

CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

1.INTRODUCTION

1.1 OVERVIEW

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.

1.2 PURPOSE

USE:

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

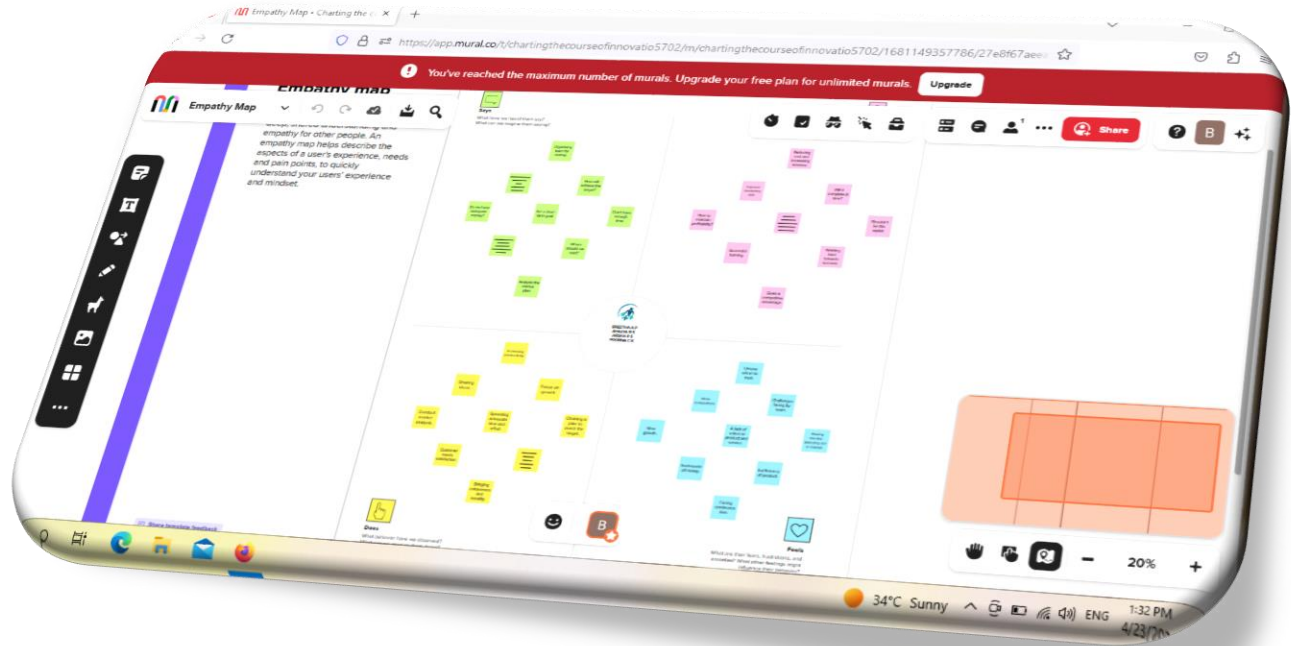
ACHIEVEMENT:

Startups are created to fill a void in the marketplace, or to take advantage of a new trend or opportunity. They are often driven by ambitious individuals with a desire to make money or have an impact on the world by developing a product or service that is unique. Startups often start small and grow as they attract funding or customers.

2. PROBLEM DEFINITION AND DESIGN THINKING

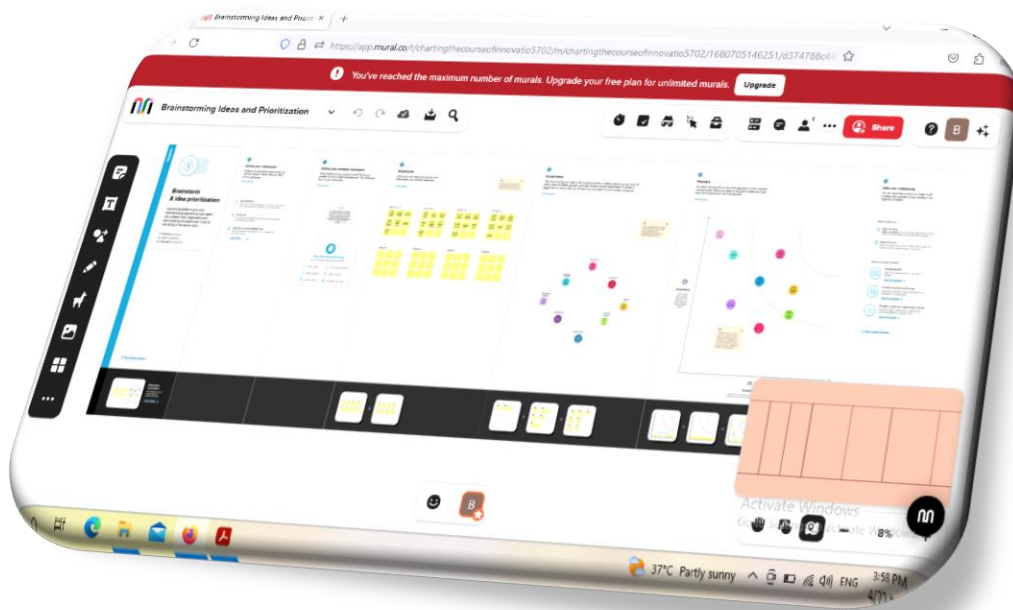
2.1 EMPATHY MAP

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray.



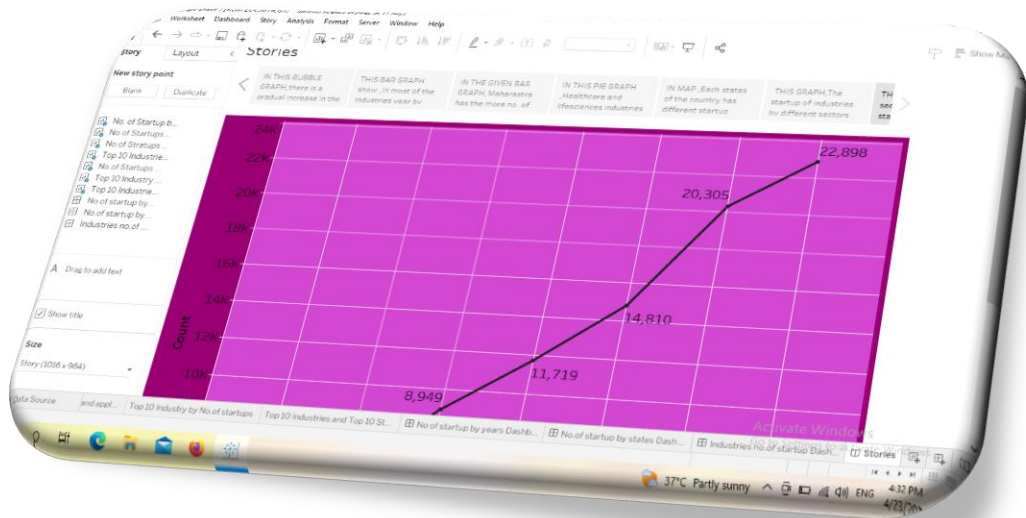
IDEATION AND BRAINSTROMING MAP

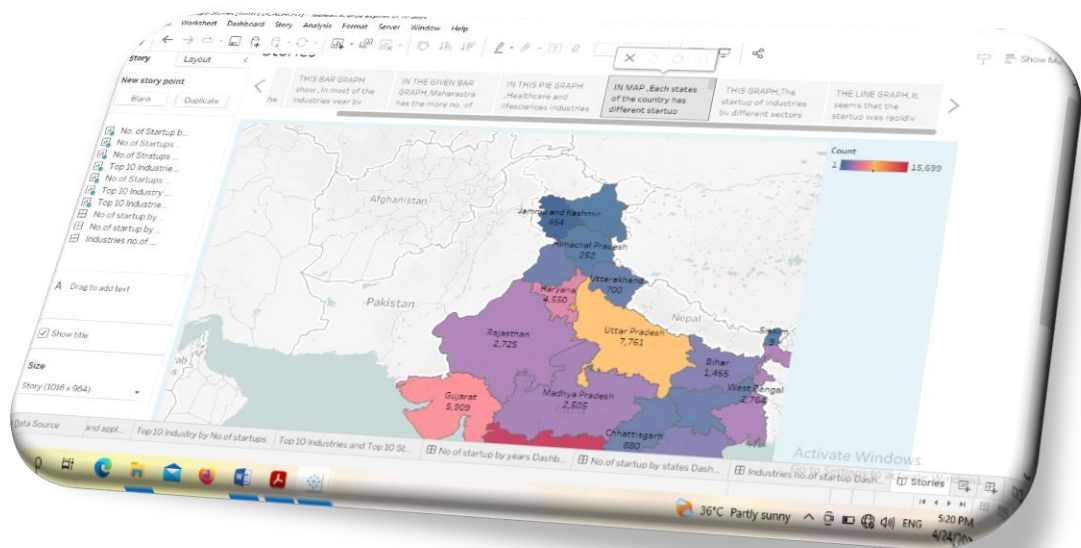
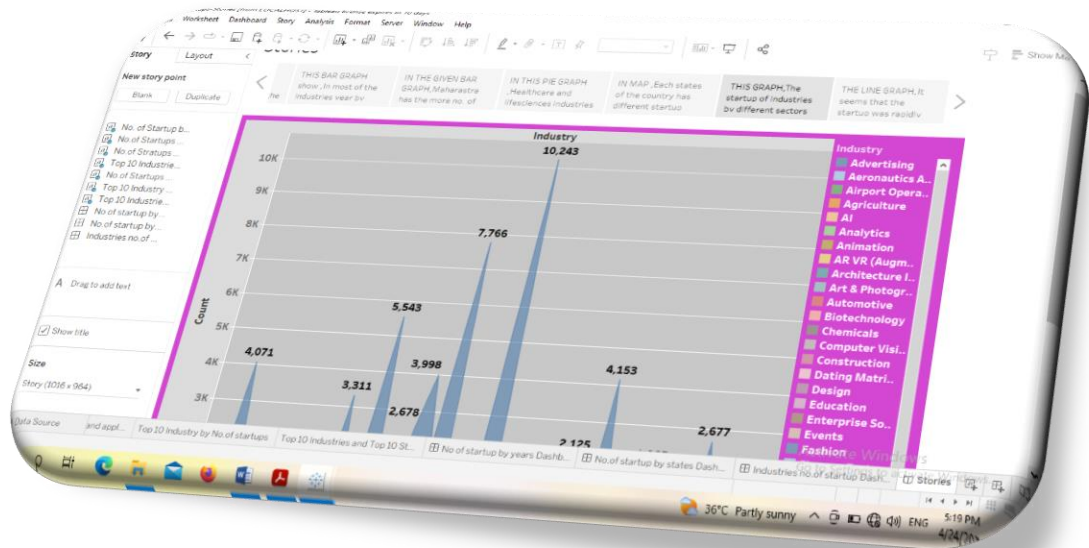
Ideation essentially refers to the whole creative process of coming up with and communicating new ideas. Ideation is innovative thinking, typically aimed at solving a problem or providing a more efficient means of doing or accomplishing something. It encompasses thinking up new ideas, developing existing ideas, and figuring out means or methods for putting new ideas into practice.



3.RESULT

- IN THIS BUBBLE graph there is a gradual increase in the No. of startups in India regardless of the states and industries.
- THIS BAR GRAPH show, in most of the industries year by year the startup count is increasing even though there is a huge economic drops during lockdown.
- IN THE GIVEN BAR graph, the more no. of startup from the top 10 industries of Maharashtra which have more startup.
- IN THIS PIE graph, healthcare and life sciences industries has many startups.
- IN MAP, each states of the country have different startup rate. Uttar Pradesh gives highest rate of 7,761. States giving good startup rates moving the economic towards success.
- THIS GRAPH, the startup of industries by different sectors increasing day by day.IT Services reaches above 10k in past years. Green Technology also giving touch to IT Service. The startup of safety, sports, marketing industries show minimum startups.
- THE LINE GRAPH, it seems that the startup was rapidly increasing every year. In 2022 it reaches the new peak at 20k.But by comparing with 2021 startup, it seems minimum difference. It is expected that 2023will give new achievement.





4.ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

➤ 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.

➤ 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.

➤ 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.

➤ 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.

➤ 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

➤ 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.

➤ 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.

➤ 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.

➤ Processes

Startups have a flat organizational and are less organized with no or undefined business processes and operational procedures. That makes them lean and agile, but also prone to errors that exposes them to poor customer service, legal liability, and financial losses. Outsourcing non-core business processes to external service providers might not be an option due to the associated costs.

5.APPLICATIONS

➤ Raise finance

The likelihood is to support your growth will require an injection of funding. That's unless you have an extremely cash generative business model. More often than not you probably won't have enough customers and thus free cash flow to finance the next opportunity. You'll have a working capital requirement and thus need investment beyond the reach of your business.

You'll likely have to approach potential sources of finance and they'll want to assess your income statements/profit and loss statements, and business plan. If you're still at concept stage, or haven't begun making sales, then their decision will rest solely on the strength of you and your business plan.

The statements help prospective lenders and investors understand the history of the organization to date. The business plan provides them with a view of your future direction. They'll look for many things in your plan. Ultimately their interest will focus on whether the expansion or development of your business will generate sufficient cash to both operate effectively while also fulfilling debt obligations.

➤ Managing business effectively

The usefulness of a cash flow forecast doesn't end there though. Managing your cash position, as you may have already gathered, is fundamental to the long term future of your business. There's a common quote that "most businesses fail because they run out of money". This means they're no longer able to pay their debts when they're due.

You should reference your cash flow projections in your business plan regularly. When you invest in your business, there will be significant out flows of money before any cash comes in. The timing of your investments thus needs to be considered against your projections and statements. Consider trading patterns, seasonal variations and the likely impact on cash flows.

If, for example, you sell through a credit extension then you're going to receive payment in the future. That means after the goods or services have changed hands. The likelihood then is you'll have to make payments in relation to the usual operations of your business before that income comes in from your customer.

6.CONCLUSION

Our project title is "Charting the course of innovation :A startup analysis".I am Breetha A P [team leader] and my team member are Ahalya B S ,Arsha R S and Poorna C K .Our first task is Empathy map and Brainstroming .We shared our experience and discussed our project then successfully completed our first task.Finally we entered into the project .For doing it we stored the data in mysql then collaborate it with tableau.successfully we publish our database and stories.

7.FUTURE SCOPE:

What's next for the startup industry

The startup industry is an ever-evolving space and the future of startups looks set to be an exciting one. We are currently in the midst of a digital revolution that is transforming the way businesses operate and this trend is only likely to continue. As technology advances, so too will the opportunities available to startups, and the industry will continue to change and develop to meet the demands of this new era.

One of the big trends in the startup industry is the emergence of alternative funding sources. With traditional venture capital becoming increasingly difficult to obtain, startups are beginning to explore other options such as crowdfunding, angel investing, and incubators. This shift has allowed entrepreneurs to access funds they may not have had access to before, and it is enabling them to pursue their business ideas with greater flexibility and agility.

Cloud computing is another technology that is likely to have a major impact on startups in the future. Cloud computing allows businesses to store their data in remote servers, meaning that they don't need to invest in expensive hardware or software solutions. This allows companies to save money while also providing them with access to powerful computing resources. This technology will allow startups to scale their operations quickly and efficiently while also reducing their overhead expenses.

The future of startups looks set to be an exciting one, with plenty of opportunities for entrepreneurs to explore new ways of doing business. By leveraging emerging technologies such as cloud computing, AI, and alternative financing options, entrepreneurs can create innovative products and services that will shape the landscape of tomorrow's startups. As technology continues to evolve, so too will the opportunities available in the startup industry, making it an exciting space for entrepreneurs to explore and expand upon.

The role of government in the future of startups

The role of government in the future of startups is an intriguing topic that has been receiving much attention recently. As the startup industry continues to grow and evolve, so too must the role of governments in helping to guide and shape the future of startups. Governments have a unique opportunity to provide the necessary support and regulation that will help to ensure the success of startups and enable them to reach their potential.

In recent years, governments around the world have begun to recognize the importance of startups and are taking steps to ensure their success. This includes creating policies and regulations that help startups navigate through the often complex legal and financial aspects of starting a business. Governments are also increasingly providing funding for startups, either through grants or tax incentives, which can be used to cover expenses such as research and development and marketing costs. Some governments are even introducing programs specifically designed to support startups, such as accelerator programs and incubators.

In addition to providing financial support, governments can also play a key role in helping startups access new markets. Governments often have access to trade networks or agreements that can open up opportunities for startups to expand their business beyond their home country. This can be especially beneficial for startups that are looking to tap into global markets or introduce innovative products or services into existing markets.

Finally, governments can help foster a supportive environment for startups by promoting entrepreneurship and providing access to resources. Governments can create programs that provide mentorship and training to entrepreneurs, as well as create a supportive network that connects entrepreneurs with investors and other resources. Additionally, governments can create initiatives that encourage the public to invest in startups, thereby creating more capital for these businesses.

DOCUMENTATION BY

BREETHA A P

AHALYA B S

ARSHA R S

POORNA C K