1. INTRODUCTION:

1.1 Overview

Charting the course of innovation is working to give employees more platform and opportunities to connect, share ideas and plot new program and services trails learning from each successive effort. As the team would suggest nobody can build a data ecosystem on their own. But finding the right path for shifting from an internal data focus to an external one is neither easy nor obvious to succeed a company needs a clear strategy for finding the right mix of governance, innovation , partnership.

Its essential that companies embark on this journey to stay relevant in changing competitive landscape in particular younger consumer and employees are placing new demands on large companies. To get started a company first needs to understand the value proposition both for what a data ecosystem could bring to its business model and to benefit others.

1.2 Purpose:

The purpose of a startup is multifaceted, depending on the individual of team behind the venture. Generally the purpose of a startup is to create something new and innovative. A startup is often a first step in launching a business and is the begining of an entrepreneurial journey.

A startups primary goal is to create a product or services that customer will find useful to find and will pay for this means that the founders of the startup have to understand their target and what people need. This understanding drives the development of the product or service and helps the team focus on **features that will provide value to their customers.**
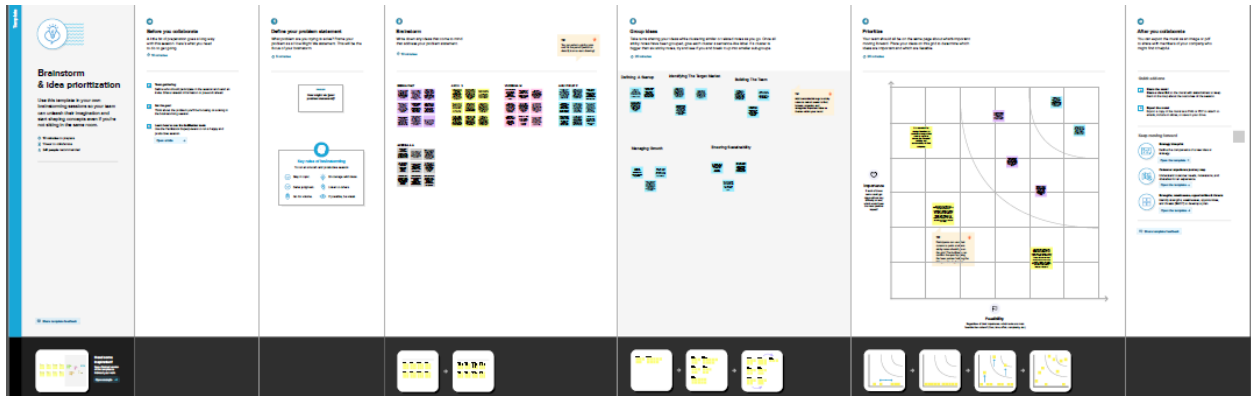
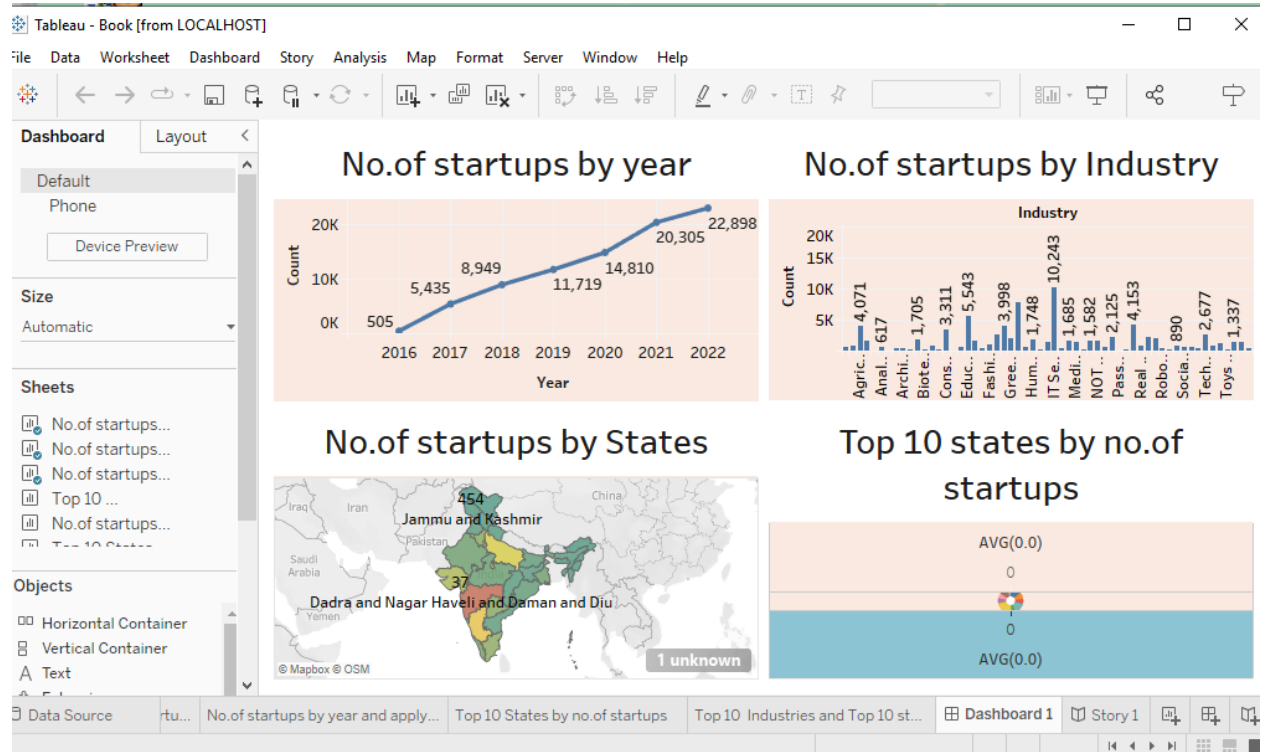## 2. PROBLEM DEFINITON AND DESIGN THINKING:

2.1 Empathy Map
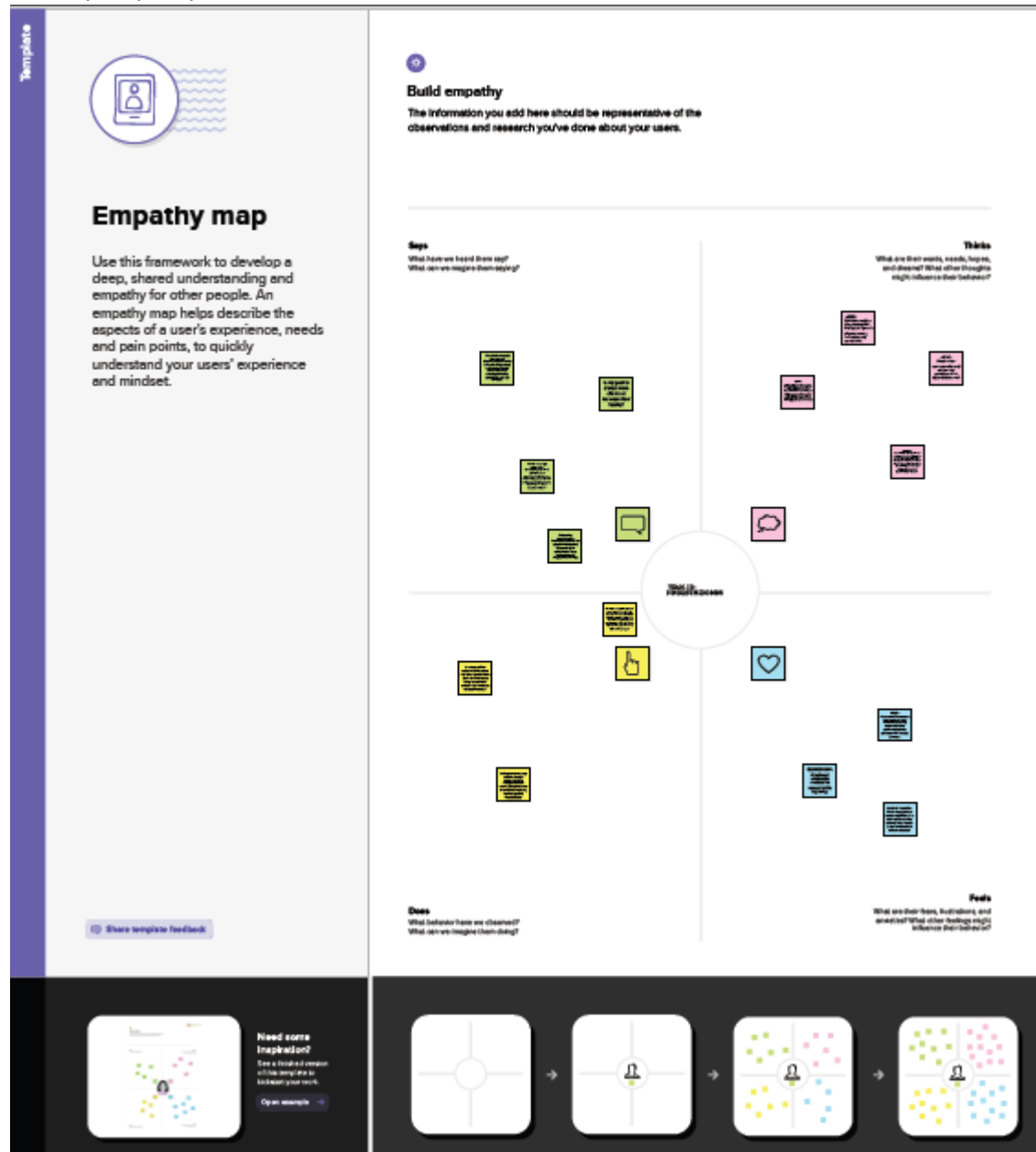
2.2 Ideation and Brainstorming Map:

3. RESULT:

Dashboard and story

CHARTING THE COURES OF INNOVATION : A STARTUP ANALYSIS
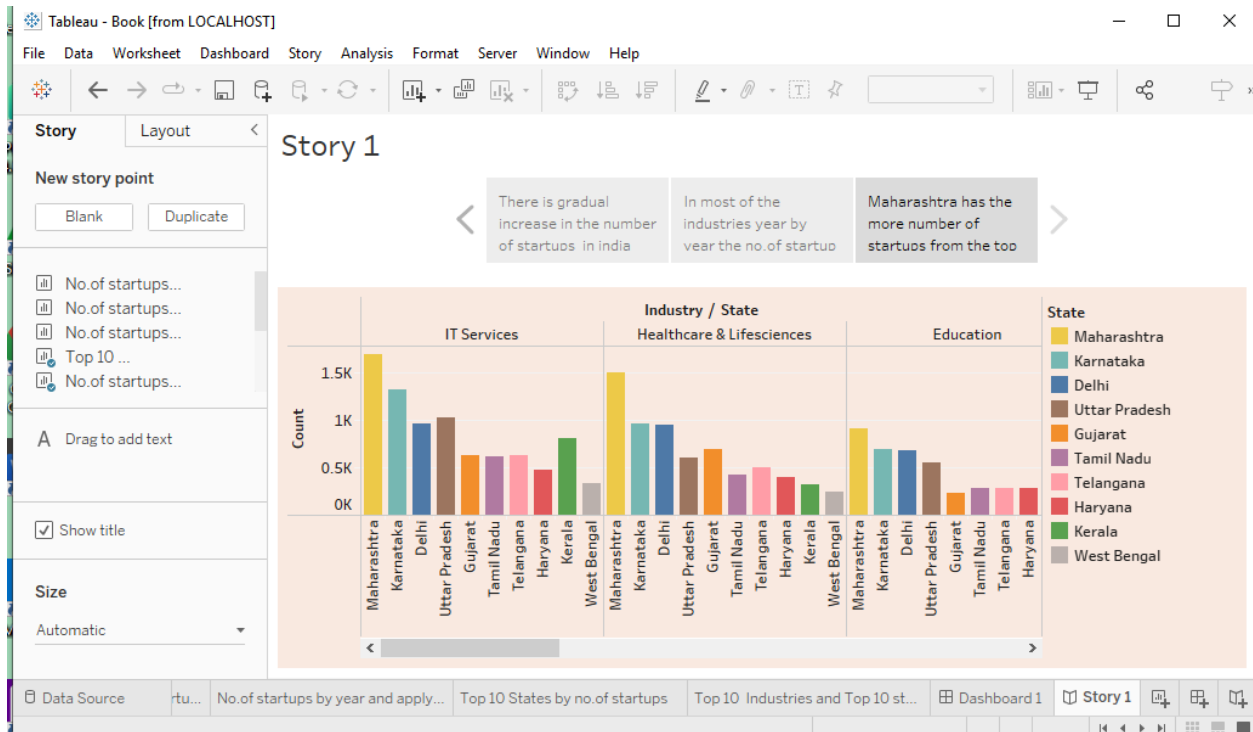
4.ADVANTAGES AND DISADVANTAGES:

Advantages:

1. Efficiency:

Established companies have high administrative over heads. Startups offer their services in a more efficient, cost effective and competitive manner. They are likely to be aware of their limitations and tend to focus on their core strength.

2. Team culture:

Employees of large corporation get attracted by prestige and high salaries. They easily loss sight of company's vision and success of its customer. They must work together for the good of the company.

3. Personalization:

These create a uniquely personal experience for their customers. Startup also take time to study and understand their customer business requirements. This allows them to build long lasting relationship.

Disadvantage:

1. Risk:

Most startups fail within their first year of operation , so the risk of failure is high working under such high risk can blur a startups strategic vision.