

## **Project Unicorn Study – 20% WEIGHTAGE**

*(To be done in groups of 3 students at max)*

### **Study of 2 unicorns**

According to the ASK Private Wealth Hurun India Future Unicorn Index 2024, India could add 152 new unicorns over the next 3-5 years. Last year India had over 100 unicorns. This year the list has come down marginally.

Some of the sectors where unicorns are present in India include:

- E-commerce
- Fin-tech
- Supply chain and logistics
- Internet software and services
- Content
- Gaming
- Hospitality
- Data management and analytics

You need not restrict your study to this list only. EXCLUDE THOSE UNICORNS THAT HAVE GONE PUBLIC.

#### **Required**

1. Study 2 unicorns; one founded in India and one outside India.
2. Make a detailed study of the two companies.
3. The study should cover aspects like sector the company is catering to, the market opportunities in that sector and the nature of market in general, brief about the founders and key management personnel, how the company is organised and run, prominent investors in that company and their brief profile, details of funding rounds and the financing instruments, significant milestones of the company, last 3 years financials and significant highlights of those. These are some of the pointers and you are free to include more areas in your study to form a complete picture of the company
4. Indian Tax provisions relating to start ups including ESOP taxation.
5. Prepare a comprehensive report (20-25 pages) and a power point presentation (12-15 slides) highlighting your study.

**PRESENTATION:** The presentation schedule will be outside of regular class hours and will be communicated to you separately. Attendance will be mandatory during presentations.

**Last date: 24<sup>th</sup> October, 2024**