

PROJECT REPORT

CHARTING THE COURSE OF INNOVATION – STARTUP ANALYSIS

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Team members

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CHARTING THE COURSE OF INNOVATION- STARTUP ANALYSIS

INTRODUCTION:

PROJECT DESCRIPTION:

Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

OVERVIEW :

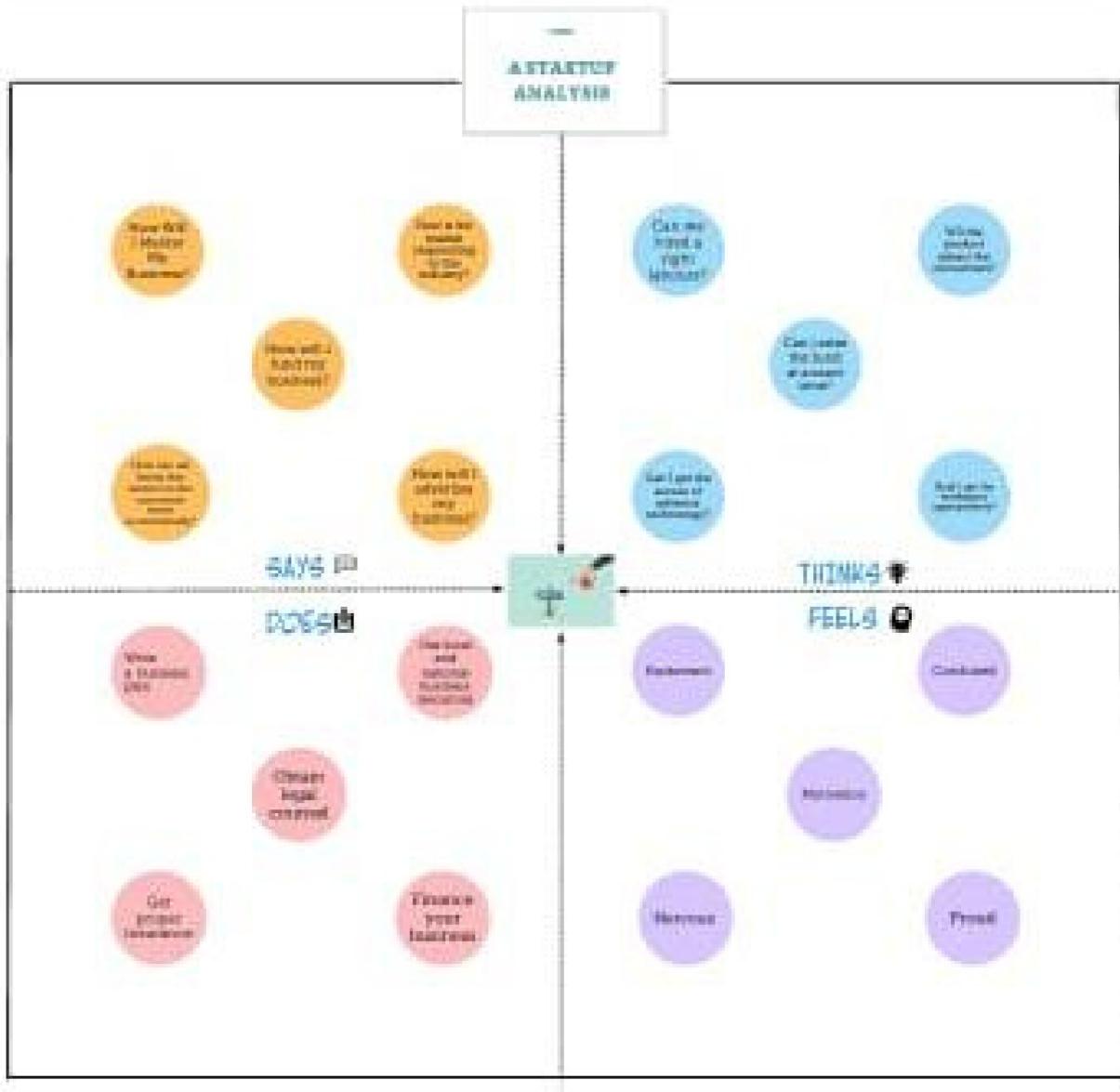
The data has been collected, it is analysed through tableau, by analysing Global conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

PURPOSE :

The primary aim is to answer market demand by creating new and innovative products or services. While most small businesses might intend to stay small, a startup focuses on fast growth in a designated market. Usually, such companies start as an idea and gradually grow into a viable product, service or platform.

PROBLEM DEFINITION & DESIGN THINKING:

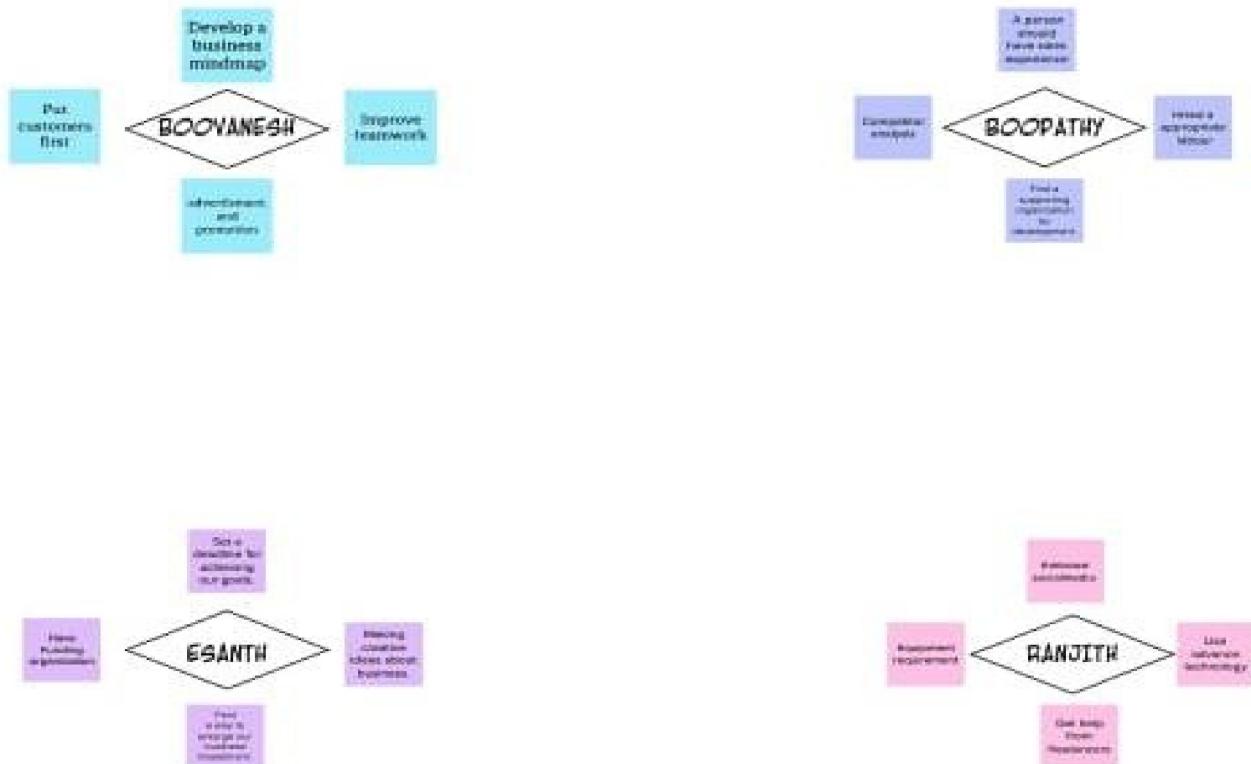
EMPATHY MAP:



IDEATION & BRAINSTORMING MAP:

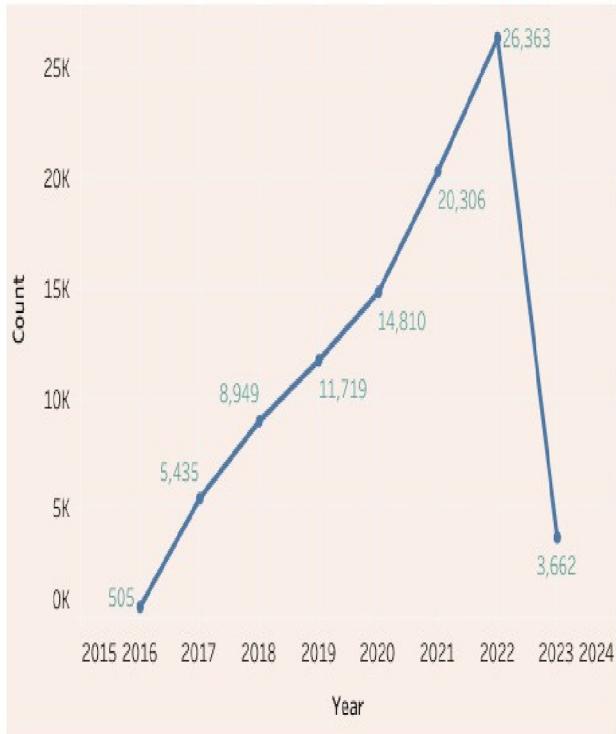
BRAINSTORMING

A STARTUP ANALYSIS

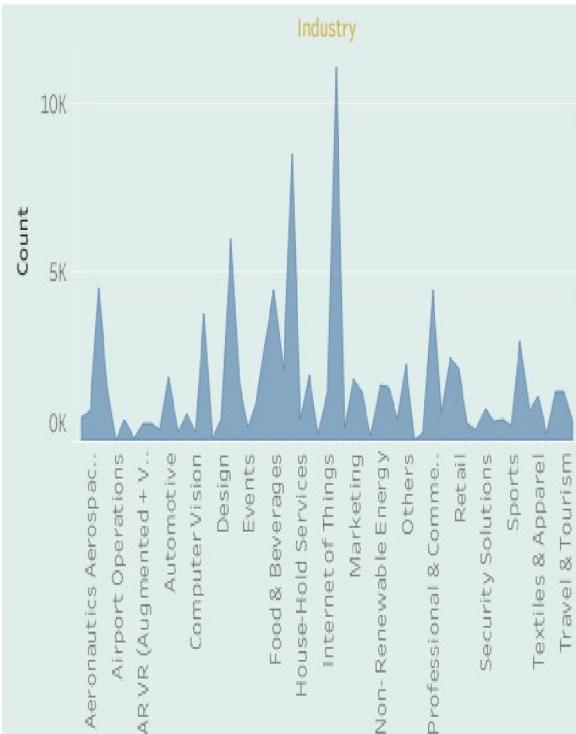


RESULT:

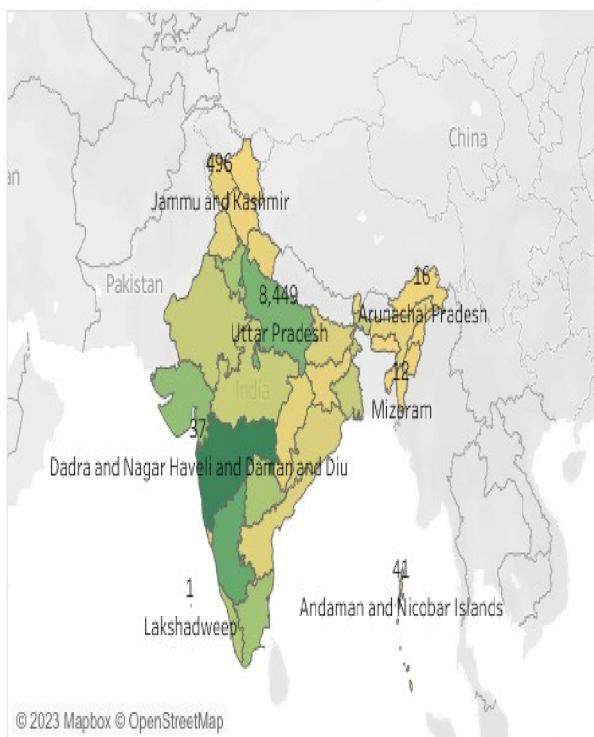
No of startups by year



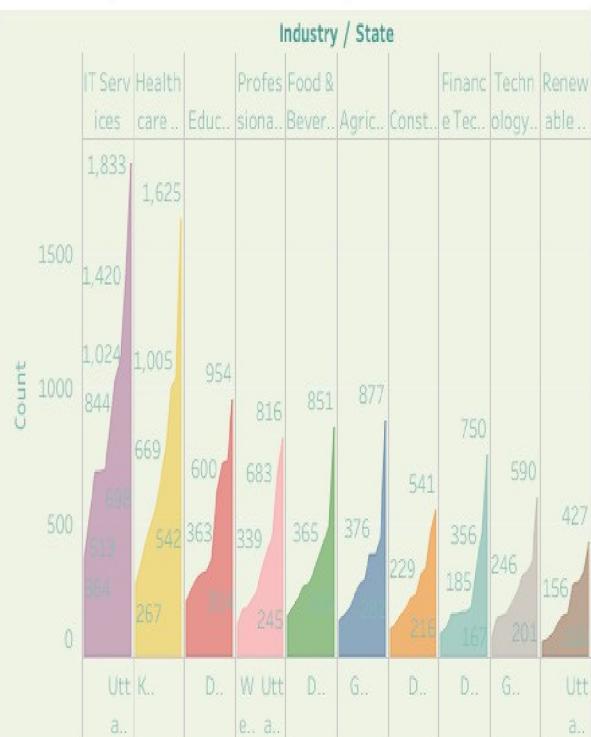
No of startups industrywise



No of startups by state

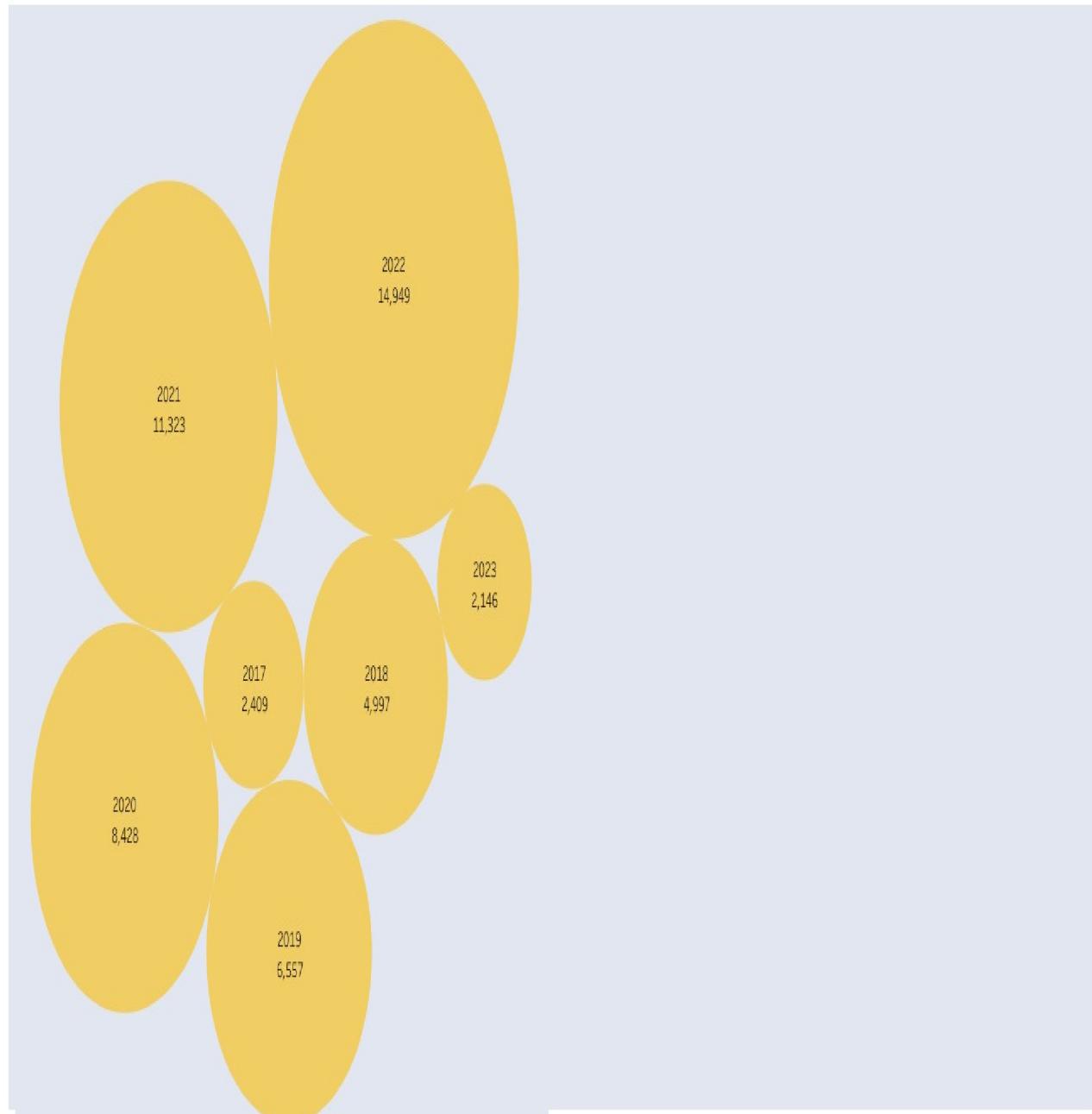


Top 10 industries by no of state



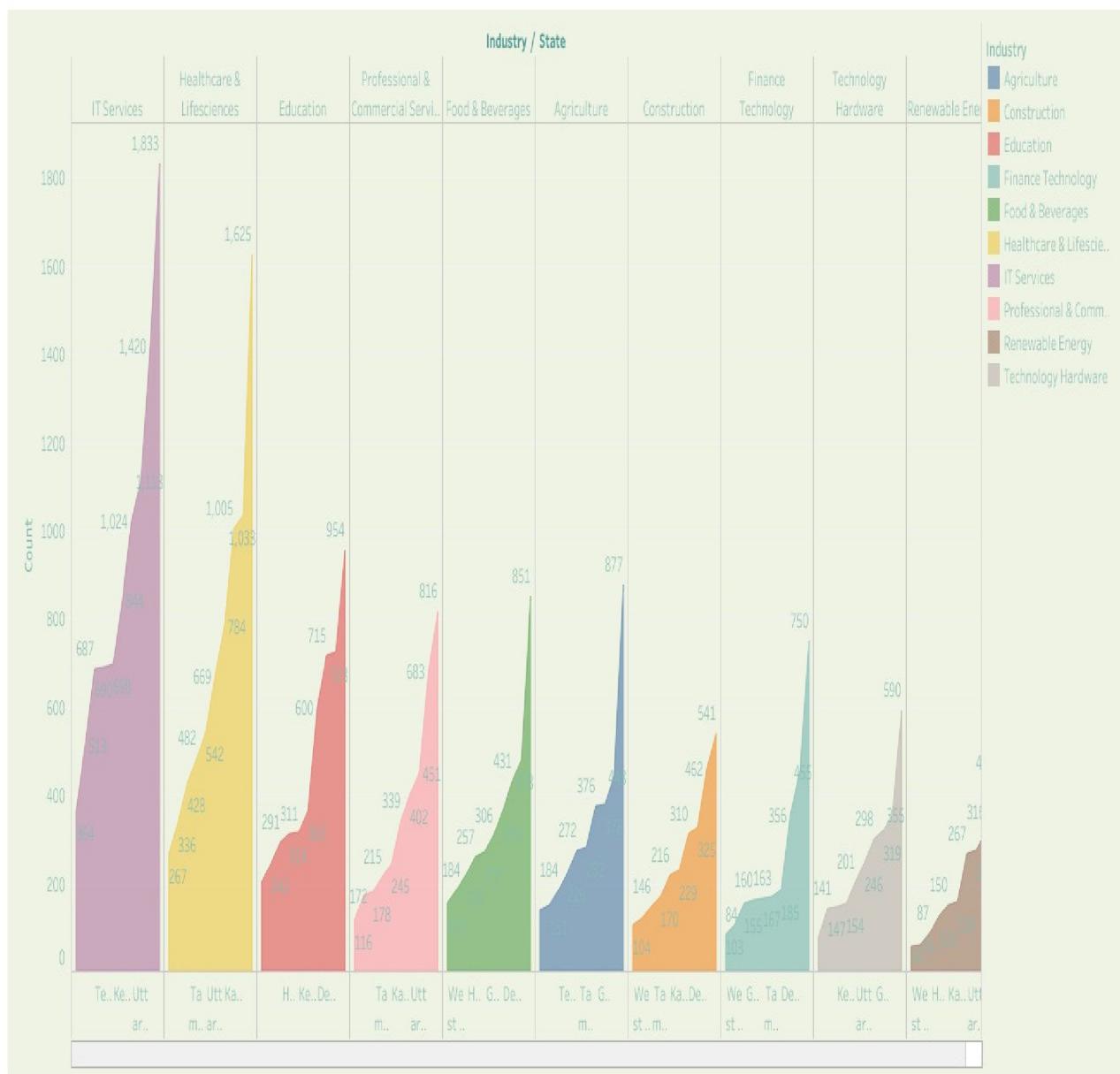
Story 1

There is a gradual increase in the no of ..
n most of the industries year by ye..
Maharashtra has the more no of startups f..



Story 1

There is a gradual increase in the no of startups in most of the industries year by year. Maharashtra has the more no of startups for all the industries.

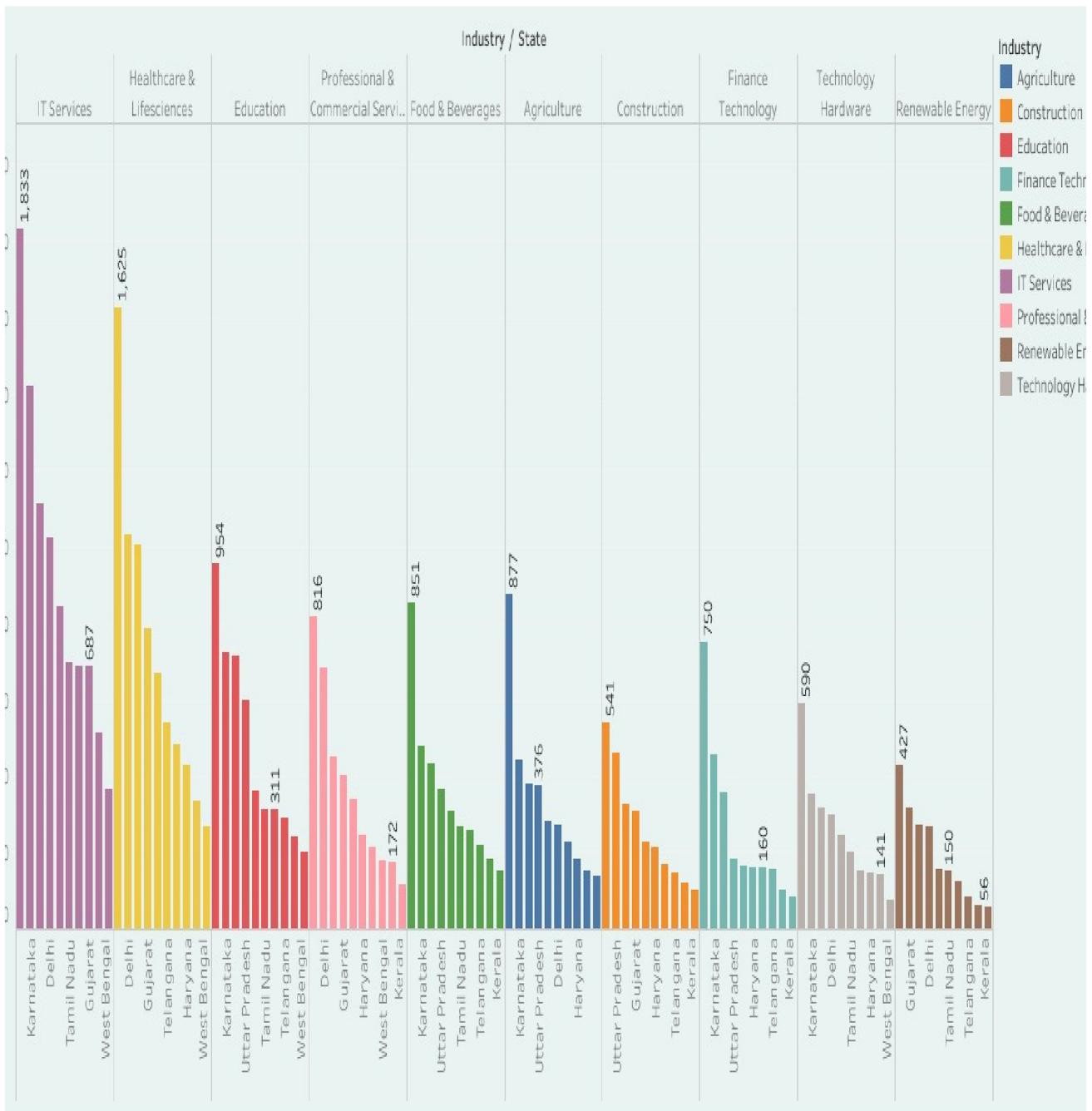


1

There is a gradual increase in the no of ..

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ADVANTAGES:

1. Identifying opportunities: A market analysis can help you identify new opportunities for your business. By understanding your target market and the needs of your customers, you can develop products or services that meet their needs.
2. Developing a marketing strategy: A market analysis can help you develop a marketing strategy that targets your ideal customers. By understanding your target market, you can develop marketing messages and strategies that appeal to them.
3. Understanding your competition: A market analysis can help you understand your competition and their strategies. This information can help you develop strategies to differentiate your business and attract more customers.

DISAVANTAGES :

1. *You're in control*: As the founder or CEO of a startup, you're in control of the company's direction and have a lot of say in how it's run. This can be a lot of responsibility and pressure, and there's a risk of the business failing if you make the wrong decisions.
2. *You can be inflexible*: Startups are usually much more flexible than larger businesses when it comes to things like structure, culture, and processes. However, this can also be a disadvantage if you're not able to adapt quickly to changes in the market or your industry.

You can raise too much capital: Startups can often raise capital more easily than larger businesses. This is because investors are often more willing to take a risk on a new business with high potential. However, raised capital can also lead to problems if it's not used wisely or if the business isn't able to meet its financial goals.

APPLICATION:

1. Access to a Large Market:

India is home to over 1.3 billion people, making it the second most populous country in the world. This provides startups with a large potential customer base.

2. Low cost of setting up:

The cost of setting up a business in India is low compared to other countries. This is due to the availability of cheap labour and office space.

3. Funding:

The government has set up various funds to support startups financially. Startups can use these funds for their business operations and expansion.

CONCLUSION:

The conclusion of the project is to give some graphical explanations and informations about a startup analysis all over the world in the past few years and to give more information about a startup analysis.

FUTURE SCOPE:

Through this project of analysis In present times startups in India are witnessing a golden chapter in the history of Indian entrepreneurship. However, still the indian government has a crucial role to play in positioning India as the Tech Garage of the World. It should act as a catalyst, and bring together the synergies of the private sector with the aim of innovating for India and the world.

APPENDIX

SOURCE CODE:

file:///C:/Users/HP/Desktop/Bhuvanesh/Charting%20the%20Course%20of%20Innovation_%20A%20Startup%20Analysis/index.html