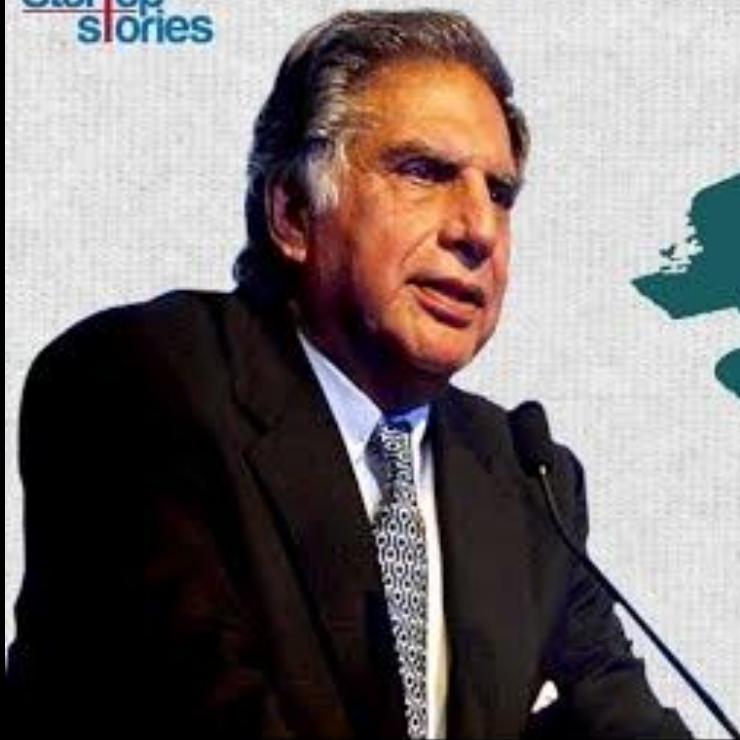


How to Get a Right Startup Idea?

Entrepreneurship Development Centre
Parul University

A message by Ratan Tata

Starup
stories



MAKE
a difference

Learning Idea Generation from the leading Entrepreneurs

amazon

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Parul[®]
University

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paytm

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Dropbox

कैसे शुरू हुआ Amazon.com?



**Knowledge
and
experience**

amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n'.



Knowledge
and
experience

amazon


Solving your
own problems

OYO



फेल होने के बाद भी खड़ी की
सबसे बड़ी फूड डिलीवरी कम्पनी

Knowledge
and
experience

amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font, with a curved orange arrow underneath it pointing from the 'a' to the 'z'.

Solving your
own problems

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START UP STORY

Knowledge
and
experience

amazon



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Solving your
own problems

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How paytm started?

**Vijay shekhar
Sharma**

Youngest self-made
Billionaire

Knowledge
and
experience

amazon



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Solving your
own problems

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Improving
existing service
or product

paytm

Motivational success story

कम उम्र में साधारण
आइडिया से बनाया
600 करोड़
का साम्राज्य

Phanindra sama



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Improving
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or product

paytm

Star^{up}
sories

A portrait of Mark Zuckerberg, smiling, wearing a dark brown zip-up hoodie. The background is a solid blue color with a large, faint, light blue Facebook 'f' logo visible behind him.

MARK ZUCKERBERG BIOGRAPHY

Knowledge
and
experience



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Improving
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Dropbox

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Your Tasks for next 7 days :

01

Solving your own Problem

- Enlist various problems faced by you.
- Introspect the life of closed ones (friend, relatives, etc) and identify the problems faced by them.

02

Improving existing product or service

- Enlist the domain where you would like to contribute.
- Identify an opportunity of improving the service or product in domain of your interest.
- Identify an opportunity of removing middleman.

03

Knowledge and Experience

- Identify an opportunity of a Startup based on your domain knowledge and experience.

Always Remember :

- **“Idea are nothing without execution”**
- **“Do not be under impression that whatever ideas comes to your mind, no one else would have got the same”**
- **“It’s not about who had the innovative idea first, it's about who executes it better and became market leader faster”**
- **“Ideas are seed but proper execution of idea will play a vital role in success of a startup”**

**“Small Minds Discuss People,
Average Minds Discuss Events,
Great Minds Discuss IDEAS”**

How to Get a Right Startup Idea?

Jay Sudani
Chief Executive Officer,
Entrepreneurship Development Cell,
Parul University



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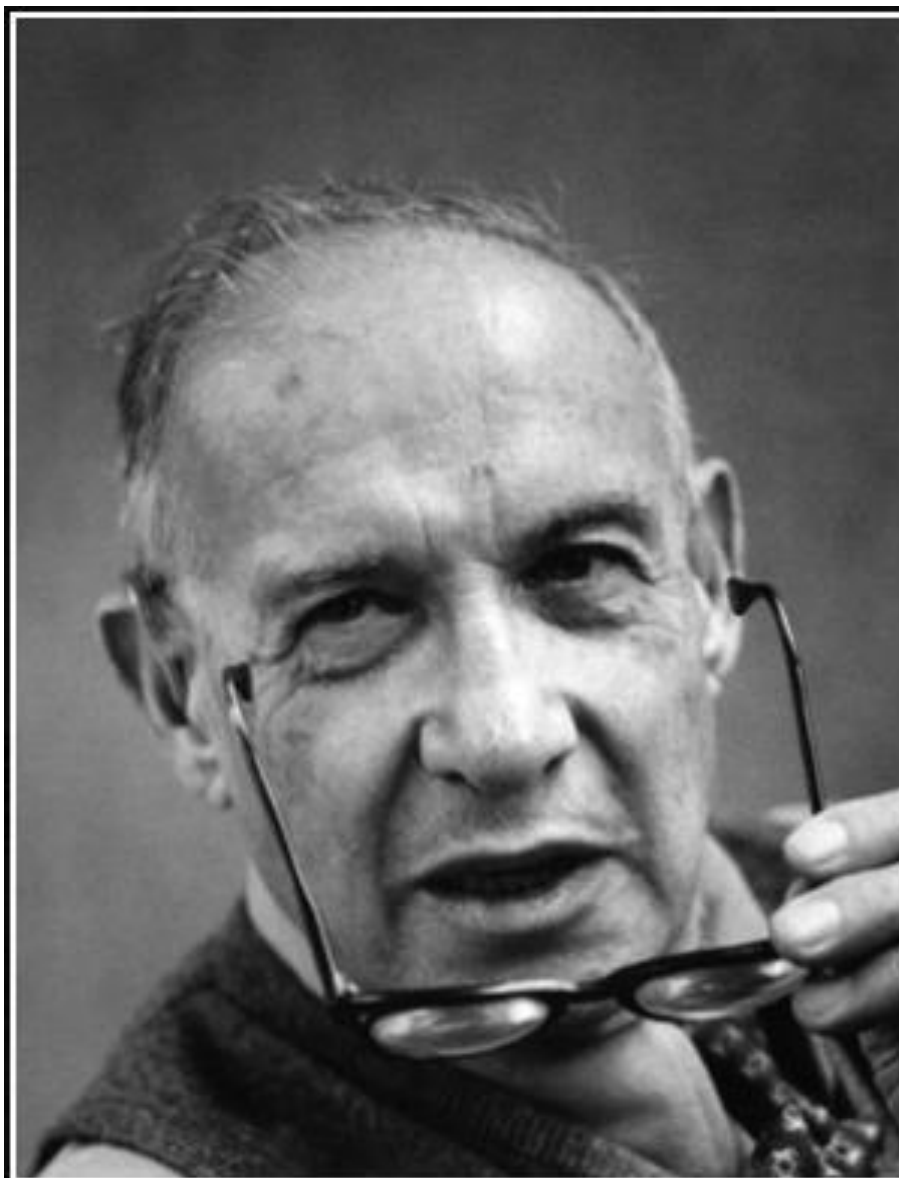
Bachelor of Technology (B.Tech)

Subject: Innovation and Entrepreneurship (203100357)

Semester: 6th Semester

Topic: Factors determining Competitive advantage, Market Segment, market structure



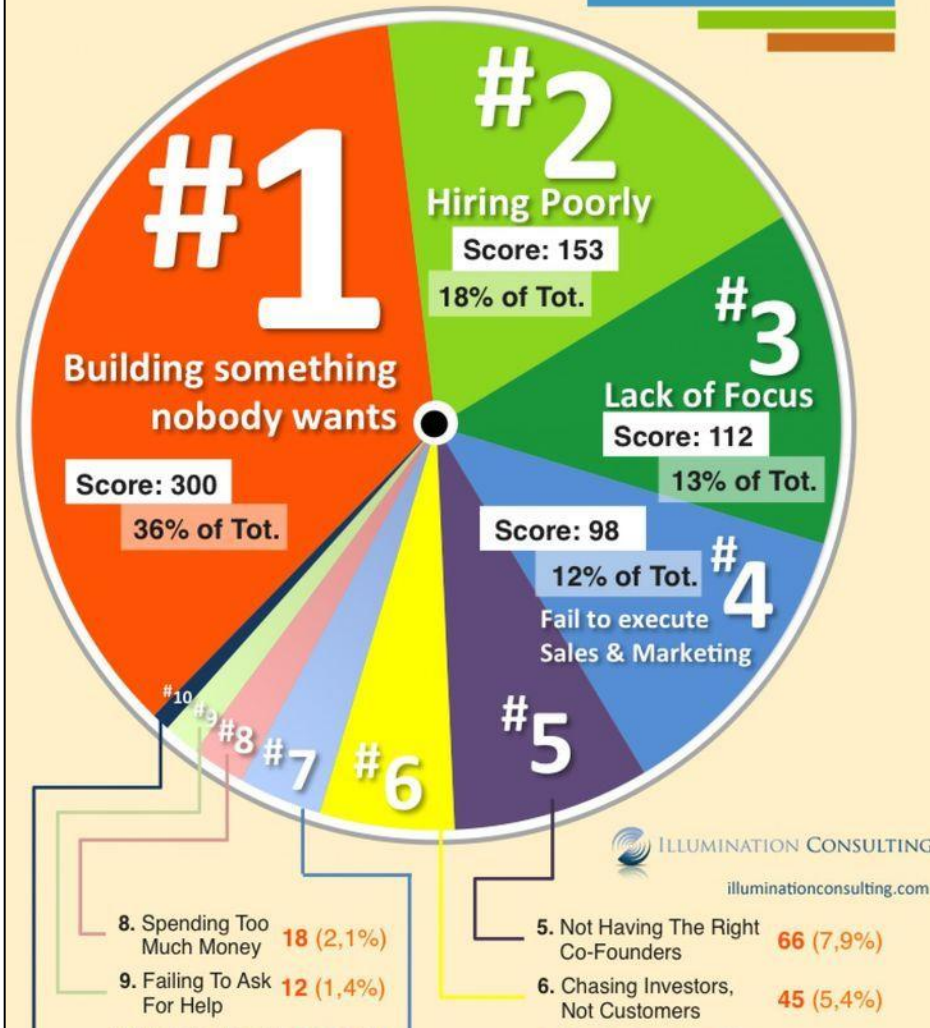


Knowledge has become the key
economic resource and the
dominant-and perhaps even the
only-source of competitive
advantage.

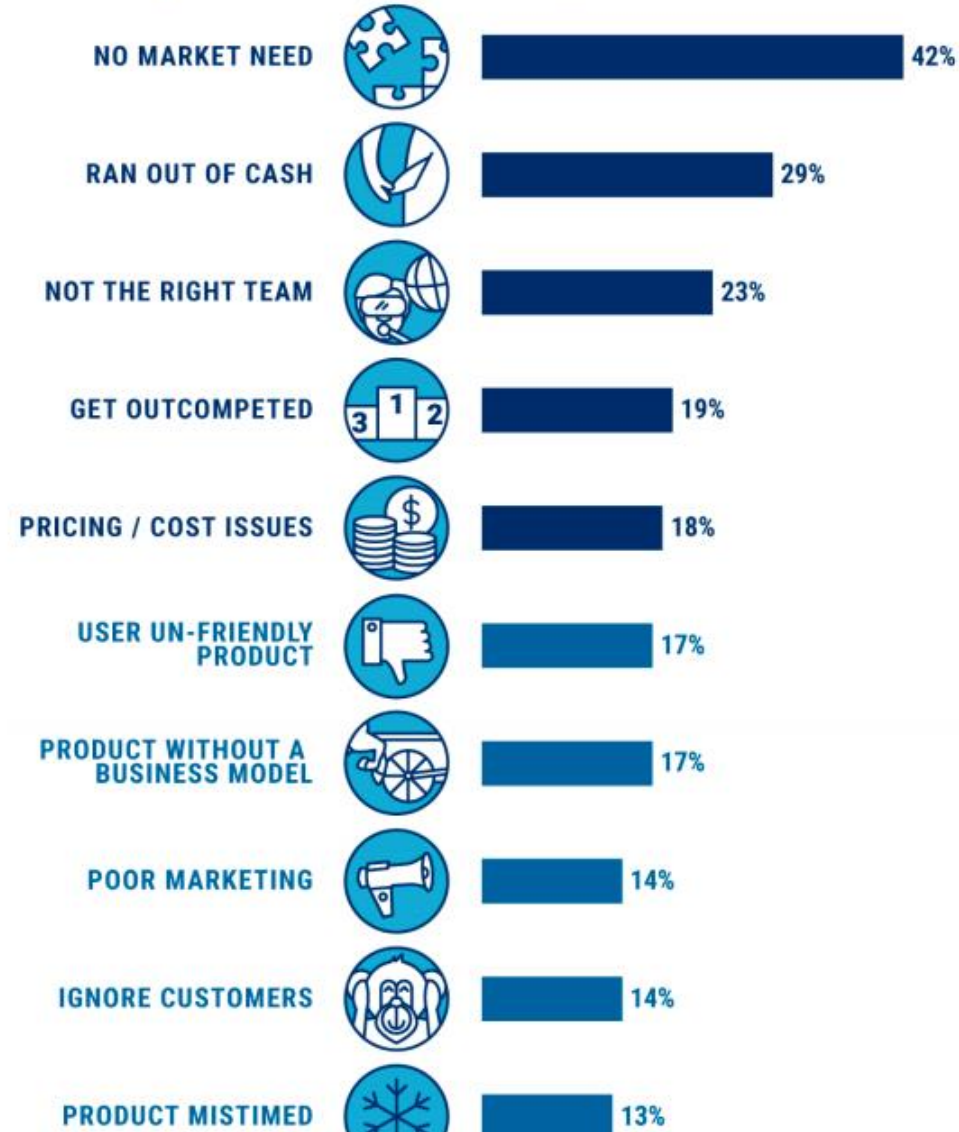
— *Peter Drucker* —

AZ QUOTES

TOP 10 STARTUP MISTAKES



BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS
Top 20 Reasons Startups Fail



Competitive Advantage

- Competitive advantage is what makes an entity's products or services more desirable to customers than that of any other rival.
- Competitive advantages can be broken down into comparative advantages and differential advantages.
- Comparative advantage is a company's ability to produce something more efficiently than a rival, which leads to greater profit margins.
- A differential advantage is when a company's products are seen as both unique and higher quality, relative to those of a competitor.

Competitive Advantage

- Being different
- Choosing to perform activities differently
- Perform different activities than rivals
- Deliver unique value



Example Competitive Advantage

A firm that manufactures a product in China may have lower labor costs than a company that manufactures in the U.S., so it can offer an equal product at a lower price. In the context of international trade economic comparative advantages.



Example Competitive Advantage

Amazon (AMZN) is an example of a company focused on building and maintaining a comparative advantage.

The ecommerce platform has a level of scale and efficiency that is difficult for retail competitors to replicate, allowing it to rise to prominence largely through price competition.



Differential Advantage

A differential advantage is when a firm's products or services differ from its competitors' offerings and are seen as superior. Advanced technology, patent-protected products or processes, superior personnel, and strong brand identity are all drivers of differential advantage. These factors support wide margins and large market shares.

Apple is famous for creating innovative products, such as the iPhone, and supporting its market leadership with savvy marketing campaigns to build an elite brand. Major drug companies can also market branded drugs at high price points because they are protected by patents.

Differential Advantage

- Apple is famous for creating innovative products, such as the iPhone, and supporting its market leadership with savvy marketing campaigns to build an elite brand.
- Major drug companies can also market branded drugs at high price points because they are protected by patents.

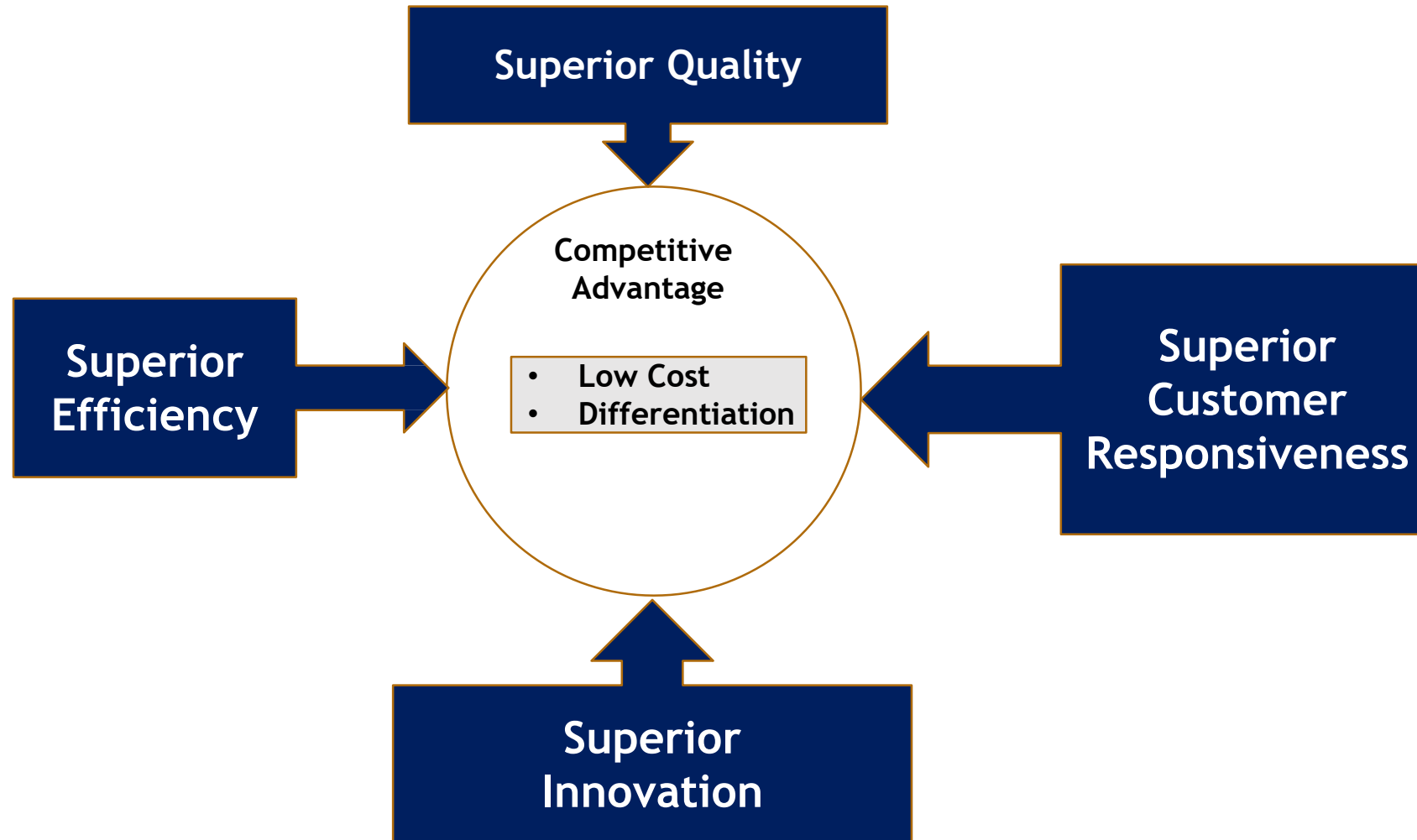


Factors That Affect a Firm's Competitive Strategy

- Changing Customer Needs
- Finding New Supplier
- More Advanced Products
- Behavior of Competitors



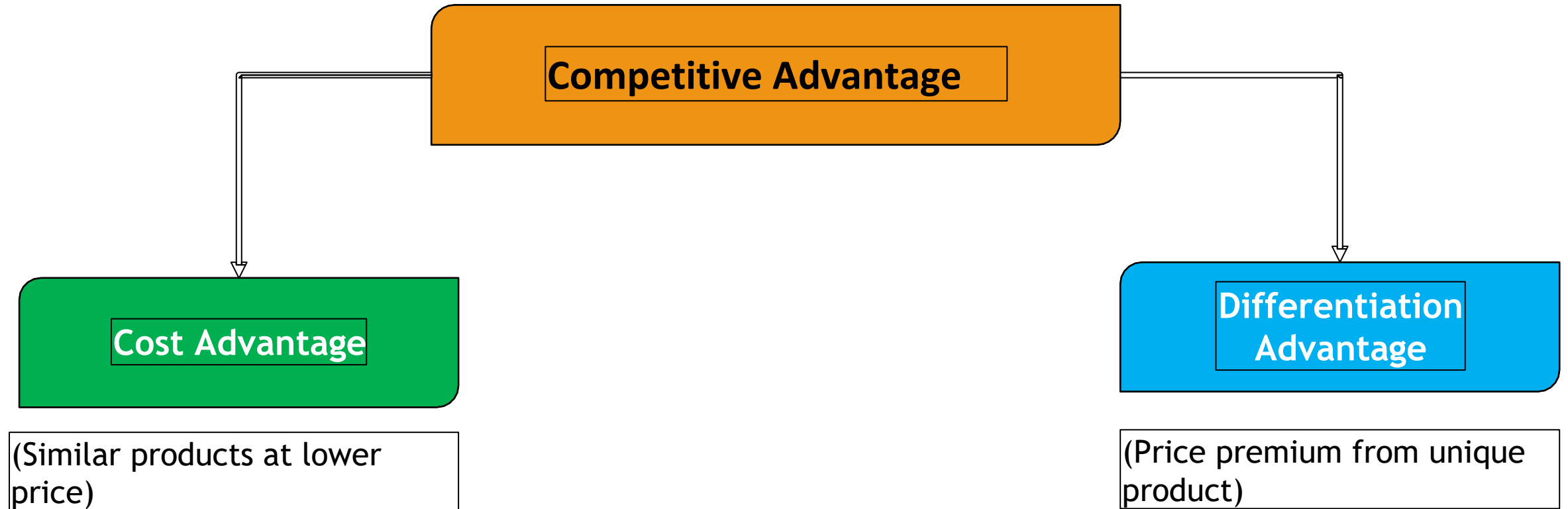
4 Building Blocks of Competitive Advantage



Porters 5 Force Model







19th Century

- *“If a man make a better **mouse-trap** than his neighbour,*
- *the world will make a **beaten path** to his door.”*



21st Century

- Manage for **uniqueness**
- Develop distinctive **competence**
- Create **competitive advantage**



Three competitive hot spots

- Product innovation: Competitors secure detailed information on 70% of all new products within year of development; Patenting do not deter imitation; Imitation costs 1/3rd less than innovation and 1/3rd quicker
- Production: New processes harder to protect; 60% to 90% of all “learning” diffuse to competitors
- Marketing: Rivals react by adjusting marketing mix

**LOOK IN THE
MIRROR...
THAT'S YOUR
COMPETITION.**



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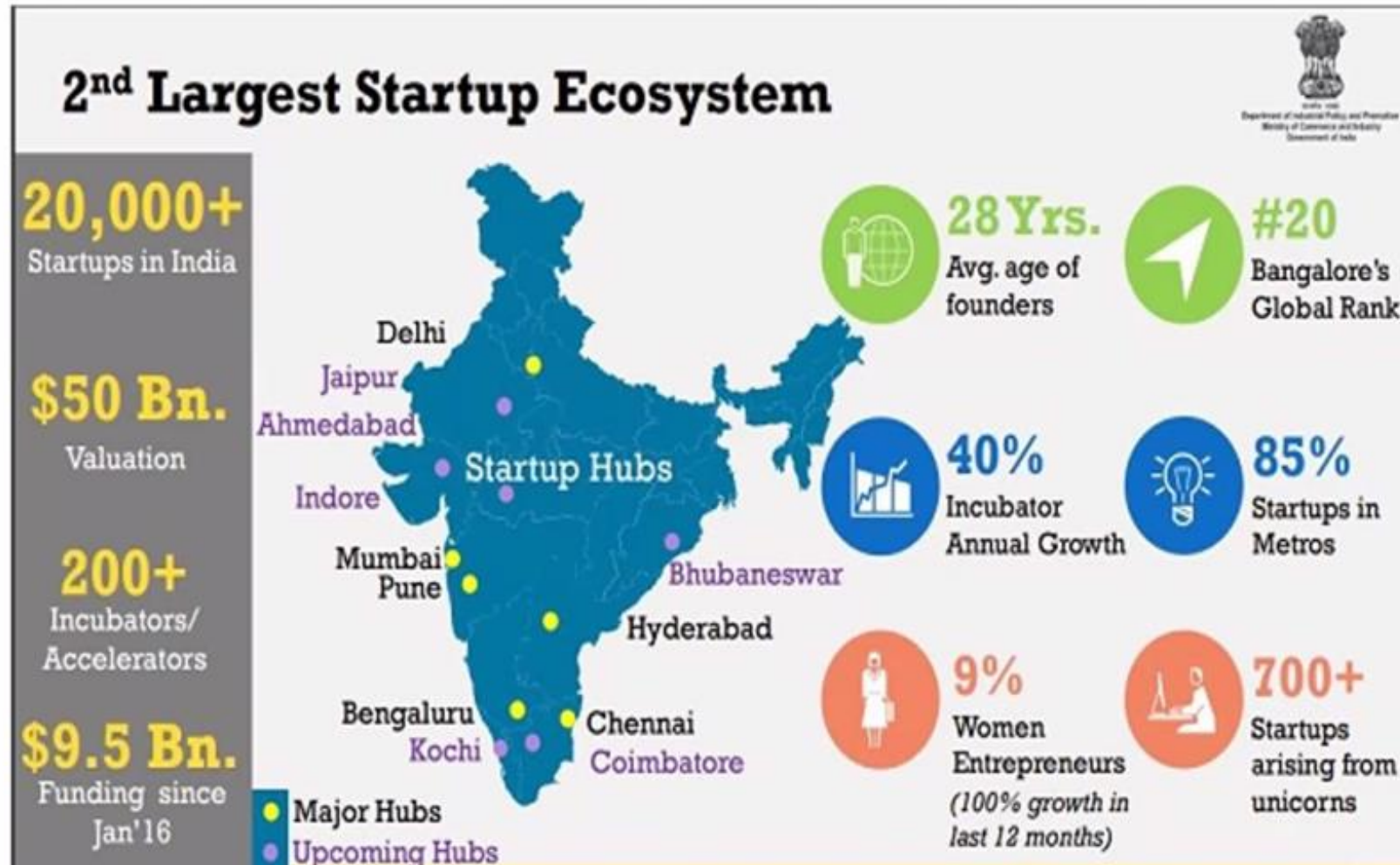
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Under *British* rule, *India's* share of the world economy declined from 24.4% in 1700 down to 4.2% in 1950



Indian Start-up Ecosystem at Glance



Market Segmentation

- Market segmentation is a marketing concept which **divides the complete market set up into smaller subsets** comprising of consumers with a similar taste, demand and preference.
- A market segment is **a small unit within a large market comprising** of like minded individuals.
- One market segment is totally distinct from the other segment.
- A market segment comprises of individuals who think on the same lines and have similar interests.
- The individuals from the same segment respond in a similar way to the fluctuations in the market.

Basis of Market Segmentation

Gender

- The marketers divide the market into smaller segments based on gender. Both men and women have different interests and preferences, and thus the need for segmentation.
- Organizations need to have different marketing strategies for men which would obviously not work in case of females.
- A woman would not purchase a product meant for males and vice a versa.
- The segmentation of the market as per the gender is important in industries like cosmetics, footwear, jewellery and apparel industries.



Basis of Market Segmentation

Age Group

Division on the basis of age group of the target audience is also one of the ways of market segmentation.

The products and marketing strategies for teenagers would obviously be different than kids.

Age group (0 - 10 years) - Toys, Nappies, Baby Food, Prams

Age Group (10 - 20 years) - Toys, Apparels, Books, School Bags

Age group (20 years and above) - Cosmetics, Anti-Ageing Products, Ma



Basis of Market Segmentation

Income

Marketers divide the consumers into small segments as per their income. Individuals are classified into segments according to their monthly earnings.

The three categories are:

- High income Group
- Mid Income Group
- Low Income Group

Stores catering to the higher income group would have different range of products and strategies as compared to stores which target the lower income group.

Pantaloon, Carrefour, Shopper's stop target the high income group as compared to Reliance Retail or Big bazaar who cater to the individuals belonging to the lower income segment.

Basis of Market Segmentation

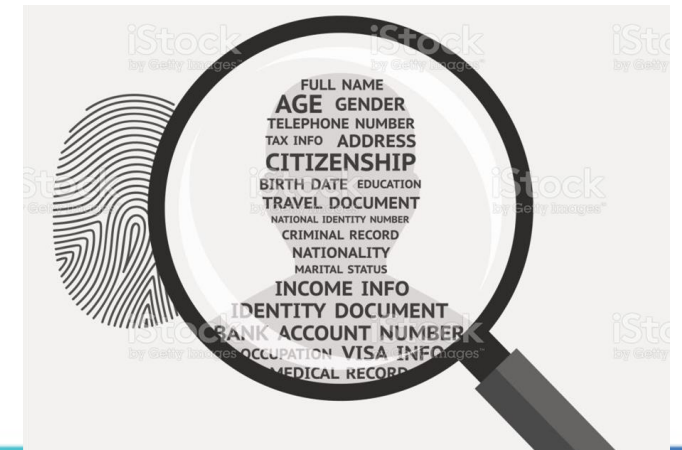
Marital Status

Market segmentation can also be as per the marital status of the individuals. Travel agencies would not have similar holiday packages for bachelors and married couples.

Occupation

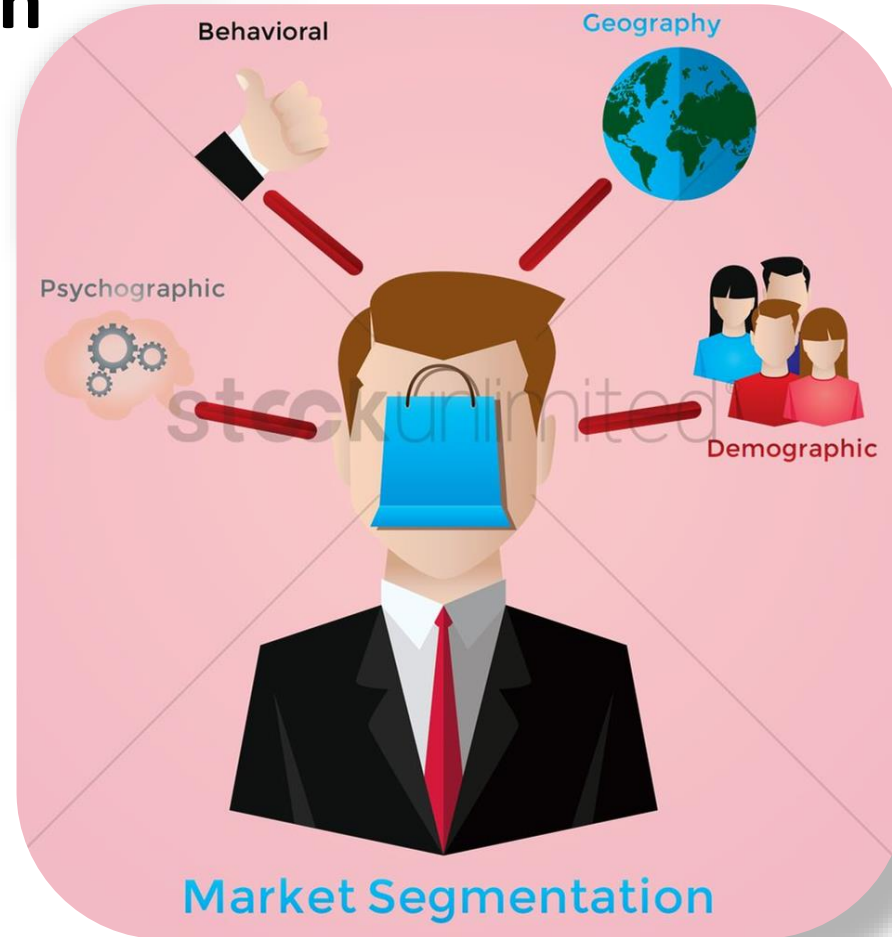
Office goers would have different needs as compared to school / college students.

A beach house shirt or a funky T Shirt would have no takers in a Zodiac Store as it caters specifically to the professionals.



Types of Market Segmentation

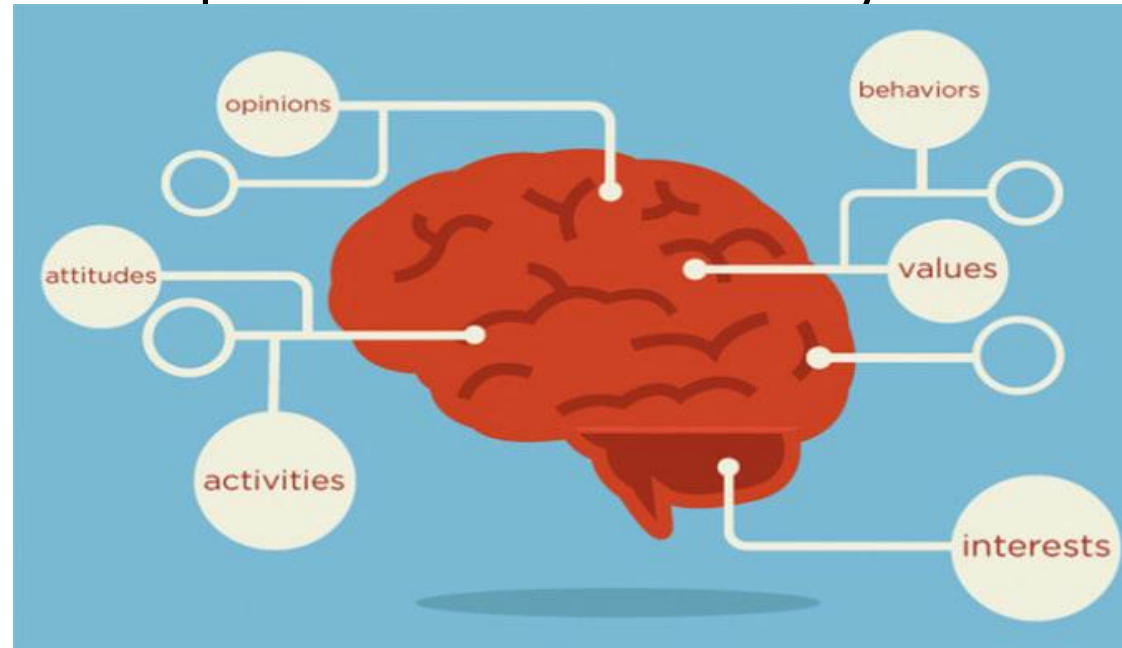
- **Psychographic segmentation**
- **Behaviouralistic Segmentation**
- **Geographic Segmentation**
- **Demographic Segmentation**



Types of Market Segmentation

Psychographic segmentation

The basis of such segmentation is the lifestyle of the individuals. The individual's attitude, interest, value help the marketers to classify them into small groups.



Types of Market Segmentation

○ Demographic Segmentation

Demographic segmentation sorts a market by demographic elements such as age, education, income, family size, race, gender, occupation, nationality, and more.



Types of Market Segmentation

○ Firmographic Segmentation

Firmographic segmentation is similar to demographic segmentation. The difference is that demographics look at individuals while firmographics look at organizations.

Firmographic segmentation would take into consideration things like company size, number of employees and would illustrate how addressing a small business would differ from addressing an enterprise corporation.



Types of Market Segmentation

Behaviouralistic Segmentation

The loyalties of the customers towards a particular brand are used to divide them into smaller groups, each group comprising customers with a particular brand loyalty.



Types of Market Segmentation

Geographic Segmentation

Geographic segmentation refers to the classification of market into various geographical areas. A marketer can't have similar strategies for individuals living at different places.

Nestle promotes Nescafe all through the year in cold states of the country as compared to places which have well defined summer and winter season.

McDonald's in India does not sell beef products as it is strictly against the religious beliefs of the countrymen, whereas McDonald's in US freely sells and promotes beef products.

Importance of Segmentation

- It promotes proper selection of target market.
- It assists planning and marketing exercises.
- It aids the tapping of market.
- Marketing effort is made more effective.
- It assists in accessing the strength and weakness of the company.
- It assists in effective usage of marketing resources.
- It balances proper coordination between the customers and the company.



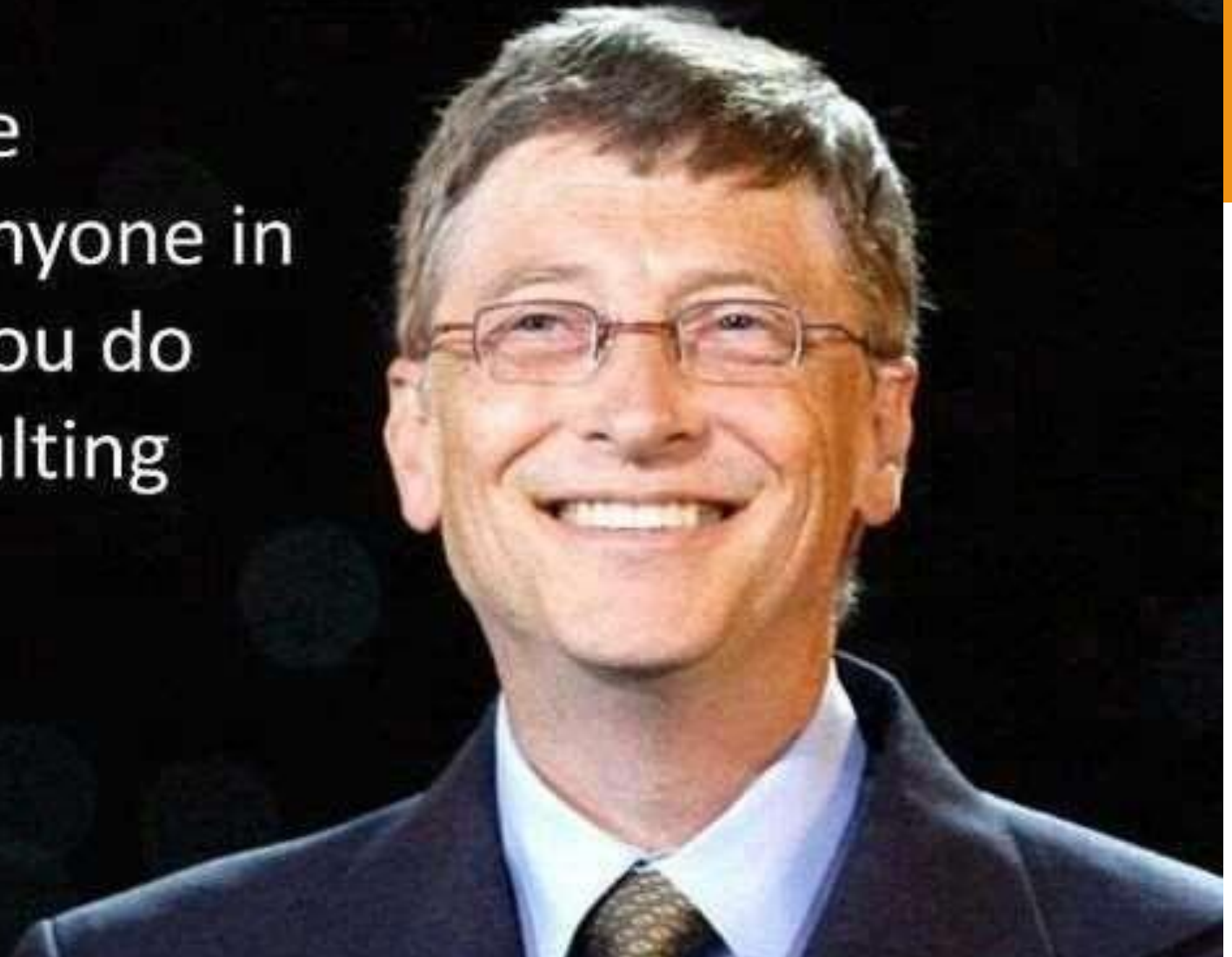
Steps in Market Segmentation

- Identify the Target Market
- Identify Expectations of Target Audience
- Create Subgroups
- Review the Needs of the Target Audience
- Name Your Market Segment
- Marketing Strategies
- Review the Behavior
- Size of the Target Market



“Don't compare
yourself with anyone in
this world...if you do
so, you are insulting
yourself.”

~ Bill Gates





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