-center">
59          <h2 class="section-heading text-uppercase">Story</h2>
60          <div class="tableauPlaceholder" id="viz1680770222084" style="position: relative"><noscript><a href="#"><img alt='Story 1 ' data-bbox='115 215 250 235' /></a></noscript></div>
61        </div>
62      </div>
63    </section>
64  </body>
65</html>
```

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File Edit Selection View Go Run Terminal Help index.html - Visual Studio Code

```
C:\Users\Jesus Arun\Downloads\Uyirpu Songs>NM11maths-20230410T170426Z-001>NM11maths>NAAN_Mudhalvan_final>index.html>html>body#page-top>section#portfolio.page-section.bg-light
33   <div class="text-center">
34     <h2 class="section-heading text-uppercase">
35       <div class="tableauPlaceholder" id="viz1680770138080" style="position: relative"><noscript><a href="#"><img alt='Dashboard' data-bbox='115 115 250 135' /></a></noscript></div>
36   </div>
37 </div>
38 <!-- Masthead-->
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45 <!-- Services-->
46 <section class="page-section" id="services">
47   <div class="container">
48     <div class="text-center">
49       <h2 class="section-heading text-uppercase">
50         <div class="tableauPlaceholder" id="viz1680770138080" style="position: relative"><noscript><a href="#"><img alt='Dashboard' data-bbox='115 115 250 135' /></a></noscript></div>
51       </h2>
52     </div>
53   </div>
54 </section>
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60       <div class="tableauPlaceholder" id="viz1680770222084" style="position: relative"><noscript><a href="#"><img alt='Story 1 ' data-bbox='115 215 250 235' /></a></noscript></div>
61     </div>
62   </div>
63 </section>
64 </body>
65</html>
```

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File Edit Selection View Go Run Terminal Help index.html - Visual Studio Code

```
</ul>
</section>
<!-- About-->
<section class="page-section" id="about">
    <div class="container">
        <div class="text-center">
            <h2 class="section-heading text-uppercase">About</h2>
            <h3 class="section-subheading text-muted">Rajapalayam Rajus'College,Department of Maths</h3>
            <h3 class="section-subheading text-muted">Startup Analysis has a prominent role in getting ideas to start a new company. Sta
        </div>
    </div>
</section>
<!-- Team-->
<section class="page-section bg-light" id="team">
    <div class="container">
        <div class="text-center">
            <h2 class="section-heading text-uppercase">Men of Analytical</h2>
            <h3 class="section-subheading text-muted">Analytical Team</h3>
        </div>
        <div class="row">
            <div class="col-lg-4">
                <div class="team-member">
                    
                    <h4>Arunprakash</h4>
                    <p class="text-muted">Team Leader</p>
                </div>
            </div>
            <div class="col-lg-4">
                <div class="team-member">
                    
                    <h4>Prakashraj</h4>
                    <p class="text-muted">Team Member</p>
                </div>
            </div>
        </div>
    </div>
</section>
```

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File Edit Selection View Go Run Terminal Help index.html - Visual Studio Code

```
C:\Users\Jesus Arun\Downloads\Uyirpu Songs\NM11maths-20230410T170426Z-001\NM11maths\NAAN_Mudhalvan_final>index.html>html>body#page-top>div.py-5>div.container
    <div class="py-5">
        <div class="container">
            <div class="text-center">
                <h2 class="text-uppercase">Team Member</h2>
            </div>
            <div class="row align-items-center">
                <div class="col-lg-4">
                    <div class="team-member">
                        
                        <h4>Ramar</h4>
                        <p class="text-muted">Team Member</p>
                    </div>
                </div>
                <div class="col-lg-4">
                    <div class="team-member">
                        
                        <h4>Adhinarayanan</h4>
                        <p class="text-muted">Team Member</p>
                    </div>
                </div>
                <div class="col-lg-4">
                    <div class="team-member">
                        
                        <h4>Dineshraja</h4>
                        <p class="text-muted">Team Member</p>
                    </div>
                </div>
            </div>
        </div>
    </div>
</section>
<!-- Clients-->
<div class="py-5">
    <div class="container">
        <div class="row align-items-center">
```

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```
122     </section>
123     <!-- Clients-->
124     <div class="py-5">
125         <div class="container">
126             <div class="row align-items-center">
127                 <div class="col-md-3 col-sm-6 my-3">
128                     |   <a href="#">
129                 </div>
130                 <div class="col-md-3 col-sm-6 my-3">
131                     |   <a href="#">
132                 </div>
133                 <div class="col-md-3 col-sm-6 my-3">
134                     |   <a href="#">
135                 </div>
136                 <div class="col-md-3 col-sm-6 my-3">
137                     |   <a href="#">
138                 </div>
139             </div>
140         </div>
141     </div>
142     <!-- Bootstrap core JS-->
143     <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.2.3/dist/js/bootstrap.bundle.min.js"></script>
144     <!-- Core theme JS-->
145     <script src="js/scripts.js"></script>
146     <!-- * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *-->
147     <!-- * * SB Forms JS * *-->
148     <!-- * * Activate your form at https://startbootstrap.com/solution/contact-forms * *-->
149     <!-- * * * * * * * * * * * * * * * * * * * * * * * * *-->
150     <script src="https://cdn.startbootstrap.com/sb-forms-latest.js"></script>
151 </body>
152 </html>
```

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