

## 2.Compensation:

The rewards might be low since it takes time to generate revenue and make profits. Some startups give up since its demotivating to work without proper compensation.

## 3. Market Access:

Many customers prefer a business that they have worked with over a new startup . Besides ,it is more expensive to acquire new customer than to return old ones. All these factors combined increase the cost of business development for startups.

## 5.APPLICATIONS:

Every startup business needs to have a plan and a strategy to make their business idea a reality. There is where business analysis comes in.

There are many benefit of using business analysis tools for startups . The most obvious benefit is that it can help you save time and money .By understanding the needs of your business , you can avoid spending time and money on things that are not important.

## 6.CONCLUSION:

While the world -changing potential in startups is sometimes overhyped, successful startups do have the potential to create a significant positive impact on the world. And even when startups fails ,they still have an impact , especially through the learning from the founders ,employees ,investors and other stake holders .

Finally, the startups have an impact also on the lives of the startup entrepreneurs themselves. By embarking on a startup journey ,the entrepreneur will learn a great deal about discovering actual problems , innovating solutions, analysing markets and building the organisations and processes to support these activities.

## 7.FUTURE SCOPE:

Startups play an active role in boosting innovations and creating jobs in India. There growth has a direct correlation with that of Indian economy. The booming start-up segment have achieved a spectacular growth in a short span of time .The no of startups grows from 471 in 2016 to 72,993 in 2022 and created more than 7 lakhs jobs by march 2022.

India has become the third largest startup ecosystem in the world after the US and China ,pre the economic survey 2021 to 2022.Although the pandemic exposed the flip side of almost all sectors , it brought about some positive changes for startups.